Message

From: John Ackerly [jackerly@forgreenheat.org]
Sent: 10/16/2020 9:22:44 PM
To: Sanchez, Rafael [Sanchez.Rafael@epa.gov]
CC: Scinta, Robert [scinta.robert@epa.gov]; Yellin, Patrick [Yellin.Patrick@epa.gov]; Lischinsky, Robert [Lischinsky.Robert@epa.gov]
Subject: Re: Furniture designer Terry Lin on making the most of your outdoor space

Oh, so it was just certified but not yet on the list of EPA stoves?

John

Sent from my iPhone

On Oct 16, 2020, at 4:39 PM, Sanchez, Rafael <Sanchez.Rafael@epa.gov> wrote:

Hi John,

Thanks for your email. The SMG HP50S model is an EPA certified stove. Did you get a response from HPBA?

Rafael Sanchez, EPA

From: John Ackerly <jackerly@forgreenheat.org>
Sent: Friday, October 16, 2020 3:54 PM
To: Sanchez, Rafael <Sanchez.Rafael@epa.gov>; Yellin, Patrick <Yellin.Patrick@epa.gov>; Lischinsky, Robert <Lischinsky.Robert@epa.gov>
Subject: Fwd: Furniture designer Terry Lin on making the most of your outdoor space

FYI. I thought you should know that HPBA again ran an advertisement in its newsletter, that includes an uncertified pellet stove, even after knowing that it is uncertified. The first time I saw it, I assumed it was just a mistake, and if they knew about it, they would not continue to run the ad. But I was wrong.

You confirmed a few weeks ago that the Comfortbilt model 50 was not certified. Has it been certified since then?

To me, its a bit alarming when HPBA itself continues to run an ad for an uncertified product. The ad is in a video link in the newsletter below, with screenshots attached.

Hope you all have a good weekend.

John

---------- Forwarded message ---------
From: **John Ackerly** <jackerly@forgreenheat.org>
Date: Fri, Oct 16, 2020 at 10:27 AM
Subject: Re: Furniture designer Terry Lin on making the most of your outdoor space
To: <hpba@multibriefs.com>, Emily McGee <mcgee@hpba.org>, Jack Goldman <goldman@hpba.org>

Dear Jack and Emily,

I hope we can all come together and agree that we don't support advertisements for uncertified products. A few weeks ago, I saw HPBA included an ad for Comfortbilt that included their uncertified Model 50. I emailed Emily, noting that it must have been a genuine mistake that HPBA would run a paid ad for that included an uncertified product. She urged me to report it to the EPA, but HPBA is also in violation of the NSPS by advertising the product. I replied that HPBA may want to also contact Comfortbilt so that they do not put you in that situation again. Well, it seems that HPBA is again running the ad, even after knowing that it has an uncertified product in it. (Attached are screen shots from this morning.)This is when we often put a spotlight on entities in social media or our newsletter, if they continue to run such ads. But I want HPBA and AGH to be seen as being on the same page when it comes to honoring things like this.

Of course, we have been in touch with Comfortbilt, and they seem comfortable keeping the product on the market and advertising it, through channels including HPBA. Rafael confirmed last week that it is not certified (unless it just got its certificate in the last week).

One of the main reasons we have tried to shine a light on uncertified products in the marketplace is because they undercut all the companies who are playing by the rules, who are usually the HPBA member companies. And it's often HPBA companies that contact us, to alert us of uncertified products on the market, as they would rather have us raise the issue than to do it themselves in any public way. This of course doesn't earn us a lot of friends, but we think we provide a valuable service to the wider community and we like to support companies that do play by the rules.

Could you provide a statement confirming that you will not run this ad again?

Thanks and hope you are all well.

John

On Thu, Oct 15, 2020 at 6:01 PM HPBA NewsCast <hpba@multibriefs.com> wrote:

This message was sent to john@forgreenheat.org
To advertise in this publication please click here

SELKIRK.
Strength
Safety
Performance
Since 1933.

