

HotTimes

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

SEPTEMBER/OCTOBER 2003

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VOLUME 2

Wood Burning Problem Solving - Are You Asking These Questions? Part 1

by Reid Harvey

Its back to Fall and those crisp cool evenings. Wood burning stoves are highly efficient appliances giving off convected and radiant heat. Efficiency is the key and can be achieved ONLY if installation procedures are followed accurately.

Often dealers will call with questions about a difficult wood burning unit installation. This article is the first in a series that will help with solutions to those installation problems. Over the next couple of months we'll give questions (and answers) to help diagnose the situation properly.

Diagnose the Problem: Here are a few Questions to Ask:

1. Manufacturer's Installation Specs:

Have the manufacturer's installation instructions been followed EXACTLY?

If not, you may have found the problem. Each manufacturer has specific instructions for the installation and use of their particular stove. In fact, the instructions will vary from one stove to another within a manufacturer's line-up. All stoves are different. If you know one model, you don't know them all! Check the installation specs for each stove model, and follow them before looking further.

2. Know your Wood:

What kind of wood is being burned?
How old is it?
When was it split?
How has it been stored?
How dry is it?

Efficient burn comes from wood that has been cut, split, and air-dried for at least 6-14 months. It should have a moisture content reading of 20% or less (you should have a moisture meter to give an exact reading). Wood that hisses while burning has not been seasoned enough. Green wood requires a very long dry out time before it will burn properly. If it is not dry, the fire will not reach peak temperatures.

If that wood pile is more than 18 months old, it could ignite too fast or all at once. Mix older wood with some green wood.

Seasoned dry wood has been split. The key here is "split". Dead-standing and dead falls do not count as seasoned. They may be dry on the outside, but they still need to be split and air-dried to season properly.

For additional information on wood burning and more trouble shooting tips call Northwest Stoves and ask Grant Biech.

Look for more Wood Burning Problem Solving in our next issue.



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Our Staff

"Good judgement comes from experience. Experience comes from bad judgement."

Jim Horning

Quick Facts

Flex Vent Changes

The flex venting that we have carried as 6"OD has changed to 5.5"ID. The new 5.5" components will fit the 6"OD flex but the 6"OD components will not fit the 5.5" flex. The part numbers will not be changing but we will be changing the descriptions. A couple of other changes are: the liner supports are now top supports and include a storm collar (must be used with a flashing) and the 5" rain caps are now the clamp band style like the 6/5.5" rain caps (7" & 8" rain caps remain the same).

Hearth Extensions

This is a reminder to all of you that install wood burning inserts. ALL wood burning inserts protrude onto the hearth and the standard masonry hearth is 16" deep. Code requires 18" of non-combustible hearth area in front of the loading door; therefore virtually every wood burning insert installation requires a hearth extension to meet code. Do not forget to tell your customers about this requirement. We stock the black Imperial hearth extension for \$70.25 sugg. list, and we can order in the Hearth Classics extensions for \$199 - \$220 sugg. list.

HPA Seminar Teaches Professional Service to Improve Profitability:

When you learn how to manage an efficient Service Department it increases customer satisfaction and builds profit. The HPA Education Committee, created a powerful, "straight talking... this is how service works" guidebook and Seminar.

The book is based on the following attitude: "If you sold the stove, you've sold the installation - someone has to do the job. Why make the sale and do the work, then not get the direct benefit?"

Managing service is much different than selling product. Determining the proper product price is usually easier than pricing service; which is pricing time and materials. There are many more variables. You may be missing a huge opportunity if you do not bring installation and service in-house and make them the most important part of your business.

Topics covered in the Professional Service is Profitable Seminar include:

- Service department finances
- Planning for a profitable service department
- Data management
- Hiring and retaining good staff
- Moments of truth in service delivery
- Effective telephone manners
- Promoting installation and service
- Scheduling installation and service
- Service contracts and enhanced warranties

This is a fabulous and informative seminar. Featured at this year's HPBA show in Nashville, it attracted standing room only crowds. Several of us from Northwest Stoves attended when they presented this seminar in

Surrey a couple of years ago, and it was excellent. The dealers who attended, all commented on how much they learned.

Don't be disappointed, sign up now: Register early, as attendance will be limited to the first 30 registrants at each location.

Fees include lunch, a workbook and the HPBA manual (a \$69 US value alone). **See the "Mark Your Calendars" section on the back page of this newsletter for dates and locations.**

Cost:

\$110.00/HPBAC member
+ GST = **\$117.70**

\$125.00/non-members
+ GST = **\$133.75.**

To Register:

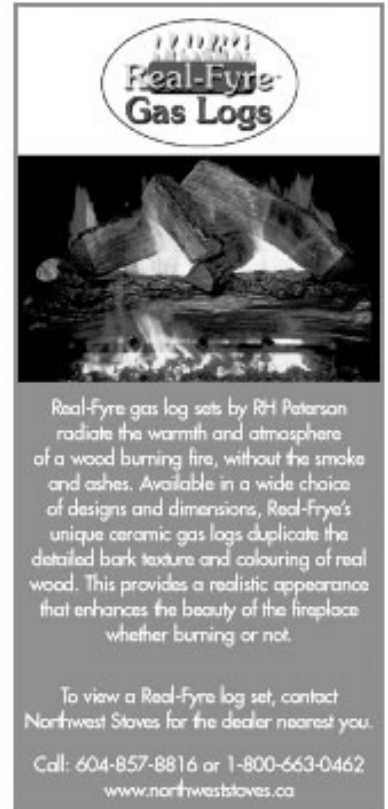
Phone/Fax: **604-941-4172** or
1-877-664-3222

Email: zigi@shaw.ca

Or Mail, with cheque to:

HPBAC-Western Chapter,
1573 Charleton Court
Port Coquitlam, BC, V3B 6M8.

