

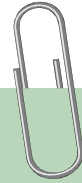
# HotTimes

A NEWSLETTER ON WHAT'S HOT AND WHAT'S NOT

FEBRUARY 2002

ISSUE 1

VOLUME 1



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## A message from the President...

Welcome to the start of a new year and our first edition of Northwest Stoves' "Hot Times" for 2002. We hope you enjoy it. Over the past 25 years my staff and I have enjoyed many long term relationships and made many friends. It is our hope that you find our newsletter interesting and informative. It is our goal to help you become the most experienced and knowledgeable retailer possible. Thanks for your support and I look forward to speaking with you in person soon,

Wayne Rourke  
President

"All the great things are simple, and many can be expressed in a single word: justice; honor; duty; mercy; hope."

Sir Winston Churchill

## The year 2001 ...a year I'll never forget

The following article was written by Sales Associate Mike Harstone who is celebrating his 20th year with Northwest Stoves:

The year 2001 was a year that I will never forget. Not a typical year in our industry, or in what happened in this world of ours. In the twenty years I have been doing this I will always remember this one particular road trip. It was up to the area that covers Vanderhoof to Prince Rupert.

I caught an early flight Sept 10th, my 21st wedding anniversary.

The day was a typical day getting into my hotel room around 9 pm after having dinner with Fritz and Rene from the Flying Dutchman. The next day would involve seeing three dealers in Burns Lake, all wanting to know more about wood. One was a new Pacific Energy dealer that I had just set up and would need a lot of product training. Previously, I had arranged to ship a Summit wood stove to the store so I could assemble it with them. I had scheduled a good half day for training, plus, I had to see two other dealers, and get to Smithers before 4:30 pm. It would be a long, or should I say, a typical, day on the road.

I left my room around 7:30 am. It was Sept 11th. The owner at the hotel yelled "Mike, Mike, did you hear the news?" Impressed that he remembered my name, I said "No, what news." He told me a plane had hit the World Trade Center. I thought it was just a small plane; it didn't impact me until I got into the car heading for the ferry. The radio had live NBC coverage - I couldn't believe it.

I did the product training and three of us put the unit together. It worked well, as they could see all the air inlets and baffles much more easily when the unit was on its back.

My next call was Burns Lake Building Supply. He happened to be on the same ferry as me

coming back from the other side of the lake. Turns out he felt like he was getting the flu, so he was heading home. This worked out O.K. as we got a chance on the ferry to go through our catalogue. One more call to do, and then off to Smithers to meet with Quality and buy dinner as promised. I got to my hotel around 8:30 pm that night and called home. I had talked to my wife Andrea earlier in the day and she had mentioned that our nine year old daughter Nicole was concerned that I was near the crash site. I talked to Nicole and assured her I was nowhere near the crash site and

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Through the rest of the trip I couldn't stop thinking about wanting to be home with my family, but I couldn't...

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## "I'm sorry we are out of stock."

By Dan Cook

Those are terrible words for anyone in sales to have to say. Unfortunately, we said them far too often this past fall when it came to some of our products.

I know that many of you were frustrated as you heard those words, and we were frustrated saying them. We had our woodstove sales almost double from last year and many of our manufacturers experienced the same increases. It is easy to say in hindsight that we all should have been better prepared, but that was impossible. No reports suggested we should expect the huge volumes we had.

It all started in the fall of 2000 with the doubling (and tripling in some cases) of natural gas pricing. Sales were brisk through to spring when we experienced the usual slowing due to warmer temperatures and the reduction in fuel costs. The late summer saw volume increases in wood sales, but nothing extraordinary.

September 11th saw the terrorist attacks in New York and demand for woodstoves rose further as people became concerned about the economy, their security, the availability of fossil fuels and travel. People wanted to spend more time at home. Wood stoves have always provided a level of comfort and security as well as cost savings, and people returned to them in droves.

