



UPDATE *Hearthside* update

S P R I N G 2 0 0 6

Serving Hearth, Patio and Barbecue Professionals in the Mid-Atlantic

Calendar of Events

May 4, 2006

MAHPBA Board of Directors Meeting

Netherlands Inn & Spa
Strasburg, PA

June 11-12, 2006

MAHPBA Annual Meeting

Netherlands Inn & Spa
Strasburg, PA

June 13, 2006

NFI Certification Review & Exam Gas & Pellet

Netherlands Inn & Spa
Strasburg, PA

March 14-17, 2007

HPB EXPO 2007

Reno-Sparks Convention Center
Reno, NV

The MAHPBA Mission

The Mid-Atlantic Hearth, Patio & Barbecue Association was formed to further the interests of those regional members involved in the hearth industry.

MAHPBA will provide a forum for a discussion of local, regional, national and international issues. The MAHPBA will serve as an educational resource by developing programs.

MAHPBA will prepare and initiate local promotions to advance the industry and interests.

Above all, the association will support regional and national initiatives to promote and benefit the industry.



MAHPBA 6TH ANNUAL MEETING – LET THE HEARTH TIMES GLOW!

Planning is well underway to make the 2006 Mid-Atlantic Hearth, Barbecue & Patio Association Annual Meeting better than ever! Highlights of the 2006 event include technical tracts offering CEU's for NFI certification in Sales, Technical, Documentation as well as Health & Safety categories. Scheduling is nearly complete – specific CEU sessions are outlined in this newsletter.

New in 2006 will be much-requested Health & Safety sessions. Presented by the American Red Cross, two sessions, Adult CPR and Basic First Aid, are scheduled. These courses require pre-registration and additional fees. They will be held on the morning of Sunday, June 11, 2006, prior to the Annual Meeting Opening Session.

The 6th Annual Meeting will be held in Strasburg, PA at the lovely Netherlands Inn & Spa. Check out their website at www.netherlandsinn.com. Lodging reservations can be made by calling 717-687-7691. Mention that you are attending the MAHPBA Annual meeting for the special event rate of \$89 per night.

**KEYNOTE SPEAKER –
JOHN KENNEDY -
RETURN OF
“THE LITTLE MAN
WHO SPEAKS FAST!”**



MAHPBA announces the return of John Kennedy/Kennedy Consulting as the featured speaker for the 2006 Annual Meeting. Attendees at the 2005 MAHPBA Annual Meeting enjoyed the entertaining educational sessions John presented. He is a nationally recognized speaker and corporate trainer with a growing reputation for excellence in the world of corporate presentations. His energy and experience place him as a trainer of choice for progressive, global companies. John applies new insights in self-skills and personal development to help companies *Put the Human Back into Being!*

**Sunday, June 11 – 3:00 – 5:00 pm
(2 Sales CEU's)**

“The Cannoli Factor” Different things motivate different people, and a broad-brush approach to retention and motivation does not work these days in the ►2

MAHPBA LAUNCHES UPDATED WEBSITE & EMAIL COMMUNICATION!

Hurry to your PC and check out the new look to the MAHPBA website. Launched in February, the website features up-to-date, member and consumer information with many links to HPBA. Add www.mahpba.com to your “Favorites” on your PC and check it out regularly!

Also, watch for regular updates from MAHPBA via our new, high-tech mail service, Magnet Mail. Information will be delivered to your email inbox or fax machine for those members who do not have email. The program allows staff to track email delivery and follow up. MAHPBA will send industry news and member alerts as they become available. ►



2006 Board of Directors

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6TH ANNUAL MEETING *continued*

workplace of America. Join John Kennedy as he explores the top three things that motivate today's worker and how to put common issues to work to create uncommon results. John will discuss the four styles of workers, the four basic needs of every human, and how to invest in your best asset at work...your employees. In one short session, you will be able to create an environment that invites "Thinking Inside the Box!"