HPBA Weekly NewsCast

October 15, 202

Disclaimer: These articles are a collection of what the press is saying about our industry and are not selected to represent HPBA's view.

Furniture designer Terry Lin on making the most of your outdoor space

The Seattle Times via The Washington Post

Terry Lin is the chief design officer of Outer, a new outdoor furniture brand. Lin previously worked in retail and product development, creating hundreds of successful furniture designs at Pottery Barn and new customer experiences at Walmart He holds a BFA in industrial design from the Rhode Island School of Design and lives in San Francisco.

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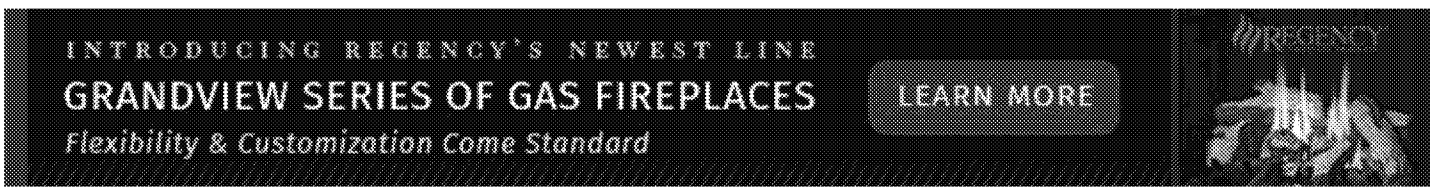

8 tips for taking your holiday feast outdoors

Real Simple

The holidays will look a little different this year, but that doesn't mean they are any less special. And really, if this year has taught us anything, it's that we need to treasure time with family and friends more than ever — virtually or otherwise. While the CDC recommends only hosting an indoor celebration with the people that live in your household, taking your holiday feast outside offers a whole new world of possibilities and, yes, challenges.

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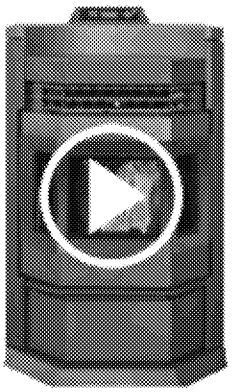
SPONSORED VIDEO



Quality Comfort for Less

When the weather turns, heating bills can catch you by surprise. Most people turn to their pellet stoves to keep their home warm and comfortable. With comfort built right into the name, we have been keeping our customers toasty for years Great selection at affordable prices. Beautiful and efficient!

WATCH VIDEO

BUSINESS NEWS

Retailers need to focus on 5 key areas for successful e-commerce

Casual Living

There are five key areas that retailers need to focus on when it comes to e-commerce in this new pandemic era – accordin to information shared in part one of the webinar series presented by Google and AVB Marketing, which started yesterday and continues through Thursday, Oct. 8.

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PRODUCT SHOWCASE

Introducing the Valor LX1 Pier

The LX1 Pier takes advantage of more room shapes and sizes than ever before. Compact with large viewing areas, the LX1 boasts impressive radiant heat output.

Learn More.

LEARN MORE

Small-business owners add curbside pickup, FaceTime virtual shopping, online sales to compete this holiday season

USA Today

Watty Brooks Hall, owner of the Brooks Collection, plans to keep her iPhone charged and ready for more FaceTime calls this holiday season. Her gift shop in Collierville, Tennessee, introduced virtual shopping for consumers who don't feel comfortable coming inside but want to see the pottery, gifts and home goods up close. Hall plans to post more photos on Instagram and Facebook where engagement has been up since the pandemic.

