



RETAILER SPOTLIGHT - LEHRER



INSIDE

President's Message.....2  
 Retailer Spotlight.....3  
 Dealer Spotlight.....3  
 Vesta Awards.....4  
 2014 Board of Directors.....5

**Congratulations to Lehrer Fireplace and Patio!**

Lehrer Fireplace and Patio was nominated for The Hearth and Home Magazine "Retailer of The Year" award. Although they didn't win, they believe it was an honor to have been nominated by their peers.

Founded in 1954, Lehrer Fireplace and Patio has served the community for more than 50 years. Keith and Ken Lehrer, along with their sister Linda Moss, manage the three locations located in Denver, Lakewood and Highlands Ranch. They recently employed the 3rd generation of the Lehrer family. Seven of their eleven sales associates have been with them for more than 15 years!

Their three stores have an inviting, home-like atmosphere with patio furniture mixed in with fireplace displays. They sell fireplaces, inserts, fire pits, BBQ's and BBQ islands.



Lehrer Siblings

Mission Statement

The Hearth, Patio & Barbecue Association is dedicated to representing the interests of members and affiliates in the hearth, patio and barbecue industries.

## Message From the President



Justin Ross, RMHPBA President

Hello, and welcome to the RMHPBA newsletter! For those of you I haven't met, I'm Justin Ross and I am the new president of the Rocky Mountain Hearth Patio Barbecue Association. I'm

very excited to inform you that we have some new board members - including more Utah board members than we've had for years. We have great ideas to move forward with and we are hoping to adapt the organization to keep up with a faster evolving society. We understand that you're all busy these days and we need to be able to add value to our organization in ways that can work into your schedule, which brings us to this newsletter. Just because we are busy doesn't mean we don't have time to have a great organization - so, we decided to bring back the newsletter. This can be a tool to spread the word about future events, trainings and also fun things like dealer showrooms and new products. We can be a more effective group when we unify, and I've found that seems to be a theme I've expressed to many people since I became president. We are all tied to this industry and the more information we have as a group, the stronger we will become. That can even be said for knowing who the store owner is in the next town over, or who the representative is for a product you need a part for. Hopefully with things like the newsletter and local activities, we can all come together to form a stronger group.

Along with that, I have to give special thanks to Randy Toupin and John Mortensen from EDS in Salt Lake. Along with many others in Utah, they have worked tirelessly to limit the restrictions on many products due to the PM 2.5 standards. Issues like these are a part of all of our reality. Thanks

to their leadership we were able to show a strong group that devoted their time and energy in educating others that our products ARE changing. Our industry is evolving and we are finding new cleaner ways to burn. Thank you to them and all of you that donated time out of your busy schedules.

If anyone has any thoughts or ideas they would like to see implemented in the organization I would love to hear them. I hope you find this newsletter informative, and I look forward to working with all of you to make our organization the best it can be!

Sincerely,  
Justin Ross  
President RMHPBA  
801-604-6446  
Justin@Rosscollc.net

ADVERTISE WITH  
RMHPBA!

Submit an article for the  
next newsletter!

- Advertise a product
- Submit an ad

Information available by  
emailing:

[Kaitlin@imigroup.org](mailto:Kaitlin@imigroup.org)

## Retailer Spotlight Continued...

Every customer is greeted when they arrive to the store and offered an in-store consultation. Lehrer's also provides in-home estimates, custom fabricated metal work and a professional installation and service department. Their installation and service technicians are employees, not sub-contractors.

Please join RMHPBA in congratulating Lehrer's Fireplace and Patio for their nomination as Hearth and Home Magazine's "Retailer of the Year".

Lehrer's - They've been helping make special memories for over 50 years!



## May Means National BBQ Month

**Fun Fact:** Texas and the South are regions known for their BBQ flavors and cultures, and their warmer winters allow for more comfortable year round grilling. Much to the surprise of these regions, Americans from the North East actually barbeque the most year round.

**60 percent of grill  
owners use their grill year round.**



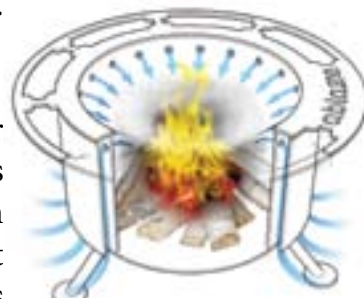
## Vesta Awards

For those that were not able to attend the Vesta Awards in Salt Lake there were some great new products! It's not often that we get to see products that have been around for decades make substantial improvements, but this year was very exciting. The winners of Best-in-Show for both Hearth and Outdoor Products demonstrated new twists on old products making them more functional and consumer friendly. These are the first products out for both companies and they have both been very happy with the response and interest that the Vesta Awards have given them.

Winning in the Hearth products category was the Wiseway Pellet Stove.



Overcoming the common obstacle of requiring electricity, the Wiseway Pellet Stove is gravity vent and gravity fed, making it completely independent of any power supply. Considering that most pellet stoves are used in areas off the grid, this can allow operation during power outages or even in applications that might not have power available. With a retail price of \$1,899 it is EPA Certified and UL listed with an efficiency of 75 percent. It can heat 800 to 2,000 square feet using radiant and natural convection due to its unique heat-sink style design. Manufactured in Oregon, Wiseway has shown there are unique new ways to use the energy in pellets for applications that may not have been possible before. For more information, visit [wisewaypelletstove.com](http://wisewaypelletstove.com) or call 541-476-2174.



