

HotTimes

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

JULY 2002

ISSUE 4

VOLUME 1

Northwest Stoves Celebrating 25 Years...Our History (Part 1)

It was the late summer of 1975, while vacationing in the Okanagan, when Wayne Rourke met one of his childhood neighbours and friend from Powell River, B.C., Bob Warman. Together they traveled to the IPE ^ the famous Armstrong Fall Fair. Bob had started Okanagan Fisher Stove Works in 1974 and was taking the show on the road. While Bob was enjoying numerous beverages at the show, Wayne would be left in the Fisher Stove's booth to extol the virtues of these wonderful stoves to all who would listen.

A few weeks later while driving along Hwy 101 in Powell River, Wayne stopped and picked up a young hitchhiker. It turned out the fellow was on his way to Fisher Stoves, and Wayne explained to him that he knew of the product and told him about his time at the Armstrong show. Imagine Wayne's surprise when he learned that he had picked up Claudio Querin, a 19-year-old municipal worker, and partner with Paul Ziri in Fisher Stoves Works Canada (established in 1973), located in Powell River.

Wayne was in his second year in the CGA program and was working for a small accounting company, Scot Houston, when he started part time at Fisher Stove Works. Wayne's duties included bookkeeping, placing advertisements, and buying the oxygen and acetylene for the

welder. For about a year and a half, Wayne would make deliveries down Lang Bay Road to the old chicken coop, where the stoves were welded together.

Paul Ziri moved on, and Claudio wanted to go to Australia to visit his brother. Wayne bought the business; the year was 1977.

Within a week or so, Wayne had moved the business from the old chicken coop to the boiler room of the old Powell River Post Office.

Wayne would make deliveries down Lang Bay Road to the old chicken coop, where the stoves were welded together.

The business was incorporated in February of 1977, and the company's new name was Fisher Stove Works Ltd.

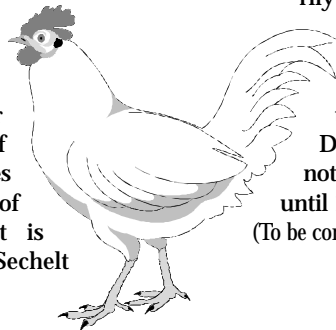
With Jim Oslin welding and Wayne grinding, painting, and selling, away they went. The first dealer they set up was Courtenay Lumber, located on Vancouver Island. The second dealer was Art Christian of AC Building Supplies (now Curtis Lumber of Madera Park). Art is Steve Christian's (Sechelt

Fireplace) father. During 1977, they built a dealer group of 15 to 16 retailers situated on Vancouver Island, the Sunshine Coast and part of the Lower Mainland; at the time their exclusive territory did not include all of the Lower Mainland.

In 1978, due to rising freight costs, the decision was made to move the operation to North Vancouver. Wayne says that shipping a stove from Manitoba to Vancouver was cheaper than shipping one from Powell River to Vancouver. This strategic move allowed for better service to the company's market area. The 5000 sq ft building was one of three addresses that Fisher Stove Works Ltd/Northwest Stoves would occupy on Charlotte Road in North Vancouver, over the next 18 years.

The staff had grown to include: Keith Masterson who moved from Powell River to North Vancouver to weld stoves, and Mark Klassen and Helen McKay. Mark worked primarily in outside sales, while Helen answered the phones and ran the order desk. Dan Kosovic would not join the company until 1979.

(To be continued)



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
Northwest Stoves
Celebrating 25 Years

PAGE 2
Farewell Mabel!

PAGE 3
Steel Products...
Pricing to Rise?

Understanding Your
Monthly Statement

PAGE 4
Our Staff

Voice Mail

Farewell Mabel!