Registration for the Prince George seminar is required by October 1, 2003.



Real-Fyre Gas Logs

Real-Fyre gas log sets by RH Peterson radiate the warmth and atmosphere of a wood burning fire, without the smoke and ashes. Available in a wide choice of designs and dimensions, Real-Fyre's unique ceramic gas logs duplicate the detailed bark texture and colouring of real wood. This provides a realistic appearance that enhances the beauty of the fireplace whether burning or not.

To view a Real-Fyre log set, contact Northwest Stoves for the dealer nearest you.

Call: 604-857-8816 or 1-800-663-0462
www.northweststoves.ca

By Land or By Sea...

Working on the West Coast can have its challenges from time to time. With a new customer on Savary Island, Ron Spreeuw from Valley Building Supplies in Powell River, had only one way to make a delivery, by boat!



RON SPREEUW, LOADED UP WITH EXCEL CHIMNEY FOR AN INSTALL.
NICE SERVICE VEHICLE RON!

Is HearthStone Responsible for Out-of-Shape Customers?

- edited from Hearthstone's July 2003 newsletter

HearthStone gets many interesting letters. Most are from customers who are delighted with their new stoves. Here's one that was sent into a dealer from one of their customers. It has a unique perspective, and really says it all:

"I would like to register a complaint regarding a purchase I made of a HearthStone wood burning stove. Ever since this purchase, my life has taken a drastic turn for the worse, as a direct result of this product.

Before we bought the stove, I led a very active, healthy life full of exercise by the continuous seeking for, and chopping of firewood. I was 165 lbs of solid muscle. When not chopping wood, I would maintain my physique by a constant shiver due to our house always being cold. Now that we have the HearthStone, I no longer burn as much wood (cut by 1/2 at least) and our house maintains a constant warm temp day and night.

As a result, I have taken to spending my wood chopping/shivering time relaxing in my recliner and staying warm (which induces an appetite & provides the time to prepare it). In addition, I no longer need to heat my kitchen with the oven when the HearthStone is burning. I reach for the chips & Bon-Bon's. I'm kept so nice & warm that sleep overcomes me. So as a direct result of this purchase, I have become a fat, warm, comfortable slob - THANK YOU!!!"



What an incredible testimony. We have found no other stove becomes part of the family like a HearthStone. Again and again, we hear from customers who want to take their HearthStone with them, when they move. Intangible benefits like this makes HearthStone the right choice for you and your customers.

HEARTHSTONE'S NEW HERITAGE WOOD STOVE

NEW Hearth Classics Hearth Pads

Hearth Classics has introduced some **NEW colours of hearth pads.**

We have a new price list for 2003, dated May, and a new brochure. Make sure you have the most current info in your catalogue. If you need new price pages or brochures please call Dave at Northwest Stoves.

How to Maximize Employee Productivity

- Robert Half International Inc.

Hire Smart

Take the time – and effort – to recruit and hire the best possible person for each job opening in your company. When you're considering job candidates, focus on past accomplishments rather than just credentials. Pay more attention to what the candidates achieved in their last jobs, and not so much on the job functions. One more thing: when you're considering new employees, don't overlook such basic virtues as reliability and dependability.

"Commit yourself to quality from day one ... it's better to do nothing at all than to do something badly.

Mark H. McCormack

Made in Duncan, B.C.



“ World class gas fireplaces and inserts built right here in beautiful B.C. Come in and see us for a burning demonstration today. ”

Ad mat available from Northwest Stoves



Birth Announcement



Congratulations to Todd and Heather Ayley on the birth of their daughter: Alexandra Carlene Ayley arrived in the world on Monday, July 28th at 10:35 AM. She weighed 7 lbs, 10 oz. and was 20.5 inches long. After a brief and not serious battle with jaundice (which kept them all in the hospital longer than they would have liked), Alex has returned home. Everyone is doing great.

ATTENTION

ALL JOTUL DEALERS
Have you seen the information on how to

WIN A TRIP TO NORWAY?

If not, ask us or your rep. There will be one lucky dealer in BC that wins a trip to Norway!

Hear Northwest Stoves Ad Campaign on

Unforgettable
600AM
ADULT FAVOURITES

and

JRfm
93.7
NEW COUNTRY

New this year: Northwest Stoves has added broadcast media to its marketing mix. All year long our commercials will feature key suppliers products!

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To leave VOICE MAIL please phone:
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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

Our website: www.northweststoves.ca

Mark Your Calendars

Professional Service is Profitable Seminar

Prince George Oct 9th
Kamloops Oct 20th
Vernon Oct 21st
Kelowna Oct 22nd
Abbotsford Nov 3rd
Vancouver Nov 4th

BC Fall Home Show

Oct 16th - 19th
BC Place Stadium

Hospitality Trade Expo

Nov 3rd - 4th
Vancouver Trade & Exhibition Centre