



January Newsletter

President's Message

Happy New Year!

With EXPO being in Atlanta, pretty easy for our affiliate members to attend, I thought I'd ask what may seem a silly question: Have you done your homework? I know too well that I get busy and may not read all I should. But, when looking for additional or new products at the show, you might want to consider some of the forecasting that is available.

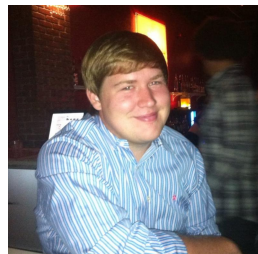
For instance, home decor trends have copper home accents up 90% reflecting a rose-gold fashion trend. Buyers like it as a change from gold or shiny brass in their home. For the more contemporary home, acrylic accessories are up over 50% from a year ago. That might translate to acrylic handles on fireplace accessories.

To check out more lifestyle trends spend 20 minutes on Pinterest. Their report shows a 285% increase in interest about Hygge, the Danish concept of creating cozy atmospheres that promote well-being. Guess what we have? Yup, fireplaces and other cozy, warming products.

See you at the show!

Best,

Scott Jackson
Rick's House of Fire
918-224-1488



HPBExpo Housing Open! Register now!

HPBExpo 2017 embodies the rich essence of the products that demand to be experienced.

South Central Annual Luncheon at Expo- Friday, March 3, 2017.

Our annual South Central Luncheon will take place on Friday, March 3 in the convention center. Save the date and be sure to thank our generous sponsors!



South Central Annual Meeting- San Antonio, TX May 20-22.

Details are being firmed up now for our annual meeting in San Antonio, Texas this year. We hope you'll be able to join us. Table top registration and sponsorships are now open and available. [Click here](#) to download our table

HPBExpo attracts thousands of distributors and retailers-your potential partners and customers-that live and breathe the indoor-outdoor lifestyle. Representing specialty to mass market, these professionals spend three days steeped in the newest products and trends that ultimately transform their passion into sales. [REGISTER HERE!](#)

In addition of registering, save the date for these important Government Affairs Expo Meetings:

A Briefing on What Retailers Need to Know About Woodburning Test Methods
Friday, March 3
10:00am - 11:00am
Woodburning Innovations Pavilion (Outdoor Burn Area)

Check out the new Woodburning Innovations Pavilion in the Outdoor Burn Area (Booth 4801) during show hours, in which exhibitors will be burning their newest NSPS-compliant woodburning appliances. Retailers should plan to attend the special briefing being held on Friday, March 3 from 10:00am-11:00am covering woodburning test methods.

For Retailers, Distributors, and Reps:
Government Affairs Update Meeting
Friday, March 3
3:00pm-4:30pm
Room C102

HPBA's Government Affairs staff will provide you with everything you need to know about tax credits, changeout program opportunities, glass-fronted gas fireplace safety, and state and federal issues, and their impact on you and your customers.



EXPO Mobile App is ready for download!

The HPBExpo 2017 Show Mobile App is live and available on all app stores. If you downloaded the 2016 app, on an iOS device, you should receive an auto-update or request to allow update. Android users will need to download from the Google Play store (search hpbexpo). Later this month, the Expo team will be sending out an e-blast to pre-registered attendees alerting them that the app is available for download. <http://m.hpbexpo.com/>.

top registration form. [Our sponsorship form can be found here.](#) For more information, and to book your hotel, [click here](#). Scroll to the bottom of the page for more information.

DerBiergarten Party at Expo

Party with your seven favorite affiliates at the Joint States Reception on Wednesday, March 1 at DerBiergarten in Atlanta to kick off the 2017 Expo! This member event is a great time to catch up with friends and network with associates.

This event isn't possible without our generous sponsors! Take a minute and thank them for helping put on this great event!



Thank you to members who have donated towards our Government Relations Fund.

While South Central has not faced the same challenges that other affiliates have, we know the time will come when we will have to come together and stand strong against local regulations. With this, we asked this year for members to consider making an additional government affairs donation that will help pay for legislative tracking software that will help the affiliate track rules and regulations that may impact our affiliate negatively. Those below have generously given an additional \$85 to this cause and we want to thank you for your generous support!

Hearthside Shop, Inc.
Chim-Chimneys, Inc.
Hunt Stone & Fireplace
AAA Overhead Door Company
Builder's Specialties, Inc.
Fireplaces and More
Heffley's Hearth & Home
ShoppersChoice.com, LLC
Chimney Doctor
Southwest Brick & Fireplace Co, Inc
O'Neal Gas, Inc.
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The Fireplace & Patio Shop
Cunningham Gas Products
Buck Stove Home Energy
Below the Mantle
Goodwood Hardware
Bachle's Fireplace Furnishings & Outdoor Living
The Hearth Shop
Madison Fireplace & Patio
The Fire Box, Inc
Balboa Company
Cozy Outdoor Escapes
Fireplaces By Roye, Inc.
Fireplace Center & Patio Shop
Elegant Fireside and Patio LLC
Statuary World Patio & Fireside
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Savings 4 Members

Backed by one of the largest member-owned cooperatives in North America, BizUnite and its savings4members program didn't just become cost savings experts overnight. For over 30 years, they have been gathering experience and expertise by partnering with various cooperatives, associations, and franchisees. These partnerships allow us to represent over 1,000,000 independent businesses with a combined buying power of \$300 billion.

[Click here to download the South Central form which will help you keep more money in your pocket.](#)

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