



NEWSLETTER

Hearth, Patio & Barbecue Association

CALIFORNIA • NEVADA • HAWAII

Winter 2023

Your membership means more sales and profit. Here are two members' comments on the true value of their dues.



"Technical training is vital to our customers' safety, and we now have our very own equipment and training session we can give when a dealer needs it."

-Russ Wold



"It's easy to forget that we all sell comfort, romance, and entertainment, not just appliances. My

dealers got a lot of ideas and a new perspective out of the sales sessions at the Round Up."

-Bill Harris

We need your help to keep these benefits and services available. To stay viable we need everyone to step up and join the association by paying their dues.

JOIN HERE: hbpacific.org



MARCH 11-13
KENTUCKY EXPO CENTER
LOUISVILLE, KENTUCKY
HPBExpo.com

You are invited to a party!

Going to EXPO March 10-13? Plan to fly in early on Friday, March 20 to attend the huge street party that evening. Look for our Pacific banner and enjoy a beverage with your friends and make new ones! Register here:

hbexpo.com

Hands-on technical training coming to a city near you!

The dues you paid last year went toward development of our very own gas training equipment. Board member Russ Wold led the project and now we can offer more local and more frequent tech training for you. There are two sessions on the schedule already: March 22 & 23 in Southern California and May 24 & 25 in Northern California.



Let us know when 5 or more employees are ready for the 2-day class and we will schedule it in your area.

HAVE YOUR SAY!

Did You Answer The Survey? You Are In Charge!

This is YOUR industry association and you can tell the board and staff what you need and want by answering the very short survey at <https://bit.ly/3wzgHlf>. We did this last year and the content of our annual spring event was exactly what you asked for. So, let's do it again. Please reply by **February 15**.

SAVE THE DATES

MAY 21 - 25

2023 PACIFIC DEALER ROUND UP

May 21: NFI CERTIFICATION

May 22-23: EDUCATION SEMINARS

May 22-23: INDUSTRY EXHIBITS

May 24-25: HANDS-ON TECH TRAINING

Lake Natoma Inn
HOTEL & CONFERENCE CENTER

5 DAYS IN PERSON!
LAKE NATOMA INN
FOLSOM, CA

Plan for it now!

MAY 21-25 • FOLSOM

The Pacific Dealer Round Up will be May 21-25 in Folsom, California near Sacramento. Distributors and factory reps strongly encourage your attendance to see their newest products and to take advantage of industry specific education.

More info: hpbapacific.org



Mentoring Program for Women in the Industry

A huge success in its first two years! Anyone interested is invited to their EXPO reception.

Plan to laugh and learn with other Women of the Hearth Industry for 90 minutes on Sunday, March 12th @ 3:00 p.m. in Room C108 - a 3-part round table seminar with opportunities to share your experiences, concerns and ideas.

Then, network during a wine and cheese reception. Don't miss this free event. RSVP is required: <https://www.surveymonkey.com/r/WomensMentoringEduSession>

Visit hpba.org/womensmentoringprogram for more info.

Check your email preferences



When we send important eblasts and direct emails to members, we are discouraged to hear some don't get them. When we dive into the issue, it's always because the message is in your spam, which you don't check often, if at all. So, if you are to get the maximum benefit from membership, please set your email preference to allow incoming emails from the affiliate's office at either admin@hpbapacific.org or info@hpbapacific.org

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President's Note

I'm pleased to announce a new Pacific affiliate board member, Jeff Cooke of Custom Fireside Shops. He joins other seasoned professionals who help guide the value proposition of membership – benefits for you and your business.

Like the rest of the board and staff, he welcomes your email or call with suggestions on how we can help you strengthen your business. Let me know if you'd like to fill our one open director seat and help us plan a great year.



Jay Hanson, Sierra Marketing
Email: jayhanson5100@gmail.com



HPBA Pacific 2023 Board of Directors

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Rep. to National
Sierra Marketing

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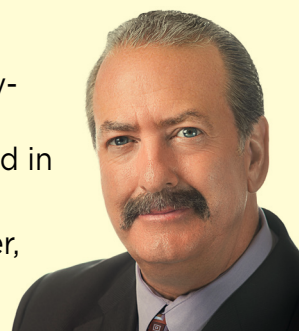
Patricia Rosengren
Executive Director

Jeff Cooke | New HPBA Pacific Board Member

Jeff is president of Custom Fireside Shops and Sierra Home Alternatives in Northern California. He has been an entrepreneurial president at multiple early-stage companies, and an executive at Hewlett Packard, Apple and NEC. He is recognized as a revenue growth and productivity expert and has been involved in numerous business transitions.

Jeff lives in the Sacramento area and has two adult children. He is an avid hiker, fisherman and explorer of boutique wineries.

Reach Jeff at jeff@customfireside.com.



What? You haven't checked this list?

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of savings here:
savings4members.com

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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



Special Government Relations Session on the HPBEXPO Floor Sunday, March 12th • 2:30-3:30 p.m.

BE THERE TO LISTEN TO THESE!

- 🔥 The **new tax credit**. Congress changed more than the percentage! Learn the things you need to know to answer your customers' questions and how to use the new IRS guidance.
- 🔥 Some models will see their **EPA certifications** expire beginning late this year, and they will be illegal to sell. EPA pulled the rug out from under our manufacturers last year and we'll see the impact soon. Your suppliers are working to update and recertify those models, but you need to know the difference or you could be liable for EPA enforcement. Learn what to look for and how to talk to your suppliers about these units.
- 🔥 Which states have passed "**fuel choice**" bills and which states are still in the fight. Even if you are in a fuel choice state, learn how building codes are being used as a loophole that can make it more costly to run gas to new homes.
- 🔥 **Changes are coming** to the world of wood burning inserts. Why is this happening, and what are manufacturers doing about it. Learn about the work being done to create a specific safety standard for inserts into zero-clearance fireplaces.
- 🔥 What is an **HPBA "Action Alert"** and why is it important to act immediately if you receive one of these? Also learn how to navigate the HPBA's Government Affairs website and access all the information you need to stay up to date.

You wanted parties, we had parties!

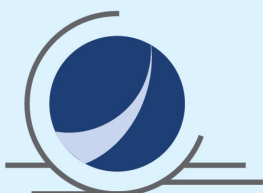
If you were unable to attend one of the two holiday parties, you missed amazing food and truly unique social opportunities. We are going to do more local lunches and dinners in 2023. Hope to see you there!



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