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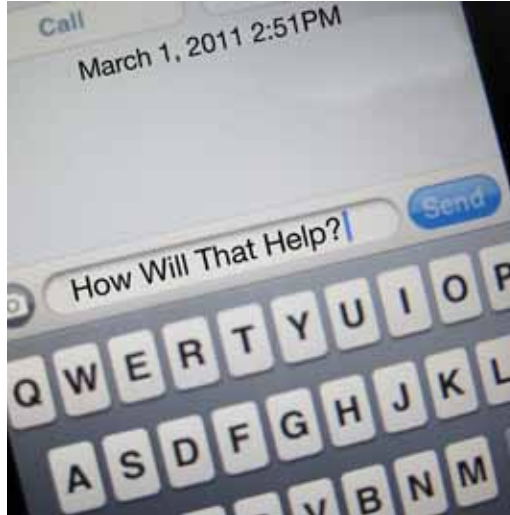
HearthBeat

March
2011

Newsletter Published by Associated Energy Systems • A Housewarming Presence For Every Season

HWTH?

Do you have any teenage “texters” in your house? With three teenagers at home we should be experts, but we’re not. On a recent occasion I picked up one of the kids cell phones and tried to continue a text string, but was quickly smoked out as I didn’t know the “texting language” of teenagers. That got me to begin inventing my own text short cut language and -because we are in the midst of Pre-Season planning I have in mind a new one – HWTH.



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How Will That Help? As in How will that help your business? At home most of us think in terms of “Is this what I want to do?” or “This is what I have to do” or in the case of lists we get from our spouses or give to our kids - “Do I have to do that?” Once the season rolls around we will soon be in the “This is what I have to do mode” as this busy season drives us.

But now, as things slow down on the hearth side and as we all have some free time to think and prepare, we are excited to participate with you as you consider HWTH? From our industry leading product lines, to what we feel is the best trained staff in the industry, we are ready to work with you to leverage your planning during the pre-season and make sure that we add value in products, programs and training or other areas of sales support to elevate your business and sales making 2011 a winning season for you.

Here are some HWTH thoughts:

- How would adding 10% to every sale improve my business?*
- How does participating in pre-season programs improve my bottom line?*
- How would more displays improve my sales?*
- How would staying in touch with my existing customers improve my business?*

Thank you for your continued support!

Sincerely,

Kirk and Craig Newby



ICC: 20 Years of Innovation and Dedication to the Specialty Hearth Dealer

A special guest article from Ray Bonar, one of ICC's founders on their new Excel Direct and a special invitation for their 20 year anniversary.



“Lead, follow or get out of the way” – Thomas Paine

2011 is ICC's 20th Anniversary. 20 years is a long time, but it seems like only yesterday we were renting a small warehouse and installing the equipment needed to develop and test our new chimney designs. Our plan was simple. We wanted to build the best chimney in the business by utilizing superior engineering and materials to achieve higher performance and durability. This became our mantra; to build the best, safest, strongest, “smartest” products in the business. The plan hasn't changed one bit in 20 years.

Not only is the plan the same, so is the team. Doug Singer, Ray Bonar, Andre Bibaud, Mario Pelletier, Lesley Fournier, Steve Rea, all partners, still actively running the place 20 years later. We're still here; listening to our customers, trying to build better stuff. Philosophically nothing has changed, we are still driven to build the best and we are very proud of it. We have the best R&D team in the business. They've won more VESTA awards than all our venting competitors combined. If they gave a VESTA award for the most copied manufacturer in the industry we'd win it hands down.

From day one, over twenty years ago, our target market has been specialty hearth retailers and no one else. No HVAC distributors, NO MASS MERCHANTS, no internet discounters. We know that consumers will pay a bit more for superior performance and durability. We also know that it requires knowledgeable sales people to explain the difference.

Take our pellet vent: For over twenty years the competition built a product that wouldn't seal, was a pain to install and was almost impossible to make look nice in a customer's home. Professional installers had been dealing with leaking pellet vent for what must have seemed like “forever” with silicone stuck to their hands, jeans and hair trying to fix a product which didn't meet the needs of the installation. As the industry leader we provided a “smart” solution and if we hadn't, we think our competition would still be making the same pellet vent today.

