



NEWSLETTER

Hearth, Patio & Barbecue Association

CALIFORNIA • NEVADA • HAWAII

Spring 2023

**Jay Hanson**  
President &  
Rep. to National  
Sierra Marketing

**Peter Ross**  
Vice President  
Home & Hearth Inc.

**Jeff Cooke**  
Secretary/Treasurer  
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Shops

**Cory Church**  
Copperfield Chimney  
Supply

**Debbie Ewens**  
The Warm Hearth

**Pat Lopez**  
Burnie Fireplace  
Services

**Craig Tranmer**  
Craig Tranmer Co.

**Russ Wold**  
Russ Wold Sales &  
Marketing

**Patricia Rosengren**  
Executive Director

## President's Message

Our Pacific Affiliate states will continue to sell and service hearths of all fuels including wood, pellet, propane, and natural gas for another hundred years or more. Our job is to strengthen our service staff and their skills as products and homeowners will need our expertise more than ever. You are lucky because our huge Pacific Dealer Round Up event in May (<https://bit.ly/414Ejli>) offers the kind of tech training everyone needs now.

However, I also urge you to embrace the electrification surge we are all experiencing in this and other areas of our lives. Resisting is foolish because there are opportunities for new customers who may have no hearth now, customers who wish to change out, commercial opportunities, and the huge outdoor living market that is still in its infancy. Again, the exhibitors at the May Pacific Dealer Round Up will show you new product and new ways to be profitable.

From my perspective, I see the entrepreneurs in our membership as leaders in change and therefore securing your futures.



**Want to organize a social event  
in your area? Contact Pat at  
[admin@hpbapacific.org](mailto:admin@hpbapacific.org) or  
call 626-237-1200.**

## INDUSTRY DINNER MIXER

Saturday, April 29 • 6:30 - 8:30 PM

at

**Filippi's Pizza Grotto**  
1192 6th St., Norco

**RSVP: [hpbapacific.org](http://hpbapacific.org)**

This Spring, join industry peers for a dinner mixer at Filippi's in Norco. It's an excellent opportunity to network, reconnect with industry members, and to make valuable connections.

Enjoy an evening of amazing food at \$30 per person with a no-host bar.

Questions? Call Debbie Ewens at  
(619) 465-0890 or email  
[fire@ashwarmhearth.com](mailto:fire@ashwarmhearth.com).

**REGISTRATION NOW OPEN!  
SIGN UP TODAY**

**MAY 20 - 25**

**2023 PACIFIC  
DEALER ROUND UP**

**May 20-21: NFI REVIEW CLASSES**

**May 22-23: EDUCATION SEMINARS**

**May 22-23: INDUSTRY EXHIBITS**

**May 24-25: HANDS-ON TECH TRAINING**

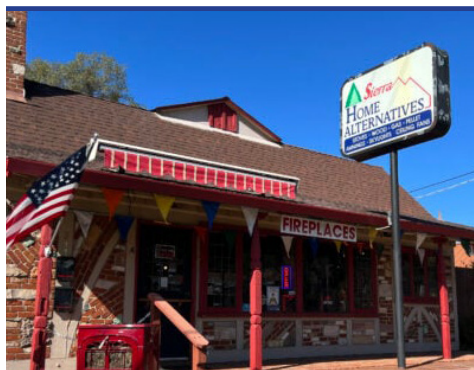
**It's time to register  
for the largest  
industry event  
in the West Coast!**

With a whopping 6-day lineup that includes NFI Certification Review Classes, Education Seminars & Exhibits, and Hands-On Technical Training, this is an event you simply can't afford to miss!

If you are in the Hearth, Barbecue, Patio, and Home Lifestyle businesses, sign up now to attend this impressive six-day schedule packed with valuable educational opportunities and training sessions.

**9 Educational Sessions from industry experts and more than 10 exhibitors will be showcasing their new products with more signing up every day!**

General event includes all educational sessions and exhibits for only \$89 per person! That's less than \$10 per CE accredited session! Special offer for Non-members at \$225 per company with unlimited access to the general event and gets HPBA membership for the rest of 2023! Registration is now open at [www.hpbapacific.org](http://www.hpbapacific.org).



## MEMBER NEWS

## Fireplace Place Placed In Employees' Hands

When Casey Kish and Parrish Stanton decided they were ready to move on from Sierra Home Alternatives, the Placerville-based fireplace business they co-owned, they looked for a way to make sure the store would continue on after they left.

READ MORE on how Sierra Home Alternatives transitions to an employee-owned business here: <https://bit.ly/3KjWWLq>

## KOZY HEAT NORDIK 29i & 34i FIREPLACE INSERTS



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## Government Affairs Update for California

A report from Pat Lopez, Burnie Fireplace Services

A bill, CA AB-698 was introduced in February that has to do with gas stoves. It was then amended in Assembly on March 9, 2023.

