

Message From Your President



Dear Members,

I'm sure, like me, you welcome the end of all the elections commercials.

No matter what issue or politician you support, you must agree that (as nutty as it gets) we have the best system in the world. The only time it breaks is when those who feel passionately do nothing...never vote.

There are concerns for our businesses when propositions like 23 in California fail. But if we all agree that the economy is crawling, not running, back to what it was several years ago, then we must understand that our businesses change...we must change...in order to thrive.

With the Dow staying happily above 11,000 and jobs data a bit better, there seems to be an exhale heard from consumers. And when consumers relax, they spend. I would urge you to use all at your disposal to be front-and-center with your target customer over the next couple of months. Don't assume the fall work will continue through first quarter without marketing your products and services. Your personal economy, much like the nation's, is very much a self-fulfilling phenomenon.

Whether you sell big turkey fryers, fireplaces and stoves, or your service skills....THIS is your season!!

Have a great thanksgiving!

Amie Ryan

Ryan Brothers Chimney Sweeping

916.339.2220

Government Relations: Bay Area AMQD

As many of you know, Bay Area Air Quality Management District recently sent out a notice to all retailers in their jurisdiction toward enforcing the new labeling requirement (passed in 2008) on any solid fuel sold in the area. As of November 4, Bay Area has stepped back and has ceased enforcement on this rule for now. This rule will still go through, we believe, but Bay Area has realized that more time is needed for us to comply. We will keep you updated.

EXPO in Salt Lake City, March 2 - 5

Members Get In Free!

EXPO registration is now open! Check out www.hpbexpo.com for more information and to watch the new EXPO online video. Besides new product and networking, HPBA has created some great interactive tools to help you be successful at this show. Attendees can set up in-booth appointments with manufacturers and download the new iPhone application for EXPO to help you get around quicker!

Other opportunities include:

- Biomass Central Heating Symposium
- Young Guns Lounge
- 11th Annual Vesta Awards Ceremony
- Friday night fever disco party....the industry wide event you won't want to miss!

Register Today!

Spotlight of the Month: Nick Pulone Aero General Insurance

1. *How long have you been in the insurance business?* 30 years
2. *How did you get involved insuring people in the hearth business?* In the early 90's some of the retailers had policies written under the class of "Hardware Stores", which may have been the only option their carrier had available. One of our carriers had a class for "Fireplace Shops" that I felt would be a better fit for the industry. The insurance marketplace has changed many times over since that time and the dividing line between the fireplace retailer and the fireplace installer has been redefined several times as well.
3. *What is the best part of your day?* Best parts of the day: At work - finding the right solution for the right client. At home - having two little ones stampede toward the front door as soon as I walk in.
4. *What is the hardest part of your job?* The hardest part of this job is working exhaustively to put the very best (comprehensive + competitive) insurance coverage together that the insurance market has to offer and having the client ask, "Do you have anything cheaper?"
5. *Do you see the economy loosening up a little?* People are realizing the economic recovery is much slower than anticipated. Some have seen no positive signs at all. In the insurance industry, we are in another "soft" market. This is the equivalent of the insurance market having a garage sale. Three years from now we may see another "hard" market so my suggestion to anyone with insurance needs - take advantage of the current low rates!!

William Sanford White

Robert H. Peterson Company

We mark with sincere regret the passing of Bill White on Saturday, October 16, 2010. Bill led the Robert H. Peterson Company for over 30 years as President before he retired in 2000. He passed away following a small stroke then short illness.

Bill was a remarkable person by anyone's standards. In his long career, he was a pioneer in the development and manufacturing of high-quality fireplace and grill products and is credited with RHP's long and steady growth.

He led the Peterson Company from a small one product firm in a 17,000 square foot building in Pasadena to become a significant multi-product, nationally respected corporation. He was instrumental in acquisitions and new product ventures. At the same time, he set the tone of team building with his customers and his employees. His advice and counsel even in retirement continued to make significant endowments to the company.

But his business contributions are only part of his legacy. A member of several civic and business organizations, Bill had a work ethic, dedication to friends and obvious integrity that personified trust, honesty and compassion.

He certainly was a man of varied interests and talents. As one of the island's unofficial historians, he authored two books on Santa Catalina Island history published in 1997 and 2002. And he was particularly thrilled to be selected by the Wrigley family to publish a third book published in 2005 that focused on their family's vital part in the island's development over the decades. These books were major accomplishments of which he was understandably content.