And our newest Product: EXCELDirect® - state of the art laser welded stainless steel liner - produces a perfect cylinder that can't be accomplished with an aluminum lock seam construction. That's why EXCELDirect® sections fit together perfectly every time, and can be taken apart without damage. No manufacturer in recent years, now that superior machinery and materials are available, uses aluminum; it's too soft and easy to deform. Aluminum was ok 30 years ago in the days before laser welding and precision forming but it is simply too flimsy today when superior alternatives are available.

Your customers may not know it yet, but when you inform them of the differences they'll want nothing else. Sure the other guys will probably have their own version in a few years; once they have no choice, but you can be installing the best product out today.

We may have the same philosophy and the same management team but we certainly don't have the same factory. We have a large, beautiful, clean manufacturing facility full of hi-tech equipment and skilled employees. We have a large modern R&D lab supported by highly qualified engineers utilizing state of the art computers and design software. We're very proud of our factory and our employees. We would love to show it to you, please take this as an invitation to call us, or call AES, we'd be pleased to schedule a personalized factory tour for you.

I'd like to thank each of you personally for helping make the last 20 years such an exciting and rewarding journey.



Introducing ENERVEX!



Is now....



“For 25 years, the EXHAUSTO name has been associated with quality products and excellent customer support, and with ENERVEX that commitment to quality and service remains the same,” said ENERVEX CEO, Steen Hagensen. “Today, however, our focus is much broader than exhaust systems. We are using our background in energy-efficient product development to create a variety of applications in many different industries. As a result, it’s critical that our name evokes the full scope of our capabilities.”

The name ENERVEX is derived from: **ENER**gy-efficiency, **Ventilation**, **Exhaust** and **eXchange**/recovery.

Beginning in January, ENERVEX started to roll out the new name with a targeted advertising campaign that features a grand prize giveaway of an energy-efficient car. Details will be announced early in the year, and the sweepstakes will be promoted in industry publications, as well as the HPBA Expo 2011 in Salt Lake City from March 3 to 5, 2011. “We want the giveaway to reinforce the main reason for the change to ENERVEX, which is to highlight our ongoing commitment to green technology and sustainability,” said Hagensen.

The name change will not affect the company’s operations in any way, and customers should expect the same high level of quality service and support they’ve come to expect from EXHAUSTO.

One of their most recent product introductions, the environmentally friendly Fireplace Draft Damper System (FDDS) is the first completely automated draft and damper mechanism designed for use with gas fireplaces.

The FDDS quietly manages a perfect draft and prevents excess heat from escaping through the chimney when the fireplace is not in use. The FDDS automatically closes the flue when the fireplace is turned off, which helps to keep energy costs down.

The system eliminates the need for glass doors, opening up many new design options while allowing for a larger view area of the fire and a more natural look. The FDDS consists of the EXHAUSTO RS Chimney Fan (a), the Mechanical Fireplace Damper (b) and the ADC 100 Control (c).

Quick Facts:

Low profile, Two year factory warranty, Eliminates the need for glass doors, Built to last, Conserves energy and available in 8”, 10”, and 12” diameter
Please contact AES Inside Sales for more information:

Please visit our website www.chimneyfans.com for more information.

For easy fan sizing assistance visit <http://www.chimneyfans.com/sizing.aspx>





Pre-Season Planning Programs

Once again it is that time of year when you have an opportunity to “mindfully” stock your shelves for the coming season. For those of us in the seasonal hearth business this is an important event on two fronts; It is a chance to gain extra discounts offered on Pre-Season purchases and can often help your cash flow during the slower months. Also important to the entire supply chain is the need to get some product on the shelves at all levels of retail, distribution and manufacturing. This ensures that “in-season” supply is much more closely matched to demand.

Pre-Season orders can cause hearth burn, but at AES we can take away that worry because we can review with you your previous year’s sales history of our products. We break it down to what you bought on Pre-Season last year and what you filled in with. After coming through the recent business downturn we now have good evidence that a reasonable Pre-Season order is not going to get our customers in an overstock position, but it’s all in the planning and our staff is ready with the information to help you with the data needed to make a near perfect call!

