

HotTimes

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

JUNE 2002

ISSUE 3

VOLUME 1

Anaheim 2002

by Dan Cook



Several of us from Northwest Stoves headed off to Anaheim for the annual HPBA (formerly HPA) show this past April.

When we arrived the show itself was not yet open but the education sessions were on. Dan Kosovic and I started by attending Tom Pugh's session. Most of you know that Tom is our rep. for ICC and RSE, and is a popular speaker in the hearth industry. Dan and I have both heard Tom many times before, but as I listened; I heard several new items and was reminded of things that I had forgotten. Tom was entertaining as always, and the feedback was very positive. If any of you have a chance to hear Tom give a presentation, grab it.

The education sessions were of excellent quality this year. Several of us were lucky enough to take in sessions on finances, sales training, employee motivation, and more. I can't stress enough how important it is to attend these courses. We constantly watch the successful companies attend, learn, and implement what they have heard in these informative sessions.

We also hear a lot of comments like "I've heard that already". Unfortunately hearing and implementing are two different things. I would suggest that if you haven't been to a HPBA show before, you could be missing out on a real positive impact on your bottom line.



Roger Sanders, of Oregon, sums up the education sessions well with the following: "Anybody who did not buy an education badge because they did not think there was anything more for them to learn, and didn't invest some of

their time in attending, really missed the boat. These guys are influencing my business practices and bringing my sales techniques up a couple of notches to make my business even more successful".

The show itself opened with an interesting keynote speech from Farooq Kathwari, president and CEO of Ethan Allen. He talked about where Ethan Allen started and the process they have undergone to become what they are today. It was striking to see the similarities between the specialty furniture dealers and the specialty hearth dealers. It also struck many of us how Ethan Allen has had to reinvent itself over the years to remain fresh in the eyes of the public. They feel they have to reinvent themselves repeatedly, and with increasing frequency. Mr. Kathwari doesn't believe in doing things the old way without careful examination and modification first. A big enemy in business is complacency. All businesses must work hard at keeping themselves fresh.

This year the show was bigger than ever with the number of exhibiting

Continued on page 3

NORTHWEST STOVES LTD.

5505 - 268th Street
Langley
British Columbia
Canada V4W 3W1

Phone:
(604) 857-8816
Toll Free:
1-800-663-0462

Fax:
(604) 857-8963
Toll Free Fax:
1-800-667-6162

Website:
www.northweststoves.ca

IN THIS ISSUE...

PAGE 1
Anaheim 2002

PAGE 2
It's a Girl!

EnerGuide Gas
Fireplace Labeling
Program

Product Update

PAGE 3
Overstock Clearance

PAGE 4
Our Staff

Voice Mail

EnerGuide Gas Fireplace Labeling Program

by Wayne Rourle

The Canadian government believes (and I concur) that Canadian consumers are looking for an efficiency rating for gas fireplaces. Natural Resources Canada (NRCan) has responses from many individuals who would like to see minimum performance standards to eliminate the most inefficient products from the marketplace. It is also recognized that a standardized method is needed to convey energy efficiency information on gas fireplaces to consumers. The following is a short history of the process on the road to EnerGuide labeling for gas fireplaces.

In 1992, the CGA was contracted by the Ontario Ministry of Energy to write a test method to measure the AFUE of vented decorative appliances (fireplaces). The test method was to follow, as closely as possible, the test method published in the United States. Field experience indicated that efficiency tests developed for other appliances were not

providing consistent and realistic results for gas fireplaces.

This became known as P4 and many subsequent drafts were done. The province of British Columbia had a program in place to encourage customers in the area served by the new Vancouver Island gas pipeline to convert from oil, propane, wood and electricity to natural gas. A grant was available for eligible appliances and to qualify, gas fireplaces were required to be tested to P4.1 Draft "A".

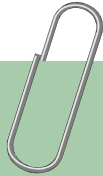
Test results from an accredited certification laboratory were required to be filed. A list of eligible appliances was published monthly from July 1996 to March 1998 (when funds for the program expired). The list showed 40 manufacturers and 259 models. Models on this list ranged from 27.7 % to 73.3% efficiency.

A number of concerns have been expressed about the repeatability of the test results, calling into

question the validity of the test standard. The manufacturers also raised concerns about the cost of the testing. The question of repeatability has been dealt with and the cost factor is being looked into.