When everyone realized that we were into an unusual year, it was too late to respond. The factories were already going at full capacity, and they couldn't catch up. I can assure you that our manufacturers are doing everything they can to rectify this situation, and we at Northwest Stoves are identifying the areas we can work on to help supply more product in the season.

Currently, we are still seeing a fairly strong demand for wood burning product, as well as a small resurgence in gas products now that fuel prices have dropped in recent months.

**Wood stoves have always provided a level of comfort and security as well as cost savings, and people returned to them in droves.**

This past year, it was impossible for any one to predict what was going to happen, or the reaction we saw from home owners. No

doubt, Dan Kosovic will be agonizing over his purchase orders this year, trying to scan his crystal ball for any hints on what 2002 has in store. If you have any thoughts on the year ahead, phone us and let us know.

2001 was a tough one for us all. We endured new pressures on our business, and we know it did effect our customers. Our promise to you is that everyone at Northwest Stoves will be doing all we can to prepare for the future, and help make your job easier, serving your customers. Currently, we do have good stock in most items and where inventory is low, new stock arrives weekly. Please call us if you have any questions, especially those related to stocking levels.

(The year 2001... continued)

that I was fine. I thought about calling Kathleen at the office, but I hoped she would know that Smithers is no where near New York.

That night, after watching all the news I could handle, I did something I don't do a lot of, I said a prayer for the victims and the families. Through the rest of the trip I couldn't stop thinking about wanting to be home with my family, but I couldn't, I was 1500 kilometers away. The rest of the trip went fine. Things are really slow up here, but we have a better showing of product than any other distributor. Wood is back and its something we do very well.



In the 20 years working with Northwest Stoves, this had been one of the most challenging years. I did a lot of listening to dealers, talking about getting into wood. Some just talked, others reacted and asked for our assistance. I have never done so much training on wood as this year. I realized that after all this training, I haven't put together a chimney system in a long time. One thing that I am going to do this year, is to go out and do some installs with the dealers. I am sure this will help me in answering some of the questions I get asked.

Give Mike a call, he would be more than happy to answer any questions you may have.



### Mark your calendars UPCOMING DATES:

Okanagan Wood Stove Exchange  
January 25 to March 11

HearthStone  
Mid-Winter Sale  
Ends Feb 28

Jotul  
Mid-Winter Sale  
Ends Feb 28

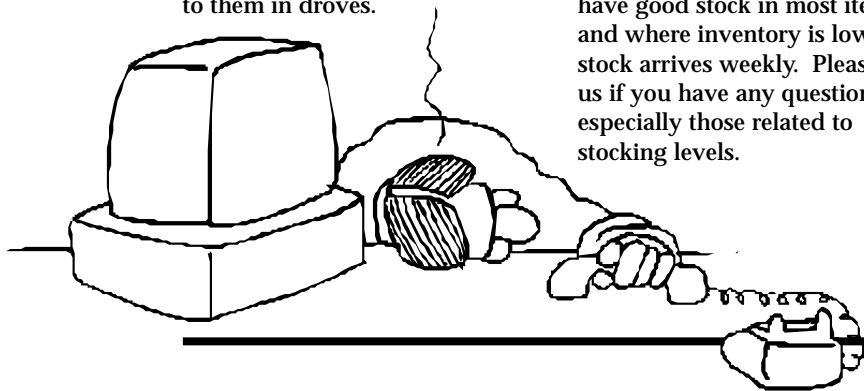
Pacific Energy Sale:  
February 1 to March 31

BC Home & Garden Show:  
BC Place Stadium,  
February 20 to 24

Foodservice Expo:  
BC Place Stadium  
March 3 to 5

Hearth, Patio & BBQ Expo:  
Anaheim, April 10 to 13

"Don't be irreplaceable. If you can't be replaced, you can't be promoted"  
Anonymous



## Increase stove efficiency with Ecofan Self-Powered Stove Fan

Here is a great way to increase your wood stove efficiency without a great deal of time and expense. The Ecofan sits on top of your woodstove and starts automatically and adjusts its speed with the stove temperature. As the stove heats up, the Ecofan runs faster to move more warm air into the room. As the stove burns down and cools, the Ecofan automatically shuts off. Because the Ecofan uses only heat from the stove, it is the most economical way to efficiently circulate the warm air. It does not plug in, uses no batteries, and can be used where there is no electricity.