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PRODUCT SHOWCASE

Introducing the Genesis Infinity 50
***Screen-Free* Linear Gas Fireplace By Savannah**

- No gaps or louvers in the wall required
- No heat dumps required
- All wood framing
- All drywall (no non-combustible board required)
- Finish in combustibles all around fireplace
- Simple and easy installation & servicing

www.genesisfireplaces.com & www.savannahheating.com

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Small-business loans will be forgiven, but don't ask how

The New York Times

When the federal government began the Paycheck Protection Program in April, one rule was clear to small-business owne bedeviled by its chaotic and messy start: If most of the loan money was used to pay employees, the debt would be forgiver But as the program enters its loan forgiveness phase, those owners — and their lenders — are finding out that although th principle may have been simple, its execution is anything but.

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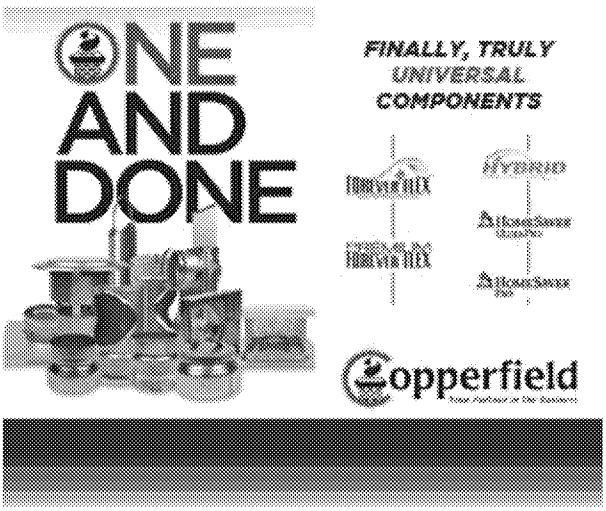

10 important building blocks for small business success

Small Business Trends

If you want to build a successful business, you need several building blocks in place. Some things, like your initial idea and incorporation, happen early on. Others, like sales and marketing, evolve over time. These tips from the online small business community can help you create a successful foundation.

READ MORE

FEATURED ARTICLE

Optimising Burner Load just got easier.

Promoted by Dexen Industries

Dexen Telemetry launches smart gas flow meter to allow cooking equipment to be better optimized for long term maintenance. You can remotely monitor the gas flow in real time, get instant notifications, predict servicing and maintenance needs even before an issue occurs, and optimize burner load balancing for efficient cooking there by saving gas and servicing expenses.

LEARN MORE

Facebook launches season of support for small business holiday shopping rush

Small Business Trends

In a bid to help small businesses capitalize on the upcoming holiday shopping season, Facebook has launched its Season of Support initiative. With the new offering businesses conducting holiday promotions on Facebook or Instagram will receiv free training, marketing support and insights.

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PRODUCT SHOWCASE

Enjoy outdoor patios spaces year-round

Schwank outdoor radiant heaters warm people and objects, not the surrounding air. Ideal for heating open patios and outdoor venues in restaurants, hospitality, and commercial spaces. Explore the full range of models available in gas, electric, and portable. **Get started with our free heating design services.**

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Reach Your Prospects Every Week

Thousands of industry professionals subscribe to association news briefs, which allows your company to push messaging directly to their inboxes and take advantage of the association's brand affinity.

Connect with Highly Defined Buyers and Maximize Your Brand Exposure

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4 crisis-proofing lessons for small business owners

Entrepreneur

We have all had to re-invent our approach to business in the wake of the crisis created by the Covid-19 pandemic. But we have learned during the pandemic that crisis is not all-together bad. Crisis helps us think deeper, stretch our imagination, restructure our organizations, and discern the real needs of our business.

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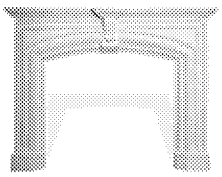
THE MOST CUSTOMIZABLE
NON COMBUSTIBLE MANTELS
ON THE INDUSTRY

FIREPLACE/STOVE/HEATER

Fall means fireplaces!

CapeCod.com

That old familiar chill is back in the air, and you're probably wondering when it will be time to turn that heat on, if you haven already. If you have a fireplace in your home, however, you can hold off turning up the thermostat for just a little while longer. In fact, not having a fireplace will reflect on your energy bill in a big way. Heating your home can be expensive, but you have a functioning and maintained fireplace and chimney, you'll notice you're paying significantly less on your energy bill.