Proud, too, was Bill of his family. He is survived by his daughter Kim, sons Scott and Taylor and four grandchildren. Bill White will be missed by so many, anyone privileged to have known him.

Memorial Services were held in Glendora, California on October 25th. Donations in Bill's honor may be sent to Glenkirk Presbyterian Church and condolences may be mailed to the White family home at 535 Willow Springs Lane, Glendora, California 91741.

Update on Board

Congratulations to our new and renewing board members; Jay Hanson (Sierra Marketing Assoc.), Tom Karow (Woodstove & Sun), Mike Derosier (Independence Marketing), Bill Harris (Mason-Lite Industries) and Gabe Cottle (West End Brick n Fire). These people will be serving a 2 year term starting in 2011. They join for service to you.

If you are interested in participating on one of our committees, contact us. This is a great opportunity to get involved without being a board member. The current committees are: Government Relations, Events, Membership, Fundraising, Strategic Planning and Communications.

HPBEF Info

NFI dates and times at Expo were released earlier this week. Be sure you sign up for these classes soon as space will sell out. To see the schedule and make arrangements for these courses visit this web site: <http://www.hpbexpo.com/pub/NFI-Certification>

Other educational opportunities are available as well on topics like marketing, business management, technical issues and biomass. If you purchase an education passport you will be able to attend all of these important classes designed to help you make more net profit. Don't hesitate - your competition has already signed up!

Thank you
to NSPS
donors!

You know its important and that is why you gave...here is a list of our
current contributors as of 11/1/10.

West Coast Fireplace	Home & Hearth Inc.
Idyllwild Heating & Cooling	The Ramco Group, Inc.
Hawaii Chimney & Vent	Master Sweep-N-Clean
Lee's Bees Stoves	Rottiers Sales Associates
Paykel Fireplace Fixtures	Branesky Sheet Metal Inc
Henning's Wood Burning Stoves Inc.	High Country Lumber
Farrells Fireside Shop	The Fire House
Mountain Home Center	MC Refactory Inc
Victorian Stove Shoppe-Sweep Easy Company	Visual Heat Inc.
Starfire Direct	Comstock Home & Hearth
Guiton's Pool & Stove Center	Mr. Chimney Cricket
Malm Fireplace Center	West End Brick N' Fire
Frizelle Enos Company	Wood Heat Stoves & Solar
Quincy Hot Spot, Drico Inc.	Gregersons Gallery Of Fireplaces
Woodstove & Sun, Inc.	Villa Terrazza Patio & Home
F.I.R.E Service	Hibernation Home Concepts
Pioneer Fireplaces & Awnings	Napa Woodstoves
Benner O'Meara	Energy House
ABC Pool and Patio	Clean Sweep Ltd.
Pott Belly Shop	Energy House
Energy Parts Plus	AEI Corporation
California Window & Fireplace Outlet	California Comfort, DBA Buck Factory Outlet
EcoSmart Fire	Safe & Warm Chimney Service
Mountain Comforts	

In the Know

Embarrassing post?

Remember that employers providing computers, cell phones, tablets, and other electronic doodads should put their employees on notice that the devices are for the employer's business purposes and may be inspected by the employer at any time. Employees need to be reminded that potentially embarrassing information is their personal responsibility, and if they do not want their employers viewing what they post, don't post it.

Behave over there or else!

A businessman in the UK came up with the idea of having a list of unruly or otherwise undesirable guests which hotels, B&Bs and other such entities can check before accepting reservations. Misdeeds can involve stealing, damaging property and other such offenses. This list is currently being used in the UK by as many as 10,000 hotels and B&Bs. A similar list process has been used in Australia going back to 2007. Is the U.S next?

(In the Know is courtesy of Howe & Hutton)

Membership

Dues have been sent out! If you haven't received an invoice or need another copy, call the affiliate office at 626-237-1200. We can take credit cards over the phone. Renewing your dues on time is important for timely EXPO registration. If you don't renew by the end of this year, there will be a lapse in membership and it could take longer for you to register for the show in Salt Lake City.

Holiday Dinner

When: December 13, 2010, from 6:30 - 9:30 p.m.
Where: The Firehouse, Downtown Sacramento
1112 Second St., Sacramento, CA 95814
What: Join us for holiday cheer and networking!
Invites have gone out! See you there...

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<http://www.facebook.com/pages/HPBA-Pacific/269018215510?ref=search&sid=35801907.1467433928..1>.
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