Some companies have offered pre-season programs that rely on you to make purchase commitments throughout the year-even into the season. At first glance that seems to be a good “soft sell” approach, but we have seen many dealers caught either losing their in season discount level or forced to take product orders they don’t need. We believe the time tested “modest order” approach offers little to no risk and doesn’t force you to “crystal ball” your volume for the entire year.

Enclosed are copies of our programs for most of the products we carry. If you don’t see a product line included let us know - we can custom tailor to your needs! Again, thank you for your support in these programs and you can be assured that we will make placing your orders as easy as possible. As Don Pierce our Inside Sales Manager likes to say - “Thanks for Playing”.

Pilgrim - Always Something New!

Also enclosed in this newsletter mailing is the Pilgrim Pre-Season program. Order date requirements for Pilgrim are later than most other products, but wait there is more! Here are two things we want to highlight for you on Pilgrim:

- 1) We offer two programs with Pilgrim - One is a factory direct Pre-Season program and the other is out of AES stock. Either program offers you savings for placing a Pre-Season order, but as you would imagine you can receive additional discounts by placing larger orders with us to be shipped factory direct. Again, we can provide the needed sales history to help you make the best Pre-Season decision.
- 2) Pilgrim has 50 new items in their line up this year! If you went to the HPBA trade show you got a chance to see them. If not, keep your eye open for future mailings which will detail these products.

Remember the three P’s. **P**rice, **P**roduct Range and **P**roduct Quality. No matter how you slice it Pilgrim is the leader in hearth product accessories!



Getting to know Matt Carpenter

Favorite Movies? The Departed, Tommy Boy, Swingers, Old School, Pulp Fiction

Favorite Book? The Shack

What Did You Want To Be When You Were Growing Up?
A camera man for ABC's Wide World of Sports.

What's The Best Part of Your Job? Going out every day knowing you are representing a first class organization that possesses great people, quality products, and superior customer service.



What's The Worst Part of Your Job? Wow I cannot think of anything that I would say is the "worst part" of my job

Favorite Quote? "Winning is not a sometime thing, it is an all the time thing. You don't do things right once in a while...you do them right all the time." Vince Lombardi

Favorite Hobby? When I find time I like to exercise, and watching my kids play sports.

Funniest AES Story? Are you kidding me, just spend two minutes with Craig and every story gets crazier and funnier.

Favorite Food? Italian

Favorite Place In The World? Anywhere as long it's with friends and family.

Save the Date for the AES Spring Break!

Once again we're opening up our facilities with an invite to have you come and rub shoulders with our staff, customers and vendors and of course-have a little fun along the way. We will have some new products for you to review from our top notch vendors as well as some thought provoking "Tapas". These are going to be quick classes, not long enough to be called a seminar. Not a long boring lecture, just a "quick bite" on subjects that are important to our industry.

As with our previous events there will be food, fun and facts - and by popular demand - drawings for free stuff. So mark your calendar for the following dates:

May 17th - Kent, WA | May 19th - West Sacramento, CA | May 24th - Denver, CO

Plan to attend. It's Spring Break and It's all about you! Watch for more information coming your way soon.



Lasso Up Some Bargains!

You'll always find deep discounts in the Bargain Corral which means higher margins for you. The Corral keeps changin', so stop by often. When you log onto the AES Partners Site, hit the Inventory button, then look for the BARGAIN CORRAL button in the upper right hand corner. You'll find discounts from 10% - 25% or more! So what are you waitin' for? We'll see you inside the corral!



Look for this button the next time you check Inventory at aes4home.com!

Draw Collar Show Special

We are offering a show special on the Draw Collar. This is a great service product and should be included in any customer mailings you do during the off season for sweeping or repair. Available for both inserts and freestanding this is a product that can make you a hero for solving that slow starting and smoking stove or insert. Watch for details on this show special later this month.



Contact AES - Find this info on the web at <http://www.aes4home.com/contact.html>

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