The efficiency test method at the CSA P4 sub-committee has been beaten to death and was finally ratified this year. One of the major reasons that this took so long is many manufacturers were concerned about how fireplaces will fare when compared to furnaces. Furnaces have been regulated at a minimum efficiency in most provinces for a number of years now.

NRCan is making changes to the Energy Efficiency Act to include gas fireplaces within the regulation. The bottom line is that testing to P4 and a reporting of the numbers will soon become mandatory, although a minimum performance standard will not come into effect immediately. Labeling will likely start to take place in the next eighteen months, as soon as it is determined if the efficiency label is shipped with the appliance or if an efficiency mark is to be printed on the back of a manufacturer's brochure.



It's a Girl! ...a new Potter-Biech

On April 12, 2002, exactly 22 months after Rowan Wolf's birth, Stacey and Grant are proud to announce the birth of their daughter, Lily.

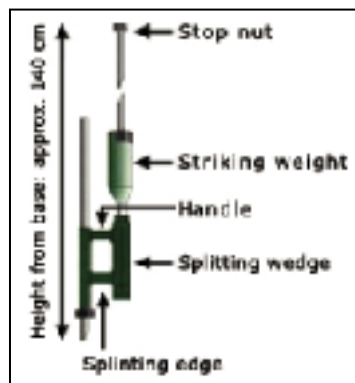


She was born at 12:34 am and weighed 8lbs. 8 1/2 oz. and measured 20 1/2 inches in length. She and her Mom are both happy and healthy and went home within 12 hours of birth.

Congratulations
from everyone at
Northwest Stoves!

New Product Update: The Smart-Splitter

The Smart-Splitter is a unique patented hand tool that makes splitting wood easy and convenient for adults and children ages 10, and up. Here's how it works: The tool is mounted into a hole in a chopping block. A splitting edge is placed on top of a log up to 21" long. A striking weight is slid up a metal rod and released using a throwing motion. The weight hits the wedge and splits the log with an impact of up to 14 tons. People that use wood for more than just a cozy Saturday night can appreciate the simplicity and functionality of the Smart-Splitter.



"The smart splitter should be in stock by the end of June, please call for availability. The concrete base is special order only; expect 4 - 6 week delivery." Dan Cook

Technical Data

Maximum log length: 21 inches
Recommended log length:
< 16 inches
Maximum log diameter: no limit
Striking weight: 7.7 lbs
Total unit weight: 20.9 lbs

Product codes for the Smart-Splitter:

- DK-SMAA0001 smart splitter \$185.00 sugg. retail
- DK-SMAA0002 concrete base (special order only) \$69.00 sugg. retail

"Anaheim 2002" continued

companies up over Salt Lake City. The addition of the Barbecue Association added many barbecue booths, and they were very noticeable. Another new trend was the increase in size and complexity of the outdoor burn booths. Companies have typically had two booths, one indoor and another smaller outdoor, where they can burn their display units. This year, HearthStone chose to have a large outdoor burn booth with just a very small indoor booth directing you to their outdoor exhibit. The burn area was fairly close to the trade show floor, which made things nice and easy – not like Baltimore where you had to hike across the tracks, go down the road, and through a wind tunnel, to access the burn area.

After attending a number of these shows over the past decade I am a little skeptical about what I see on the trade show floor. Although it is always interesting to see all the manufacturers and new product in one location, so much of what we see is not available for 4 to 18 months. I appreciate the manufacturers that have units clearly identified as prototypes, and they make it clear that they are looking for feedback. I love seeing what the units looks like after they have fine-tuned and tweaked them, because of the feedback. It is always interesting to see how no two people agree on what the unit should look like, or what features it should have. It is also interesting to note how our opinions are divided geographically: sometimes east/west, sometimes north/south.

All in all, this was a worthwhile show, with great seminars and interesting exhibits. The Anaheim Convention Centre was new and appealing, like many buildings of its kind, but we felt that somehow this one was better than other venues that have hosted the show. More

HPBA EXPO '02: Facts:

- Total Exhibiting Companies: 396
- Total Indoor Booths: 1,430
- Total Outdoor Booths: 367
- Total Attendance: 9,929
- Total non-exhibitors attending: 5,543
- Total buying entities: 1,507
- Total retail companies: 1,213

positives: the hotels were all close and no shuttles were needed. During our stay, the weather was warm, not hot, with no rain. Another plus is that many of the locals have learned the Disney hospitality and are usually very friendly. Hopefully we'll see you in Anaheim in a couple of years when the HPBA returns.