It contains the following wording:

**Existing law prohibits new residential-type gas appliances that are equipped with a pilot light from being sold in the state 24 months after an intermittent ignition device has been demonstrated and certified by the State Energy Resources Conservation and Development Commission.**

**This bill would prohibit state agencies and local governments from adopting or enforcing a rule, regulation, resolution, ordinance that directly or indirectly results in prohibiting the use of gas stoves and residential and non-residential buildings.**

**The bill would include findings that changes proposed by this bill address a matter of statewide concern rather than a municipal affair and, therefore, apply to all cities, including charter cities.**

In short, it hasn't been passed but the wording is favorable to keeping state agencies and local governments from hastily eliminating gas stoves. It also tries to keep stoves with an intermittent ignition device after stoves with pilot lights are banned.

It was introduced by Assemblyman Bill Essayli (REP) representing District 63 in Riverside, CA.

**Have questions about regulations  
in your county?**

**Contact Peter Ross at  
peter@hearthpatiosales.com.  
He is your Government Affairs Chairman  
for HPBA Pacific.**

## Knowledge is Power!

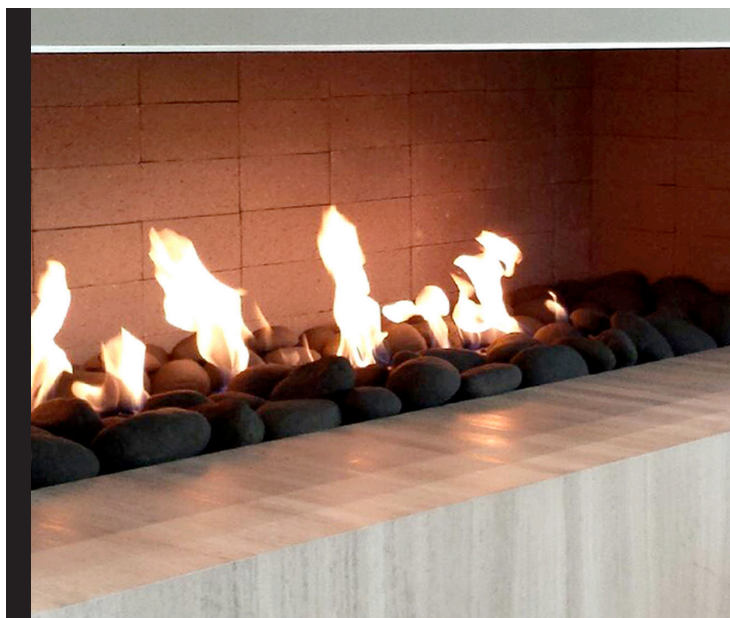
There's one place where you can access **HPBA-generated studies** as well as those from others that affect our businesses. Find it all here - <https://www.hpba.org/Resources/Market-Research-Reports>

In terms of **shipment/market size data**, the 2022 data cycle just completed and will be uploaded to the website here: (<https://www.hpba.org/Resources/Annual-Historical-Hearth-Shipments>)

For **consumer research and behavior** (ownership rates, usage behaviors, recent purchase data, future purchase intent, etc.), there will be a Mid-to-High-End Grill Market Report with data collected in early-September and likely released to members in late-October. Can't wait to see the last ones? Visit <https://www.hpba.org/Resources/Market-Research-Reports/Consumer-Behavior-Research>. There are reports going back to 2015 listed there.

There is also a library of reports from other outside organizations like the Census, universities, etc. Those files are updated monthly. Don't see what you want? **Cameron Downs** is waiting for your call and will research your question and get back to you! Personal service! Now that's membership value!

**(703) 522-0086 x110 or  
downs@hpba.org**



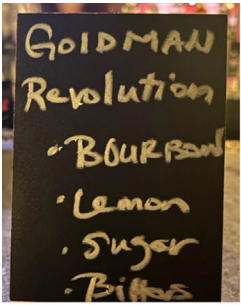
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Contact  
**Bill Harris**  
(949) 292-6512  
[bharris@mason-lite.com](mailto:bharris@mason-lite.com)



## At the 2023 HPBEXPO

Industry members met up at the HPBExpo Fire It Up Block Party and the Retirement Reception for Jack Goldman to kick off the 2023 HPBExpo on March 3. It was a great time to catch up, network, and celebrate!

**Mark Your Calendar!**  
**HPBExpo 2024**  
**in Nashville**  
**February 13-15, 2024**



## THIS DAY IN HISTORY

Well, it might not have been this exact day.

**We are coming up on the 70th anniversary of our industry formally formulating.**

- In **1953** a group of hearth product pros met at the Housewares Trade Show and became a Voice for our industry.
- In **1959** The Institute of Fireplace Equipment Manufacturers formed IFEM.
- In **1976** WEI, Wood Energy Institute formed.
- In **1980** bylaws were drawn up for FI & WEI to form the Wood Heating Alliance, WHA and started EXPOs.
- In **1992** the name was changed to Hearth Products Association, HPA, introduced at the Phoenix EXPO.

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