Mabel Returns to Denmark

Condar Millivolt

The Condar millivolt thermostat for gas products has been updated and improved. It still has the same attractive packaging but a better-looking product, with a "hot sun" topping the heat scale, and all temperature markings removed, except for 70 degrees. The ON position is now UP on the positive on-off switch. Inside, a solid-state circuit board replaces mechanicals. The improved reed switch provides for an increased life of reliable millivolt operation. This product continues at the same price of \$32.95 sugg. list. See page #63 in our grey, accessory section of our catalogue.

With this issue we find ourselves saying goodbye to Mabel Nielsen. Mabel is moving to Denmark, where her entire family now lives. She has been in Canada for 16 years, and for the last several years, she has been here with one, or both of her sisters. One sister has already returned home, and soon the other sister will travel back to Denmark and Mabel will follow. Mabel has been employed at Northwest Stoves for 8 years, which is a considerable time in today's ever-changing workplace. I thought it might be interesting to give everyone a bit of Mabel's background before she flies home, over the Atlantic.

Mabel was born in Vancouver General on Mother's Day, the first born of what would be eight children - four boys, four girls. Mabel's father, originally from Denmark, moved to Canada in 1964, and Mabel's mother was from Comox.

The family moved back to her father's family farm in Denmark when Mabel was three years old. In Denmark, Mabel's father worked on the farm, but also designed and manufactured agricultural machinery used in vegetable farming. Mabel was home-taught for seven years, before she went to a traditional school. Attending school was quite a change for her, and she had to adapt fast to the new culture and the new courses she was learning.

During these years, Mabel always worked on the farm, but she remembers her first chores included milking the cows and feeding the animals when she was nine years old. Mabel went on to tractor work

and all the tasks associated with growing vegetables. A real memory for Mabel, from this time, was living in the old farmhouse with Mabel's family and her father's extended family. There was an average of 20 - 21 people living in that house. It had seven bedrooms, but only one bathroom!



One week after Mabel graduated from school, she was flying to Canada. Her plan was to join her grandparents in Deep Cove and work as a live-in nanny for one year before returning to Denmark. Somewhere along the way, one year stretched into sixteen.

She did the nanny job for a year before moving on to assisting a veterinarian, and continued to do this while attending Capilano College. At college, Mabel studied and received her diploma in Financial Management. After graduating, she worked in the office of Playland for 18 months, then as a nurse's aide in a nursing home.

Mabel then moved to Victoria where she worked in a Montessori

school, at a fabric store, and for H&R Block. She found full-time employment with Granny's Gas & Woodstoves in Cobble Hill (now under new ownership). Mabel survived a year there until Wayne rescued her in the summer of 1994. Rumour has it, that Mike Harstone's first words to Wayne about Mabel were "Just don't piss her off!"

Originally, Mabel was hired for shipping/receiving and general office duties here at Northwest Stoves. Wayne slowly worked her into more and varied tasks, including working on the catalogue. Mabel well remembers the training all Northwest Stove's rookies enjoy on the computer: Wayne stands over your shoulder and yells "enter, enter, enter". Another real memory was the move of Northwest Stoves from North Vancouver to Langley, which happened only two or three months after she started.

Mabel now looks after a spectrum of duties at Northwest Stoves including catalogue production and accounting. Most of all, she has enjoyed the responsibility Wayne has entrusted in her over the years, and the variety of her job duties.

Mabel is going to Denmark to be closer to her family and to pursue new career opportunities. She intends to find full, or part-time employment, but also plans to look into starting fruit production on the family farm. Mabel is taking a chance, a leap of faith; it's something she recommends we all try. Good luck Mabel, Denmark will never be the same.



Steel Products...Pricing to Rise?

A number of our dealers have been asking about the rumours regarding price increases due to the U.S. imposed tariffs on imported steel. As is often the case, there is no clear-cut answer to situations like these. Here is a summary of some of the issues involved.

President Bush has imposed tariffs of up to 30% on several different types of imported steel. The U.S. steel industry had actually demanded a 40% tariff on all foreign steel as well as compensation for health care, and other benefits. The steel industry has been in a tailspin since the financial crisis swept through Asia, Latin America, and Russia in 1997. Because of this, foreign producers, unable to sell their products in their home countries, increased exports to the States.

