



NEWSLETTER • FEBRUARY 2021

## A Message from Your Affiliate President



Hello Hearth Professionals,

Winter has arrived here in California, Nevada and Hawaii with cooler temperatures, snow in some places, rain in some places and time to embrace a warm hearth inside our homes. This is the time of year we all look forward to in that it gives us “meaning.” This has been a robust hearth season and many of our professionals are busy, busy, busy.

We wonder what the days ahead will hold for us. I asked a long-time hearth dealer located in the San Francisco Bay Area what the issue of “electrification” will do to their business. “Most of our customers already live in their homes and they have natural gas. So, for the most part, we will continue to serve them and upgrade their hearths over time. In new home construction, many customers request electric products with superior design elements and more complete operational controls. They come to us to find the better products in the market...and we will help them source those products.” The uptake is that there will continue to be demand for the warmth and romance a hearth provides and hearth professionals will be there to help customers make the right choices for their needs.

There is “push back” in some areas and cities are finding out that a wholesale run toward full electrification has its own costs. There is a “liability exposure” that a city accepts when they regulate limitations that eliminate choice in a marketplace. The true long-term costs are not expressed at the outset and a “selective presentation of the facts” is used to sell electrification on an emotional basis. Tomorrow is another day and we have learned that the real demand for warmth and romance will not actually go away. It will “evolve” in time and a metamorphosis will be ongoing. It will be our “attitude” toward that evolution that will determine our success.

People need help in making a lifestyle decision. They want choice and they want to enhance their homes and lifestyle. They do not feel confident that they can discover the best value on their own and fear making an expensive mistake. We have a job to do. Let’s get to it.

We need to support each other and we need to share our challenges and their solutions on a regular basis. We need to keep our regional trade association healthy. We need to keep and grow our membership and have the gumption to get on the bus and join our fellow hearth professionals in carving out our own message and “good news.” We are in charge of our own future and the “altitude of our attitude” is up to us.

Regards,

# The Benefits of Membership

- Free admission to the national EXPO.
- Admission to Pacific Dealer Round Up at reduced fees.
- Vital webinar sessions for the year.
- Referrals for insurance, business valuation advice, marketing, social media and strategy website refresh, payment processing, travel, and more.
- Get discounted NFI certification reviews and exams.
- HPBA is the legislative watchdog for our industry and keeps you updated on all industry and product regulations.
- HPBA supports members with free consumer and industry research so that you make better decisions for your business.

## Member News

***Congratulations,  
Jay!***



### ***Kozy Heat Fireplaces Announce the Winner of the 2020 President's Award***

Lakefield, MN, January 2021 – Jay Hanson has earned the exclusive 2020 President's Award for 'Outstanding Sales Representative.' This award is given out (annually) to a sales representative in North America for their sales performance, customer service and contributions to company growth. "Jay has been a part of the Kozy Heat family for over 25 years and it was terrific to see him rewarded for his hard work and dedication," said Heather Hussong Reasoner, Marketing and Corporate Relations at Kozy Heat.

If you have news to share, let us know! [info@hpbapacific.org](mailto:info@hpbapacific.org)

COMMERCIAL  
AUTOMOBILE  
PERSONAL  
LIFE & HEALTH



**WE GOT YOU!**

**AERO GENERAL INSURANCE SERVICES**

Nick Pulone • [npulone@aerogeneral.com](mailto:npulone@aerogeneral.com) • LIC. #0F06688  
633 S. Brea Blvd., Brea, CA • (877) 626-AERO • [aerogeneral.com](http://aerogeneral.com)

## Government Relations Report

### **The Other Shoe is About to Drop**

The prohibitions on gas in new construction in various cities in California have received much-deserved attention over the last 18 months, but the big item, which will affect the whole state is about to be revealed. The first draft of the State Energy Code (Title 24) which will become effective on January 1, 2023, will be published before the end of March. The California Energy Commission (CEC), and the Governor, have been under intense pressure to mandate all electric for new homes in this code. So far, it appears they have resisted this

pressure, but we can't be certain until the draft language (known as the "45 Day Language") is published. We believe that the CEC will continue to allow 'mixed fuel homes' using both electricity and gas, in this next code. The code is probably going to require at least one of the two major energy systems in the home, either the HVAC system, OR the DHW system, to be electric, but reportedly will allow the other to use either Natural gas or Propane.

