

Message From Your Board

Dear Member,

It's finally cold! We hope cool weather will help make this a prosperous season for you. What a year! As 2009 comes to an end, we want to thank you for your membership, support and willingness to stand up for our industry. We must take our hats off to members who worked very hard in the Sacramento and San Joaquin Air Districts. Amie Ryan, Jay Hanson, and Steve Goldstein were critical in the effort to stop unreasonable regulation of our products and this board wishes to acknowledge them.

Our annual holiday dinner in Northern California on December 7 was enjoyed by nearly 50 members. A festive time was had by all including those who won valuable door prizes!

Exciting things are happening in 2010. Round Up is just around the corner. More information about this important event will be coming shortly. EXPO is in Orlando and if you haven't registered you should do so now. Most of you have contributed to the NSPS fund as you paid your dues. You recognize there are regulations afoot that could drastically change the solid fuel business forever. Updates on this initiative will be sent out periodically.

Dues renewals are running ahead of last year as industry members understand that there is strength in numbers and huge value in what the association delivers. The entire Board of Directors of HPBA Pacific appreciates your feedback and support. We're ready to make 2010 a great year!

Wishing you well during the holidays and beyond,

HPBA Pacific Board

Spotlight of the Month: Brian and Beckie Cochran

Paykel
 Santa Monica, CA



Q: How many years did your parents (in-laws) run the business? When did you start working with them in the store?

A: Ralph had worked at Paykel since the late 80's so when Andrea wanted to sell the business in 1999 she offered it to Ralph and his wife Debbie first. They took over in March of 1999. Debbie quit the bank she was working for at the time to work at Paykel. Bryan and his brother also quit their jobs to start working at Paykel in March of 1999. Bryan worked at Paykel before his parents purchased the business, overall I think he has worked here for a total of 16 years. When Bryan and I got married in 2005 I was working in Rancho Cucamonga for an insurance company and the commute was killer (126 miles/day) so I started working at Paykel instead. That was 4.5 years ago.

Q: How are you dealing with this economy? Are you diversifying your inventory?

A: Thankfully we are in an area where we haven't been hit as hard by the economy. But it has made a dent in our overall sales. We have noticed an increase in sales in recent weeks due to all this WONDERFUL cold weather. As for diversifying our inventory we are trying to keep things pretty simple and not get into any debt that is unnecessary and unrelated to our industry.

Q: What is the most unusual job you've encountered?

A: Had to deliver a Solaire 42" Freestanding BBQ down a steep narrow two foot wide path (down the side of a hill with a 50' drop down to the bottom) and it also had a tree right smack in the middle of the path. But we're here to tell the story!

Q: Will anything change now that you and your husband have taken over from your in-laws?

A: We officially took over on November 1, 2009. We hope to steer away from more traditional forms of advertising and look more towards the "contemporary" forms of advertisement, i.e. internet/professional web page, etc.

Another Successful Holiday Dinner!

A big thanks to everyone who came and to our wonderful sponsors.



Group (L-R): Guy and Sharon Fasanaro, Tenny Stevens, Jay Hanson, Skip Ayers, Mitch Heller and John Crouch.



Group (L-R): Loretta, Chuck and Patrick Nuno, Nick Bechtel, Gabe Cottle, Anna and Amie Ryan.

Want to see more photos? We've uploaded an album on Facebook. The bottom of this newsletter has the link to our page.

New Source Performance Standards

NSPS will be an important battle in the upcoming years. We would like to thank the member companies who have donated to this important cause.

EcoSmart Fire	Jerry's Chimney Service and Stove Shop	Timberline Hearth & Patio Chimtech
West End Brick N' Fire	Lee's Bees Stoves	J. Hanson Sales & Marketing/SMA
Access Sales Associates	Malm Fireplace Center	Emigh's Casual Living
Applied Control Electronics, Inc.	Master Sweep-N-Clean	Valley Heating and Cooling
Benner O'Meara	MC Refractory Inc	Villa Terrazza Patio & Home
Home & Hearth Inc	Mountain Home Center, Inc.	ABS Pool and Patio
Rottiers Sales Associates	Mr. Chimney Cricket	Pott Belly Shop
The Ramco Group, Inc.	Outdoor Elegance	Buck Factory Outlet
A Fireplace Store and Design Center	Paykel Fireplace Fixtures	Fireplaces Plus, Inc.
A-1 Stoves Inc.	Quality Fireplace and BBQ	McNeely-Yuill Corporation
Big R	Quincy Hot Spot, Drico Inc.	Blaze Fireplaces
Buck Energy Center	Ruby Mountain Hearth	Branesky Sheet Metal Inc
Buck Stoves, Pools and Spas	San Bernardino Fireplace & Woodstove Specialties	Energy House
California Shingle & Shake	Sierra Timberline	Energy Parts Plus
Clean Sweep Ltd.	Stoves N' Stuff	
Comstock Home & Hearth	Sunburst Patio and Fireside	
Dazey's Supply	The Fire House	
Earthlab Energy Systems	The Heat Source	
East Bay Fireplace	Victorian Stove Shoppe-Sweep Easy Company	
Energy House	Warm Solutions, Inc.	
Farrell's Fireside Shop	Wholesale Patio Store	
Four Seasons Remodeling	Woodstove & Sun, Inc.	
Frizelle Enos Comapny	F.I.R.E. Service	
Gregersons Gallery Of Fireplaces	Kevin Montgomery Construction	
Guiton's Pool & Stove Center	Kidd Fireplace Services	
Hawaii Chimney & Vent	Safe & Warm Chimney Service	
Henning's Wood Burning Stoves Inc.	Sooty's Chimney Restoration	
Hibernation Home Concepts		
High Country Lumber		
Idyllwild Heating & Cooling, Inc.		

San Joaquin Update

San Joaquin Air District recently updated guidelines to their upcoming change out. While the Air District sought to start the change out mid-November, Steve Goldstein, in the Modesto area, worked hard to push this date back to January 15, 2010 and insist on other modifications important to our industry. This will be beneficial to dealers in extending their season. The district also agreed to not promote the change out prior to its start. The funds available will be \$425,000. This is a huge amount of money allocated to a change out program. Most importantly, consumers will be reimbursed directly from the Air District. Dealers will not be out any money, and during this economy, that is vital! Big kudos to Steve Goldstein and all his work with the district.

California Businesses Beware!

CALIFORNIA BUSINESSES BEWARE! The California Secretary of State has issued warnings to all California businesses to be on the lookout for solicitation letters sent by unidentified entities without any affiliation with the California Secretary of State. The entities' solicitation letters appear on their face to be official forms required by the California Secretary of State but are simply a scam. The solicitations request that a fee and a completed form be submitted in order for the business to comply with applicable California law. The forms appear to be similar to a Secretary of State Statement of Information form and contain an official-looking seal. In addition, the letter may contain a reference to a "file number," "Corp Number," "Corporation Number, or "Control Number" that does not match the number assigned to the entity by the California Secretary of State. Calling the phone number listed on the form may not solve the problem as the operator may just be part of the scam. For more information on this particular scam and to learn about other characteristics that will help you differentiate the solicitation letters from the official forms required by the State, go to <http://www.sos.ca.gov/business/be/alert-misleading-solicitations.htm>.

Source: *The Howe & Hutton Report*

Find us on Facebook!

Be a fan! Please show support and participation by becoming a fan here: <http://www.facebook.com/pages/HPBA-Pacific/269018215510?ref=search&sid=35801907.1467433928..1>.

If you do not have Facebook, signing up for an account is FREE.