In recent times, the U.S. economy's slowdown has reduced the demand for steel, causing numerous U.S. steel companies to file for bankruptcy protection. The tariffs do not

directly affect NAFTA partners, Mexico and Canada, or some smaller developing countries.

These import duties will be passed on in higher prices for many products that use steel in their production. If approved, the 40% tariffs would have caused an estimated increase in consumer prices of 10%. The lower tariffs (maximum 30%) will result in smaller price increases.

Of course, the tariffs are opposed by many nations. The U.S. companies claim they have been battered by illegally dumped and traded steel and their opponents claim quotas and duties have constantly shielded the U.S. producers.

Canadian producers are not directly affected by the tariffs. Indirectly, the pricing could be affected for a couple of reasons. One, our producers look to ship south to the U.S. market to fill the supply chain, and the prices are obviously going



up. Two, steel exporting countries will be looking for other countries to ship their product to, and Canada will be high on their list.

We are trying to keep prices down, by keeping our stock, up. This year we have bought extra product - to the point of adding our first, off-site storage, since moving to our Langley location in 1994. We will give you as much notice as possible, if we find out prices are increasing. We have been officially notified of price increases, due to the tariffs, from only a couple of companies, including Simpson Dura-Vent. We will keep you posted.

Understanding your Monthly Statement

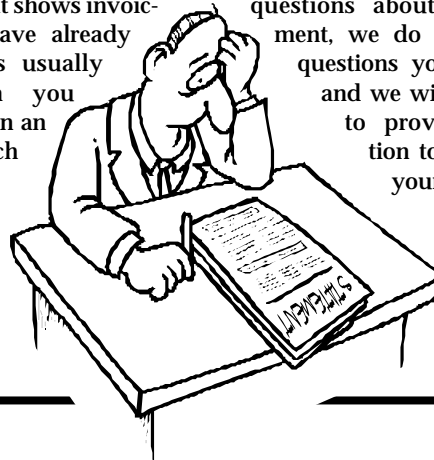
...one last article from Mabel Nielsen

Your Northwest Stove's statement indicates what our system shows as what your account has owing at the time the statement was printed.

Our accounting system posts credits to the appropriate invoices, and this can cause the outstanding amounts listed to be different from what the documents originally were. This can result in some of the problems some of you are experiencing in reconciling your statement.

When looking at the statement these are the most common situations:

1. The statement shows an item with a number beginning with UC. This means that we have posted a credit note to an invoice, which you paid in full - you did not claim the credit.
2. The statement shows invoices that you have already paid. This is usually caused when you claim a credit on an invoice, which our system has already applied to another invoice.
3. The statement lists items that you do not have. For some reason, you have probably not yet received the invoices and credits we mailed to you.



For those times when you have questions about your statement, we do welcome any questions you may have, and we will do our best to provide information to settle any of your concerns.

Tips: FROM THE ORDER DESK



Order Add-Ons:
Order add-ons may have to be handled as new orders. Every addition to an existing order may push your order further back in the line.

Use your Catalogue:
If possible, please have your Northwest Stoves catalogue in front of you, when you call, to use as a reference.

Deposit Required:
A deposit payment must be made on any non-stock or custom orders. These special orders cannot be cancelled once ordered from the manufacturer. When you receive your faxed confirmation order, please sign it and return it to us.

Dealer Discounts:
Please note: At the back of your catalogue is a "Confidential Dealer Discount Sheet". This gives you your discount structure for all product categories. (except stove lines).

Plan for Delivery Time:
We strive to deliver your orders on time, however, we are unable to guarantee when the trucks will arrive. Please take this into consideration when planning your installation schedule.

Please take advantage of our toll free fax line for placing orders.
Toll Free Fax:
1-800-667-6162

Customer Service
Northwest Stoves

Our Staff

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:
jmittchell@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



"The person who never does more than he gets paid for, never gets paid for more than he does."