Monday, June 12 – 9:00-10:30 am (1.5 Sales CEU's)

"Raising the Standards of Leadership" – We have all heard the term "born leader", but have we ever heard of a "born manager"? John will discuss the difference between the two and what happens when you are only capable of being one. He teaches his audience the four "R's" of leadership, the three qualities of effective leaders, and how to put your tool box of skills into use on a daily basis...for it is the practice on a daily basis that makes good leaders great!

Monday, June 12 – 2:30-3:30 pm (1 Sales CEU)

"Creating World-Class Teams" – There is truth to the statement, "strength in numbers" and creating a world-class team solidifies that strength! John's presentation will walk you through the four stages of team building and shows how each step is essential for success, strength and sanity. Once teams understand each other and embrace their diversity, they become many steps ahead of most organizations in their ability to problem-solve, communicate, compromise and commit!

Sunday, June 11 – 8:00 am-12:00 noon (4 Health & Safety CEU's)

Adult CPR - Participants will receive hands-on manikin training to call for and work with Emergency Medical Services, care for conscious and unconscious choking victims, perform CPR and care for breathing and cardiac emergencies in adults, avoid blood borne pathogen exposure and knowledge of the role of

AED's in the Cardiac Chain of Survival. **This course requires pre-registration. Fee \$60.00**

Sunday, June 11 – 8:00 am-12:00 noon (4 Health & Safety CEU's)

Basic First Aid - Participants will receive hands-on training to recognize emergency situations, check the scene and call for help, avoid blood borne pathogen exposure, care for wounds, bone and soft tissue injuries, head & spinal injuries, burns as well as heat & cold emergencies, manage sudden illness, stroke, seizure, bites & poisoning and to minimize shock. **This course requires pre-registration. Fee \$60.00**

Monday, June 12 – 9:00 -10:30 am (Technical CEU's)

Chimney Relining - This session will teach attendees how to evaluate chimney condition and assess the need for relining. Discussion will include tips for generating sales as well as a demonstration of proper installation techniques for stainless steel chimney liners in accordance with established safety codes.

Monday, June 12 – 10:45 am -12:15 pm (Technical CEU's)

Proper Installation of Inserts Into Prefabs - HPBA Wood/Pellet NFI instructor, Larry James, will discuss the proper installation of wood and pellet burning inserts into prefabricated fireplaces. This session will help you decide if this is a service you want to offer your customers. Or, if you already offer the service, you will learn if you are doing it correctly.

Sunday, June 11 & Monday, June 12 – Ongoing (Technical & Documentation CEU's)

The Inspection Challenge - Back by popular demand, MAHPBA's Bob Harper will construct error-laden stoves on the exhibition floor. Attendees, including installers AND owners, will be encouraged to "inspect" the mock-ups and list as many deficiencies as they can find. On Monday afternoon, Bob will announce the inspection winner and review all the deficiencies with his audience. ❖

PRESIDENT'S MESSAGE

Greetings to all members and friends of Mid-Atlantic HPBA! I am happy to address you as MAHPBA President for 2006 and 2007. I congratulate and thank our Immediate Past President, Rona Kelley for the fine job she did over the past two years. Through her hard work and commitment, association membership and participation grew significantly and the Mid-Atlantic annual meeting has been called as "a great affiliate meeting" by HPBA executives.

I look forward to working with our Board of Directors. I also hope to meet many of you at our events and to continue to build on the fine foundation that has become Mid-Atlantic HPBA.

As we plan the 2006 Annual Meeting, I am pleased to announce that MAHPBA will be offering over 10 CEU's throughout the event. Hearing your requests for Health & Safety CEU's, we have scheduled two Red Cross courses, Basic First Aid and Adult CPR. These classes will be taught concurrently on Sunday morning, June 11th. Pre-registration and additional fees are required. Look for Annual Meeting information included in this newsletter.