The Ecofan's unique anodized brass colored blade has been specifically designed to deliver a very broad cross section of gentle air movement instead of a small cone of concentrated air. The

blade is constructed of extruded aluminum and will not rust or corrode. The bi-metal strip in the base of the Ecofan helps prevent the fan from overheating. The Ecofan is made in Canada by Caframo Ltd and comes in two models:

Model 800 generates up to 100CFM, while the Model 802 delivers up to 150 CFM. These fans are ultra quiet and come with a full, one-year warranty. See then on page 69 of the grey section of your Northwest Stoves Catalogue, and call us for a free in store demo.

## New product profile: Hearth Gate Model G70

Finally, there is a way to protect children from the dangers of stoves and barbecues. This stylish BBQ Grill Enclosure can also be used in the home as a barrier in front of your fireplace or woodstove. The Hearth Gate is the solution for layouts that do not have mounting points straight across. The standard gate fits hearths 6' wide by 2' deep. Its wrought iron appearance can add a decorative touch to any deck or family room, as it keeps toddlers away from danger.

Five, 24" interlocking sections adjust in 10 degree increments, and can be angled, or set in a straight line as needed. Included in the five piece basic set is a walk through gate section that

opens in either direction, with a simple, one hand adult release. The Hearth Gate is 29 1/2" high and is constructed of strong tubular steel with a black, non-toxic, heat resistant finish that is easy to maintain and blends with any décor. For more information on the Hearth Gate, Model G70, check page 86 in the grey section of your Northwest Stoves Catalogue, or contact your Northwest Stoves rep today.



## Fax Confirmations

To speed the processing of your orders, we now fax order confirmations immediately after your order is entered into our system. When you receive a fax'd order confirmation:

- Please review the order confirmation to confirm it is as ordered.
- Check the 'ship to' address, the freight company, the product, and the quantities.

You will see that the order number is now highlighted and we have added the name of the person who entered the order.

Call us immediately with any changes or corrections.

We can receive your orders via voice, fax or email, but prefer to receive a written order, so we get all the correct information.

For clarity, email is better than fax, however, when sending in an order via fax, please use one of our order forms and attach your purchase order to it.

We are happy to take your order in whatever format suits you best. Our goal is to deliver your orders accurately, and on time. Please call us if you need any help.

**Northwest Stoves**  
**Fax No.**  
**604-857-8963**  
**or**  
**1-800-667-6162**



## NOW IN STOCK

Dan Kosovic reports: **Opus/Opulence thermocouples PO-900006** are in. These guys are tough to find and increasing in price, but we've got some, at **\$64.50** list.

"You're never too old to become younger."  
Mae West

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### STOVE MOVING TIP

Here's a tip that will save your back: Cut four sections of 3/4" or 1" PVC pipe into approximately 34" sections. Maneuver the pallet with the stove still bolted to the pallet, onto the pipes. Two people can now roll the pallet (and stove) into place by moving the back pipe section to the front of the pallet as it is pushed along. Due to the slick surface of the PVC pipe, you can even turn the stove when necessary. Moving one of our heavier woodstoves? It will often be necessary to use an Escalara or similar device. Do you have a tip to share with our readers? Let us know.

To leave VOICE MAIL  
please phone:  
**604-856-8750**  
or **1-888-663-8816**



To leave a voice mail, call and enter the extension of the person you are trying to reach and you will be automatically directed to that person's line. We will take your call promptly, or you can leave a voice mail for a quick call back. No time to talk? Then just send us an email.

**Our email:**  
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Please note the change of our email addresses to ".ca" from ".bc.ca". Please update your records if you have not already done so.

**Our website:**  
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