Once the 45-day language is published, we expect a great deal of lobbying around this issue. In California, HPBA takes our lead from the home builders, which is simply a reflection of the relative clout of the homebuilders vs. our little industry. The final language will be locked down well before the due date, so we'll know where we stand before the deadline. **It's worth noting that the next code, the 2025 edition, may require new construction to be all-electric. It's also worth noting that, so far, nothing at the state level affects existing homes.**

John Crouch  
Director of Public Affairs, HPBA  
HPBA Sacramento Office  
Phone: 916.717.1209

[Download Energy Toolbox](#)



---

## Important HR Updates for Employers in Southern California

---

We have listed some HR updates for 2021 for your reference.

### **2021 CALIFORNIA EMPLOYER'S GUIDE**

[https://edd.ca.gov/pdf\\_pub\\_ctr/de44.pdf](https://edd.ca.gov/pdf_pub_ctr/de44.pdf)

### **Overview of California's PAID FAMILY LEAVE PROGRAM**

[https://edd.ca.gov/pdf\\_pub\\_ctr/de2530.pdf](https://edd.ca.gov/pdf_pub_ctr/de2530.pdf)

[https://edd.ca.gov/Disability/Paid\\_Family\\_Leave.htm](https://edd.ca.gov/Disability/Paid_Family_Leave.htm)

### **Pregnancy Disability Leave**

[https://www.dfeh.ca.gov/wp-content/uploads/sites/32/2020/12/Pregnancy-Disability-Leave-Fact-Sheet\\_ENG.pdf](https://www.dfeh.ca.gov/wp-content/uploads/sites/32/2020/12/Pregnancy-Disability-Leave-Fact-Sheet_ENG.pdf)

### **Family and Medical Leave: EXPANDED FAMILY AND MEDICAL LEAVE IN CALIFORNIA - EFFECTIVE JANUARY 1, 2021**

[https://www.dfeh.ca.gov/wp-content/uploads/sites/32/2020/12/Coming-Soon\\_Expanded-Family-And-Medical-LLeave\\_ENG.pdf](https://www.dfeh.ca.gov/wp-content/uploads/sites/32/2020/12/Coming-Soon_Expanded-Family-And-Medical-LLeave_ENG.pdf)

### **California's Programs for the Unemployed (Unemployment Insurance, Disability Insurance, Paid Family Leave, Workforce Services)**

[https://edd.ca.gov/pdf\\_pub\\_ctr/de2320.pdf](https://edd.ca.gov/pdf_pub_ctr/de2320.pdf)

### **State Disability Insurance Provision Brochure (or visit:**

[https://edd.ca.gov/Disability/About\\_DI.htm](https://edd.ca.gov/Disability/About_DI.htm)

[https://edd.ca.gov/pdf\\_pub\\_ctr/de2515.pdf](https://edd.ca.gov/pdf_pub_ctr/de2515.pdf)

**For more information, visit:**

**Employment Development Department (EDD)**

<https://edd.ca.gov/employers.htm>

**Department of Fair Employment and Housing**

<https://www.dfeh.ca.gov/>

**EEOC permits employer-mandated**



## COVID-19 vaccinations

The federal Equal Employment Opportunity Commission has published guidance indicating its acceptance of employer-mandated COVID-19 vaccinations with two exceptions. One is if an employee has a disability that prevents him or her from safely receiving COVID-19 vaccine. The other exception is if an employee objects to vaccination because of a sincerely held religious belief or practice. In that case the EEOC states that an employer should try to reasonably accommodate the belief or practice unless accommodation would create an undue hardship for the employer. Note: the guidance from the EEOC is neither binding nor law, but represents the EEOC's current views on existing federal law. The EEOC notes that state and local laws may differ and employers should always review them before requiring that employees be vaccinated. (Excerpt from *THE HOWE & HUTTON REPORT*, Volume 2021, Issue 1)