I attended Expo 2006 and am pleased to report that MAHPBA attendance at Expo 2006 was record setting. Over 400 affiliate members attended the event. Thanks again to Rona Kelley for choosing *Cucina Toscana* as the site of our annual member reception. Those who attended enjoyed a wonderful evening. If you have not attended HPB Expo, I highly recommend it. It is a great opportunity to network with your contemporaries, and meet some of your suppliers. HPB Expo 2007 will be held in Reno, NV, March 14-17, 2007. Look for more information on our website, www.mahpba.com.

Earl Marshall, President

BECOME NFI CERTIFIED!

- Beat Your Competition – Customers Choose YOU!
- Reduce Employee Turnover
- Increase Productivity
- Validate Knowledge & Gain Confidence
- Earn Stature with Local Officials
- Certification Could be Vital for YOUR Business
- Possible Reduction of Insurance Premiums!

NFI REVIEW AND CERTIFICATION EXAMS

MAHPBA IS OFFERING Two NFI Certification courses and examinations on June 13, 2006 at the Netherlands Inn & Spa in Strasburg, PA

Gas Certification Review & Exam and Pellet Certification Review & Exam will be offered concurrently.

Information on registration available at www.mahpba.com



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Hearthside Update

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The ***Hearthside Update*** is the publication of the Mid-Atlantic Hearth, Patio & Barbecue Association. Please contact Anne Leimbach for questions or suggestions.

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2006 HEARTH, PATIO AND BARBECUE INDUSTRY EXPO SETS NEW RECORDS

Arlington, VA – HPBExpo 2006 in Salt Lake City, Utah attracted nearly 11,500 registrants and 435 exhibitors making it the Hearth, Patio and Barbecue Association's (HPBA) largest West Coast EXPO in 26 years. The annual spectacle – this year, at the Salt Palace Convention Center – showcased the latest design and innovation in the hearth, patio and barbecue industries.

The EXPO opened with a warm welcome from Utah Governor Jon Huntsman who also toured the indoor exhibit area. Incoming Chairman Jerry Scott (Robert H. Peterson Company) and outgoing Chairman Paul Birnstihl (Birnstihl Sales) assisted with the traditional ribbon “axing” before thousands of attendees flooded onto the exhibit floor.

“Not only was the attendance outstanding, but this year’s HPBExpo also garnered national media attention,” said Kelly VanDermark, HPBA Director of Meetings and Expositions. HGTV and the Food Network both taped primetime television specials at EXPO which are expected to air in June, 2006.

The Outdoor Burn area was a show highlight despite moments of heavy snowfall that created near white-out conditions. But the snow never lasted long, and show-goers stayed warm thanks to toasty stoves and fireplaces, great barbecued food, and hot beverages.

Despite the party atmosphere, there was serious business going on. A record 306 NFI (National Fire Institute) exams were taken, as well as a record 1,279 education passports sold. In fact, more attendees than ever before (18 percent) bought education passports.

Although totals have yet to be officially tallied, attendance at education sessions was the highest ever with several sessions affording standing room only. The most popular sessions involved improving technical expertise and business profitability.

HPBA’s government affairs department hosted 80 federal, state and local representatives at EXPO for an EPA symposium on wood stove change-outs. (50 others participated electronically.) All were treated to a tour, reception, and a Libby Appreciation Luncheon honoring donors of the Libby, Montana wood stove changeout. Also, the statistics department released its annual Hearth Industry Statistics showing hearth shipments up 8 percent in 2005 compared to 2004, with a 76 percent increase in pellet stove shipments. Even gas stove shipments held their own with a 2 percent gain despite high gas prices.

The annual Vesta Awards, organized by Hearth & Home magazine, awarded honors in 21 categories plus Best-in-Show – Hearth Products (Quadra-Fire’s Mt. Vernon Insert) and Best-in-Show – Outdoor Room Products (industry newcomer Al Fresco Concepts’ Fresco Frames). The show included a standing ovation for outgoing HPBA President Carter Keithley, who recently announced his departure after 26 years.