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MONTIGO the art of fireplaces
Thrifty Supply HVAC DISTRIBUTORS

The 6 hottest trends in outdoor fireplaces

San Antonio Express-News

Outdoor fireplaces long have brought the heat and light needed to make a deck or patio a warm, inviting place for family ar friends to gather. In recent years, design aesthetics have moved away from the traditional brick or stone facade to a sleeke more modern look. This trend has been prompted by the increasing popularity of natural gas as the fuel of choice, making possible options such as linear burner designs, colored lighting and remote controls.

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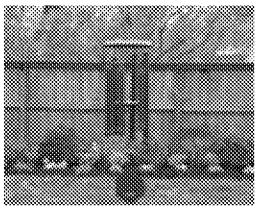

Windchimes - Made in the USA!

Our Corinthian Bells® set the standard for the hand-tuned chimes, with superior resonance and sou quality. Our original Arias® chimes remain a customer favorite, and our new Arabesque® chimes redefine elegance with fine lacy finishes and engraved rings.

LEARN MORE

How to choose a pellet stove

Bangor Daily News

Having an effective indoor heat source is important to surviving a Maine winter. When the bitter cold settles in and the negative temperatures arrive, all you want is the most efficient and warmest heating system possible. Many Mainers gravitate towards pellet stoves for this reason.

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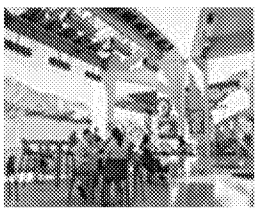

IR Heating for Business Recovery

Discover how infrared heating can support your business recovery plan. A Schwank radiant heating system works without air movement, which minimizes the risk of spreading infection.

LEARN MORE

BARBECUE/OUTDOOR LIVING

A 'rolling tailgate party' is selling barbecue and steaks across Dallas

The Dallas Morning News

Chef Kent Rathbun's latest venture has all the makings of a barbecue joint. Well, almost all of them. There are the two honking smokers and the Come and Take It flag. There's the roll of peach paper, used to wrap the briskets. There's countr music jamming over speakers, the "God Bless Texas" wrought-iron sign. There's even a restaurant, but most patrons won' go inside.

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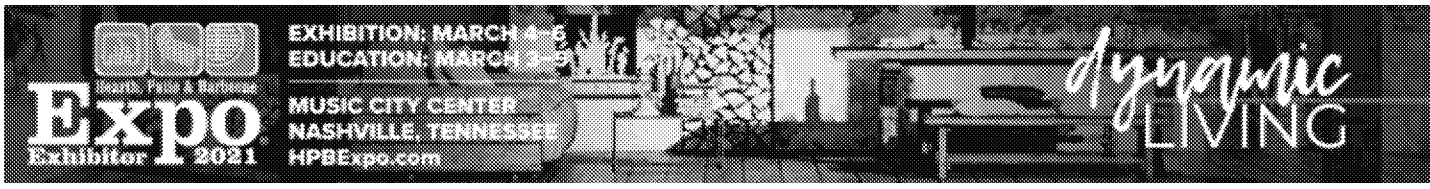

HPBA's Weekly NewsCast

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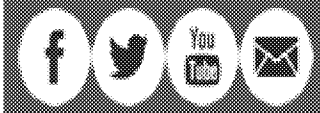

Dennis Hall, Director of Publishing, MultiView, 469-420-2656 | Download media kit
Suzanne Mason, Content Editor, MultiView, 202-684-7177 | Contribute news

Hearth, Patio & Barbecue Association
Stephanie Gomez, HPBA Coordinator - Communications
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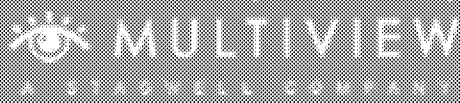

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