### KOZY HEAT OSSEO ELECTRIC IS HERE!



**OSSEO 45 and OSSEO 60**  
Electric Linear Fireplaces



**OSSEO 29 and OSSEO 34**  
Electric Inserts for ZC Fireplaces



STARTING AT \$1099 MSRP  
NO INTERNET SALES

Contact Jay Hanson, SMA Inc.  
Exclusive Regional Sales  
530.277.8549  
Jay@sierramarketing.net  
www.sierramarketing.net

## SAVE THE DATE!

Finally...a solid date for

**2021 PACIFIC  
DEALER ROUND UP**

**AUGUST 29, 30 & 31**  
LAKE NATOMA INN • FOLSOM

- 3-Day Hands-On Tech Training with Bob Wise
- 2 Days of Product Booth Exhibits
- 2 Days of Vital Sales & Marketing Sessions

**Get you and your staff ready for a very busy season!**



Lake  
Natoma  
Inn

## Wood and Pellet Heater Investment Tax Credit



A spending legislation and pandemic relief package was signed into law at the very end of December and included a long sought-after tax credit for wood and pellet heaters. These systems, whether they are stoves purchased to heat space or larger, whole home heating systems, will now qualify for a renewable energy investment tax credit (Section 25(D) of the Internal Revenue Code). Up until now, only solar, small wind, fuel cell, and geothermal systems qualified for this credit.

Beginning in 2021, consumers buying highly efficient wood or pellet stoves or larger residential biomass heating systems will be able to claim a 26% tax credit that is uncapped and based on the full cost (purchase and installation) of the unit. The credit will remain at 26% through this year and next, and then step down to 22 percent in 2023. This provision is part of the BTU Act, which has been actively supported by HPBA for the last several years and has been part of our Advocacy Day requests to Members of Congress.

[Click here for more information.](#)



**MASON-LITE**  
by MFI • Masonry Fireplace Industries, LLC  
Modular Pre-Cast Fireplace Systems

[www.mason-lite.com](http://www.mason-lite.com)

*Mason-Lite fireplace system is a cost-effective solution for installing a lightweight modular masonry fireplace.*

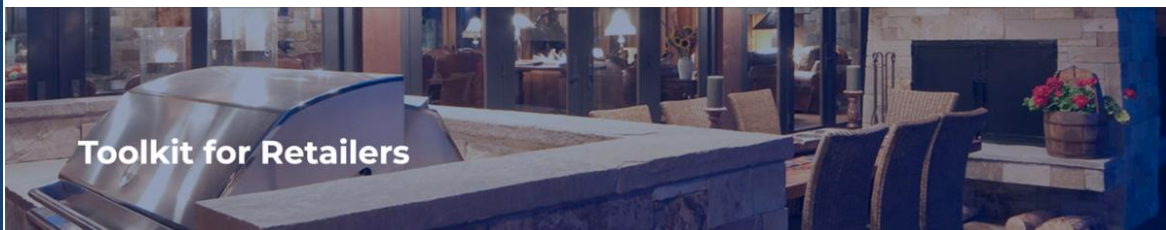
*MFI provides services to custom home builders, fireplace suppliers, tract home builders, remodeling professionals, architects, and interior designers.*

Contact

Bill Harris

(949) 292-6512

[bharris@mason-lite.com](mailto:bharris@mason-lite.com)



### Toolkit for Retailers

Looking for best practices for your business success? Members have access to a list of resources and materials to guide retailers through marketing efforts, promotions, business management tools and more.

[Download Marketing Toolbox](#)

President: Jay Hanson  
Vice President: Amie Ryan  
Treasurer: Bill Harris  
Rep. to National: Amie Ryan

Pat Lopez  
Shannon Reyna  
Peter Ross  
Craig Tranmer  
Russ Wold



**Always forgetting your member number?  
Here's a great hint: Put it in your phone.**

Interested in advertising in this newsletter? HPBA Pacific E-Newsletters are distributed to an expanded list of 2,000 members and non-members. Interested? Please email [admin@hpbapacific.org](mailto:admin@hpbapacific.org) or call HPBA Pacific at 626-237-0721.