In the category of Outdoor Products, Breeo Industries won Best-in-Show when they unveiled their first Ablaze Fire Pit, which uses

secondary reburn technology. For the consumer that wants the comfort and feel of a real wood fire, the Ablaze Fire Pit has eliminated the most common complaint - the smoke! Using a double wall exterior, they are able to draw fresh air in the bottom and feed it to the top where it reburns for the second time. The higher internal temperatures produced in the fire pit also make this an ideal set up for the outdoor cooking enthusiast. Simply add the grill or griddle and you have a functioning outdoor cooking area. The Ablaze Fire Pit starts at \$795 and is manufactured in the United States. For more information visit [ablazefirepits.com](http://ablazefirepits.com) or call 1-800-413-9848.

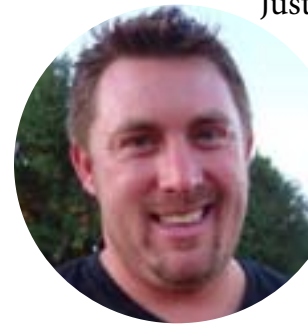
We would like to congratulate these companies on their achievement by winning the 2014 Vesta Awards. We look forward to seeing what innovative new products they have in store for us in the future!

## 52 percent of grill owners barbecued on Memorial Day in 2013 - The second biggest grilling holiday!

**Fun Fact:** The quality of food cooked on the grill is considered as healthy, if not more healthy, than food cooked in the kitchen. In fact, according to a recent study, only 5 percent of food prepared by the grill is deemed "less healthy" than that of the kitchen.

## 2014 RMHPBA Board of Directors

### Justin Ross - President



Justin Ross began working with gas products at the age of 19 as an HVAC installer. In 2003, he began working as a manufacturer representative working with boilers and HVAC equipment, including Sterling Gas Products. In 2005, Rossco was created to represent Valor Gas Fireplaces in the mountain states. Current Rossco products include Valor, Kuma, Modern Flames, Wittus and Sterling Gas Products. Recently, Vesta Sales was also created to represent the Broil King line of Barbecues.

### Ty Miller - CO Director

Ty Miller has been in the hearth industry since leaving college in PA in 1996. During his time with Heat Wave Stove and Spa, a well respected retailer in Boulder Colorado, he participated in install, marketing and sales - eventually becoming a part owner. In 2013 he left Heat Wave to pursue other opportunities. He has currently started Hearth and Home Services, a hearth installation and service business, servicing the Denver area and has accepted an outside sales position with Vesta Sales servicing as a manufacturer representative for Broil King BBQ.



### Mike Palmer - Secretary



Mike became involved in the Hearth Industry in 1981 when he went to work for a 2 step hearth distributor. He spent almost 10 years in the distribution channel and in 1990 he went to work with his father as an independent rep. Their agency has represented Dura Vent since 1978 and the RH Peterson Company since 1999. Mike has been a RMHPBA Board Member for over 10 years and was the affiliate leader from 2006 - 2009.

### Justin Hogsett - Treasurer



Justin Hogsett has been in the hearth industry since 1993 in Denver Colorado. He worked in the retail portion for five years. He then moved into the service area for the next three years, before then going back into retail for a couple more years. He then decided to become an independent manufacturers sales representative. After five years he took a position with a Canadian manufacturer as a sales representative. After a duration of time he left and went back to being an independent sales representative. Currently, he is a sales representative for ICC/RSF/Renaissance fireplaces.

**Fun Fact: Lyndon B Johnson, the 36th president of the United States, hosted the first barbecue at the White House, which featured Texas-style barbecue ribs.**

### Pete Schoenfeld - CO Director

Pete "PJ" Schoenfeld started out of college with Ferguson Enterprises in the hearth and plumbing industry 16 years ago. He spent six years at Home & Heath Outfitters in retail hearth sales. He then joined Associated Energy Systems as Territory Manager for Rocky Mountain area last spring. He is enjoying being back in Colorado and back into the hearth business.



## 2014 RMHPBA Board of Directors



### **Gary Reuter - UT Director**

Gary has worked in the hearth industry for more than 15 years. He spent nearly 13 years working for Hearth and Home Technologies in various Sales and Management positions. He left the manufacturing side in 2011 and is working for Hearth and Home Distributors of Utah overseeing the marketing and sales for the Salt Lake City Division.



### **Mark Peterson - UT Director**

Mark Peterson is a 26 year veteran of the hearth industry. He began selling hearth products in 1987 while attending college. After leaving the industry for a couple of years, he returned in 1991 working for Rocky Mountain Stove and Fireplace in Salt Lake, doing sales and installation. Shortly after he began doing outside sales for Energy Distribution Systems, where he is currently employed selling Travis, Dura vent, American panel, American fireglass, and other product lines.



### **Martin Gonzales - UT Director**

Martin Gonzales started his career more than 30 years ago in the HVAC industry, selling Heating and Air Conditioning along with fireplaces. In July of 2012, he opened up Wasatch Fireplace & Stove as the distributor for Vermont Casting & Monessen Hearth products. He covers Northern Utah and Southern Idaho.

**Ryan Carpenter - Vice President, Not Pictured**

**Gene Butler - Past President, Not Pictured**