ON NOW!!

Overstock Clearance

(Phone for availability)

Pacific Energy

Dealer Net (each)

- 1 – Estate Ivory Trim Package\$190.00
Includes mantle shield, louvers, radiant overlay, and face trim all in porcelain ivory enamel.
- 1 – Brentwood/Mirage Graphite Bay Package.....\$290.00
Includes surround, bay radiant glass, and bay louvers all in porcelain graphite enamel.

Pilgrim

- 10 – FH-B30 black iron brush - 30"\$18.00
- 4 – FH-BIH1black iron hooks.....\$6.00
- 4 – FH-FAC3931VI bowed fire screen–vintage iron . \$150.00
- 1 – FH-FGS4434 scroll fire screen\$195.00
- 2 – FH-FS9A1230 3 panel camelback screen\$130.00
- 3 – FH-FST483630 fire screen with tools\$219.00

Hearth Classics Hearth Pads

- 1 – DY-1848G 18 X 48 gray.....\$35.00
- 2 – DY-5448A 54 X 48 almond.....\$150.00
- 2 – DY-C40DA 40" corner d'afrika.....\$115.00
- 2 – DY-C40G 40" corner gray.....\$115.00
- 3 – DY-C54J 54" corner jade\$175.00

Miscellaneous

- 9 – GL***** 15" Blazing Oak remote log sets\$150.00
- 7 – BI-8ES 8" galv. ceiling support\$10.00
- 1 – BI-8EVF 8" ventilated flat flashing\$10.00
- 2 – BP-3BCON 3" SS flex to flex connector\$6.00
- 27 – DP64E6942 Waterford blushstone paint.....\$1.00
- 1 – DS-1321 dual circuit remote control.....\$38.00

Hot Flashes...

EXCELiner Instructions:

Please note that EXCELiner lengths **MUST** be assembled using the provided **stainless steel rivets ONLY, NOT SCREWS**. There are specific areas you can use stainless steel screws in the installation process, but joining liner sections is NOT one of them. **Please read the ENTIRE manual**, not just one or two statements in the general notes, as these can be taken out of context.

Orbis Mark II Heaters are **ON SALE NOW!**

Dealer cost is 50% of current list prices. While supplies last – call for availability. As of this writing we have only NG in stock.



Our Staff

New Logos:

Pacific Energy and Jotul have each given their logos a facelift in the last year or two. Unfortunately, we still see some old logos popping up in the advertising claims we process. Please ensure that all advertising now includes the new logos, as this will enable the credits to be processed. The new logos are pictured here.



Pacific Energy CD Roms

Pacific Energy has CD Roms that include the brochures, manuals, co-op programs, warranty details, and ad mats. We have them available:

Code: ZP-PECDBND – no charge.

TODD AYLEY (ext# 21)
Shipping & Receiving Manager
email:
tayley@northweststoves.ca

GRANT BIECH (ext#22)
Customer Service, Website,
Shipping & Receiving
email:
gbiech@northweststoves.ca

DAN COOK (ext# 26)
Sales & Marketing,
Customer Service
email:
dcook@northweststoves.ca

MIKE HARSTONE (ext# 30)
Outside Sales
email:
mharstone@northweststoves.ca

REID HARVEY (ext# 55)
Outside Sales
email:
rharvey@northweststoves.ca

DAN KOSOVIC (ext# 27)
Purchasing, Parts, Technical,
Warranty Claims
email:
dkosovic@northweststoves.ca

JOHN MITCHELL (ext# 54)
Outside Sales
email:
jmitchell@northweststoves.ca

MABEL NIELSEN (ext# 31)
Catalogues, Literature, Price Lists,
Accounting
email:
mnielsen@northweststoves.ca

WAYNE ROURKE (ext# 32)
President, Owner
email:
wrourke@northweststoves.ca

DAWNE SCHILDT (ext# 29)
Customer Service, Order Desk,
Invoicing, A/R
email:
dschildt@northweststoves.ca

GREG STALMAN (ext# 36)
Customer Service, Returns,
Shipping & Receiving
email:
gstalman@northweststoves.ca

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:
nws@northweststoves.ca

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:
www.northweststoves.ca