But even Keithley reminded attendees that the “show must go on” at the next EXPO in Reno, Nevada, March 14-17, 2007.

WWW.MAHPBA.COM

Check out the MAHPBA website regularly
for association news & updates!

MAHPBA RECEPTION A HIT!

The Mid-Atlantic HPBA Member Reception at EXPO 2006 was *the place to be* on Wednesday night! The Association hosted over 150 guests during the two-hour meet and greet at *Cucina Toscana* in Salt Lake City. "Our reception was a big hit", said Earl Marshall, MAHPBA President. Members and 2006 Annual Sponsors enjoyed the charming hospitality of owner Valter Nassi and his wonderful staff as they feasted on a specially prepared menu of Italian delights. Marshall continued by stating that, "Networking with industry colleagues is the highlight of the evening. It's even better when you can combine business with pleasure." ❖



Spring has sprung and with it, outdoor entertaining will soon be in full bloom. May is officially designated as National Barbecue Month, and it's a perfect time to get the word out about grilling.

HPBA is launching an all-out multi-media promotion to kick off the grilling season. And we want you to join our promotion effort. We are providing materials to help you reach local media and your customers. We hope this will help you work with them to recognize and celebrate one of spring and summer's most popular activities—barbecuing.

Go to <http://www.hpba.org/bbq/index.shtml> to download all of the following materials to get you started, including:

- Ideas for making the most of National Barbecue Month
- Sample media pitch letter
- National Barbecue Month press release
- State of the Barbecue Industry Report fact sheet
- Tips for working with media
- National Barbecue Month logos to put on your sales materials or order a banner for your store
- Barbecue Industry fact sheets:
 - "Consumer Guide to Grill Buying"
 - "Tips for Safe Barbecuing"

If you have any questions about how to work with media, please contact Carol Kaplan at HPBA (kaplan@hpba.org or 703.522.0086, ext. 129)

To recognize successful NBM promotions and outreach, HPBA will honor some of the best activities from this year at the 2007 HPB Expo in Reno. A grand prize – hotel accommodations in Reno – will be awarded to the best, so be sure to send Carol your success stories at the end of the month. ❖

HPBA ANNOUNCES NEW MEMBER BENEFITS!


BUSINESS LIABILITY INSURANCE COVERAGE

The Hearth Patio & Barbecue Association, in conjunction with Stratus Insurance Services Inc. and Security Group International Inc., offers a competitive market for liability protection.

Stratus Insurance is the managing general agent operating nationally with a focus on niche and highly specialized lines of business, supplemented by SGI's 30 years of retail marketing experience. The Stratus/SGL team is well versed in association insurance needs, guaranteeing your insurance program is handled properly and efficiently. Count on SGI to be responsive to your insurance needs, be it certificate requests, new endorsements or other policy changes.

Stratus works closely with insurance carriers to ensure that risks are correctly underwritten. This relationship enables the Stratus/SGL team to offer stable and competitively priced coverages for its clients. For more information, contact Bill Koehler/Program Coordinator, Security Group International, Inc.

Phone: 804-272-2740

Email: billkoehler@securitygroupintl.com 

MEMBER SUCCESS CLUBS TO BEGIN

HPBA has established a unique program for Retail & Distributor members that...

- Establishes a set of Member Success Clubs
- Will provide members and the association with concrete benchmarking information
- Creates a focused forum to address changing market dynamics and shrinking margins
- Provides a "best in class" service and value

Member Success Clubs are an assembly of non-competing Retailers or Distributors. Participants gather regularly to improve their operational performance by exchanging ideas, best practices and information. For more information, or to sign up to visit a Member Success Club, contact Antonio Jackson at HPBA.

Phone: 703-522-0086

Email: jackson@hpba.org 

Thanks to the following companies for their sponsorship of the 2006 MAHPBA Annual Meeting!:

