



NCHPBA

U P D A T E

B U R N I N G N E W S & I S S U E S



Affiliated with the Hearth, Patio & Barbecue Association

Fall / Winter 2005

A Note from the President

Hello busy people, Lynn here!

I imagine many of you are up to your eyeballs in fireplace installations and wondering when your next load of pellets will be arriving! The increase in fuel price speculation certainly has turned our industry into a hubbub of turmoil. What will the spring bring? A lot of things have been going on in our business and I am losing more hair daily trying to keep up with it all.

Your NCHPBA board is busy looking out for your best interests. The Codes Coordinators are "watchdogging" the internet news and keeping their ears open for anything up coming that might create conflict for your business.

Oseola Wisconsin has created an ordinance restricting the use of outdoor solid fuel heating devices (outdoor boilers in particular). In September a letter written to EPA Administrator Stephen L. Johnson, DNR Secretary Scott Hassett called for a "National Strategy" of regulatory and non-regulatory measures to control emissions from Outdoor Wood-fired Boilers (OWBs). Hassett cited significant public health concerns as the reason for federal action: "For a number of reasons, OWBs present emissions problems not normally observed with indoor

wood stoves, wood furnaces, or fireplaces." Those mentioned were; poor combustion, heavy smoke, noxious odors, and high concentrations of fine particulates and other air pollutants which are a very real and significant public health concern."

In another related action in August 2005, the Attorneys General for the States of New York, Connecticut, Maryland, Massachusetts, Michigan, New Jersey and Vermont, and the Northeast States for Coordinated Air Use Management (NESCAUM) petitioned EPA to use its authority under the Clean Air Act to list OWBs as a category of stationary sources and to establish standards for emissions from new OWBs. HPBA is working with the OWB people (they list the product as Outdoor Wood-Fired Hydronic Heaters—OWFHH) to provide

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Changes in CPR

The American Red Cross has just issued new guidelines in performing Cardiopulmonary Resuscitation (CPR). Whereas in the past, you are to do two (2) quick breaths and then fifteen (15) chest compressions, you now are to do the two (2) quick breaths and thirty (30) chest compressions. The rationale is that compressions circulate the blood—integral for cellular survival. The more the blood circulates, the better the chances that the person will have to survive.

Another change is to not worry about trying to find a pulse. Research indicates people have trouble finding pulses and this can lead to time lost in getting circulation and breaths going.

NCHPBA offered CPR at the May, 2005 meeting in Red Wing. We will again offer a program at the 2006 meeting in Onalaska.

If you are not CPR certified and want to be before that offering, you can log on to the American Red Cross or American Hearth Association web sites and find the local organizations near you. Many of these offer programs on a regular basis or are willing to come to your business and teach a class on-site. To find a Red Cross Chapter near you, log on to: www.redcross/where/chapts.asp. This site lists all the chapters in each state. You can also put in your zip code on that home page and the nearest Chapter to you will appear. Once you click on that Chapter web site you will find all the available programs.

The American Hearth Association is found at: www.americanheart.org You can also put in your zip code to find the affiliate in your region.

What or Who is RESA?

RESA is the Renewable Energy Security Act signed into law in 2005. This document is over 1100 pages long. The critical element that affects us is the component that authorizes a **rebate** of 25% up to \$3000 for a pellet appliance. This is a pellet furnace or stove. The key word in this is "authorizes." This means that they have approved the idea and now have to work out the details, including the very important element of "finding the money for the rebate." This is called appropriations. They don't have the money yet so the program

will not roll out until they have it. They also don't have the implementation plan—who gets the rebate and how this works. So, do not advertise this program in any way at this time. It can only confuse people or make people wait to purchase a product. The money is not there yet. It could be in fall of 2006 before we know what will really happen.

For those that have been upset that this doesn't include wood appliances—there are two issues at stake. One is that the bill sponsor only wanted pellet

furnaces in the first place. HPBA lobbied for this to include pellet stoves. The bill sponsor feels that wood doesn't need any help right now, pellet does. Two is that the money available for the whole RESA will be cut substantially before it is through—there will hardly be enough money for pellet, let alone wood, too.

When you have a sponsor that is supportive of your efforts—you need to support his efforts. We can work on wood in the future. We need to take legislative support in little steps and not go for the whole shebang at once.

What is the Murphy Bill?

With RESA we said we take little steps. With the Changeout in Pennsylvania, it enthused legislators to propose a bill (HR 3928) to enact legislation for a \$500 tax credit for Changeouts in the PM 2.5 non-attainment areas. This has not passed but we need to be supportive of efforts to help with Changeouts—wherever they occur. The author of the pellet legislation (in RESA) has signed on to this bill. Another industry

legislative support. Little steps can lead into bigger ones.

This bill would be a tax credit so monies would NOT have to be found (appropriated). This is good. If you are contacted by the HPBA Government office or NCHPBA staff to write in favor of this bill—DO SO! This is good for the industry and what we need to do.

Is Customer Service a Dinosaur?



Media is reporting the impending death of "real customer service." Television, radio and print have picked up the story. Consumers everywhere are complaining that retailers do not care or provide service. Many do not even say "hi" when you walk into the stores. Asking if you need help is rare. The reports go on to say that this is common in the "big box" stores. The only place where you may still find this is with small specialty retailers. Do we know any of these?

Anyway, the complaints are so frequent that larger companies such as Marshall Fields and others are starting to look

at why consumers go to the smaller stores. It is for the friendliness, offers of help, time spent with customers and earned trust. Yes, many admit you may pay more, but the end result is worth it. New programs are being set up at the larger stores with intense training on customer service. Competition does not always come in boxes. People skills are taking over.

So, what are the people skills at your company? Are your staff friendly and knowledgeable? Do they offer assistance to customers? Do they make them feel welcome? Do they exude a feeling of "trust"? Think about it and then do something about it. Let's not let customer service become extinct!

Board Candidates Sought

Interested in the NCHPBA Team of Directors? Let Lynn Meyer or staff know of your interest. You will be contacted by a member of the Nominating Committee early next year. This affiliate

is moving and shaking. Get on the Board now or join a Committee. The action is from within!

Energy Wars

[Editor's Note: The following article appeared in a complimentary investment report sent to the affiliate. Although we cannot recommend any one investment, (that is up to you and your financial counselors), this one article had some very interesting statistics we wanted to share. Please note that none of the data contained within this article was validated for accuracy. It is reprinted as found in the Barnabus Energy BBSE report.]

Half of the world is in the midst of a MASSIVE industrial revolution unlike anything seen in human history. Countries such as China and India are being transformed from rice paddy and bicycle economies to modern industrialized societies that are competing directly with the U.S. for exports, technology and jobs. And they are scrambling for every ounce of oil, every watt of electricity and every cubic foot of natural gas they can lay their hand on.

In 1978, China's total foreign trade was just \$20.6 billion. Last year, its for-

eign trade set a new record of \$1.1 trillion—or 56 times more than in 1978—making China the fourth largest exporter in the world, following United States, Germany and Japan. In 2003, China's steel output topped 200 million tons for the first time, making China the world's leading producer of steel. China is also the world's largest producer—and consumer—of televisions, producing about 25% of the world's TV sets. It also manufactures 50% of the world's cameras and copiers...and 25% of its washing machines. In 2003, China's 120 automobile manufacturers pumped out a record 4.4 million new automobiles and trucks—35% more than in 2002 and DOUBLE what was produced only three years ago.

And China is just one of the world's emerging economies. In 2004, both Azerbaijan and Chad grew at a blistering 14% GDP. Russia's economy grew at 8% followed by India's at 6.0%. Last year, Taiwan exported some \$75 billion

worth of electronics good—and Mexico and Malaysia each exported \$50 billion. Even Thailand racks up \$20 billion annually in overseas electronics sales.

It's little wonder, then with thousands of new automobile, electronics and steel manufacturing factories being built—that global energy consumption is skyrocketing. The U.S. Government's International Energy Outlook 2004 projects strong growth for worldwide energy demand over the 24-year projection period from 2001—2025. Total world consumption of marketed energy is expected to expand by 54 percent, from 404 quadrillion British thermal units (btu) in 2001 to 623 quadrillion btu in 2025. And in the emerging economies of developing Asia, which include China and India, energy demand is projected to more than double over the next quarter.

Decals and Tents

The Board also authorized purchase and distribution of two "Caution" decals for every member renewal this year.

At the May program in Red Wing, speaker Bill Koehler of Stratus Group International, provided information about liability insurance. "Failure to inform" is the insurance term. We need to tell everyone of the potential harm (burns) that can come from touching burning appliances. Prevention is the key. This actually is the start of the process needed with every sale—providing accurate education on how the appliance works, how to prevent injury, and how to keep the appliance working with routine maintenance.

The decal on the door starts the warning process for you. We are also ordering "caution" tent signs to sit around



the showroom, reinforcing the message from the door. If you attended that May program, you will remember that

Bill Koehler said, from the insurance perspective, they would rather see flashing neon lights to warn people. Yes, that might get more attention, but doubt that any retailer will take Bill up on that. We don't need to scare people, but we do need to make sure they are properly informed of any danger. Bill even says that signage for wet floors is necessary as well as signage if your parking lot or sidewalk is slippery. Unfortunately, even though people should know about ice here in our area, without the

signage, you could still be held accountable for any injury. Purchase more decals or the tents on the enclosed order form.



May in Onalaska

Yes, Onalaska is part of our affiliate. It is near La Crosse, Wisconsin, along the Mississippi. People loved going to resorts but the costs became a problem. Lodging and food were hundreds a day per person. So, we found a facility called Stoney Creek Inn that has a “lodge-look” yet has the low room rates we need to be affordable for owners and staff. Of course, if you want to spend more money on lodging—they can accommodate you with gorgeous suites with hot tubs and kitchens. Their most exclusive suite was the lodging site for John Kerry during his campaign for President. After touring these, the conclusion was that one could comfortably live there.

Yes, we are going to offer all three NFI certification exams. Yes, you will have to choose which one to attend because they will be offered all on Saturday, the 20th. We will start them around 11:00 a.m. and the exams will be after the review in the late afternoon/early evening. This way, if you want to send staff just for this, you can or they can then enjoy the rest of the program. There were a number of nervous people last year, some could not enjoy the Monday evening entertainment or did not even come to that because of the exam the next day.

We are also going to offer the golf outing on Sunday (a

tradition with the spring meeting). New this year will be a tour of downtown LaCrosse (including the brewery) and horse back riding. The tradition of an evening on the water will again be offered with a dinner paddle-boat ride down the Mississippi.

Monday will be dual tracks of service and management, emphasizing all of our products. Knowing the competition gives everyone an edge. We would never promote negative advertising of competition but knowledge lets you correctly answer questions asked by consumers.

Monday noon will be the Annual Meeting with the evening saved for entertainment. Tuesday we will offer Red Cross CPR. This is an annual need and one the Education Committee has determined to be a routine event at the spring meeting. The new guidelines will be taught.

The Education Committee is comprised of the following: Alison Van Lanen (Truttman Hearth Ware, Green Bay, WI); Patty Fryk (Marcell’s of Wisconsin Rapids, WI); Chana Nicklos, Burning Desires, Mandan, ND); Scott Engelberger (The Fireplace Professionals, Cambridge, WI) and Chairman, Rodger Holland (Even Temp / Jotul in Minnesota).

Changeouts

Discussions are underway with the Minnesota Pollution Control Authority to determine what kind of Changeout could be done to encourage the surrender of old non-EPA Certified stoves and purchase of new clean burning product (wood, pellet, gas, electric). The state has a small amount of money available for such a project. NCHPBA members Mike Nordby and Lynn Meyer are informing MN state staff as to the real costs of changing

out an old stove as part of the first stage of these discussions. We are also working on informing them and then consumers as to the energy, cleanliness and efficiencies with new product. The key is that the Changeout need not be wood to wood. Changeouts also include wood to gas, pellet or even electric. Converting an open fireplace with an insert or a gas log is also a benefit. Most government officials do not understand our products

so time needs to be spent educating them on all aspects. Once we develop a “believer” they will help champion programs that benefit all.

Discussions are commencing with the Oneida Tribal Nations in Wisconsin as well. NCHPBA staff made a presentation to the Environmental Tribal Nations in May with the EPA. She was approached after the presentation with this potential. This is being pursued for early in 2006.

“Hot Dawg” Calendar Contest

The Board of Directors discussed the possibility of offering calendars to members for gifts or promotions. The Education Committee got wind of this and developed the protocol for such a calendar, making it a fun event for all. The Rules and Regulations are included as an insert in this newsletter. The concept is to get photos of dogs with our hearth, patio or barbecue products. The dog in the picture is set up as though playing the piano. That picture is adorable. What kind of pose can you think of that would make people smile and laugh every day of the month? AND, have the dog (or dogs) posing with our products? For thirty days, people will look at that photo. Cute, fun and promotes our products, right?

A panel of judges will make a preliminary determination for finalists per month. These will then be voted upon during the annual meeting. The winners will get their photo for a month of the calendar with information of the company, the dog and the product being shown.

We will also solicit sponsors of pages from distributors and manufacturers, all getting their name and logo on that monthly page. Additionally, we are working on having the inside cover page personalized so the bottom of the calendar would have your name on it. People looking at the calendar would see this every day for the 13 months of the calendar. One month could be an additional piece of information about your store and dog as well as a manufacturer name.



We think this can be enjoyable for all, promote the affiliate and promote people and products. The dogs may become stars as well. Got a dog that looks good in a swim suit by the patio? Or loves to cuddle up to the fire? Take a picture and send it to NCHPBA with contact information. The Rules for the Contest are included. This is for members of NCHBPA or HPBA (manufacturers).

Jamboree 2006

Plans are also underway for a bigger and better Jamboree for August of 2006. We received lots of feedback and will incorporate suggestions. The exhibitors at the 2005 event will help us make this a better event. We have asked that they become

a Task Force to work with Alison Van Lanen (Task Force Chairman). We are working on getting a new facility for this event as well. We hope to have information for you in January, 2006.

Mystery Shopping 2005/2006

Those that ordered Mystery Shopping visits for 2005 and 2006 should have had their one shop conducted by now. If you ordered more, they will be processed per your request. If you have any questions, please contact staff at the NCHBPA office.



Energy Center of Wisconsin (ECW) 2006 Better Buildings: Better Business Conference January 30 and 31, 2006 • Wisconsin Dells, WI

ECW is a private, non-profit organization designated to improving energy sustainability including support of energy efficiency renewable energy, and environmental protection. The conference is attended by over 600 contractors, state officials, and related energy practitioners from six states (four from the NCHBPA affiliate).

NCHPBA is taking a booth at this event, sharing it with the Hearth, Patio and Barbecue Education Foundation to provide information on NFI. We are also providing a speaker, Roy Mjelde, to address hearth issues to the attendees. A brochure is included for your review. Again, we are working for education and visibility on your behalf. Lynn Meyer and Roy Mjelde will be staffing the booth.



MANAGEMENT

Seriously, Don't Take Control

A terrible habit most supervisors develop is correcting every mistake their employees make. While part of your job as supervisor is to teach your employees how to do their jobs, many managers feel as if they need to be the ones to finish the job when the work comes in. When you correct the work of your employees, you're not letting them learn how to be self-sufficient. It also decreases their confidence and over time and can evoke feelings of failure. One manager in a construction firm always took people's work orders and corrected them himself.

He'd re-price the specs without even telling the employee that they'd made a mistake. He was also guilty of finishing a task when an employee asked for help as opposed to showing them how it was done. And he was angry all the time because he felt overloaded. Vicious cycle, isn't it? I advised him to develop a new mantra: "Let me show you how it's done so you can do this." Read more at the following link: www.cvc-inc.typepad.com/

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North Dakota Building Officials Conference March 1- 3, 2006 • Bismarck, ND

Denny Hildebrand (Burning Desires, Mandan, ND) will be providing a program to the North Dakota Building Officials next March. This is the start of the NCHPBA initiative to get programs going for every state conference of Building

Officials. We need to educate them about our products and the NFI Certification program. NFI will also be a part of this program, providing a display.

NCHPBA will have a full exhibit booth along with the NFI display. We want

them to know we are the experts and can offer assistance. Building positive relationships with the building officials and state staff and officials will keep the industry going.

EXPO 2006 Salt Lake City, Utah—Be There!

The numbers show this is going to be bigger and better than ever. Sign up now. Education abounds and displays of product will be immense. Lodging is getting scarce so book your rooms now.



A Note From the President

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standards for both emissions and flue heights to help eliminate this kind of targeting by the EPA and DNR. Help us by keeping your eyes open so we can keep our legal advisors informed on problems or issues in your areas. With everyone's help we can keep on top of problems possibly before they become legal issues or restrictions.

Regarding the Murphy Bill, NCHPBA only has one county (Kenosha, WI) that is PM2.5 non-attainment. RESA which is a rebate is still awaiting appropriations and a way to implement the program from the federal government. This could take up to another year before going into effect.

A Burn it Smart campaign is happening in the HPBAC Ontario Chapter which is a series of workshops in select Ontario and Michigan communities where participants will be taught the advantages of advanced technology/ EPA wood heating appliances, proper fuel wood preparation, improve safety in the home, health effects of wood smoke, proper installation and maintenance and the value of using WETT / NFI certified technicians. In the United States, workshops will be held in Port Huron, and Sault Ste Marie (NCHPBA member area), Michigan February 6th-10th, and February 13th-17th of 2006. More info can be found at hpbac@bellnet.ca.

Our affiliate is currently working on a couple of stove changeouts. We are working with John Selz and John Buss from the Minnesota Pollution Control Authority and Bill Dressler who is the CEO of Clean Air Minnesota on the best use of funds available for a possible changeout. This is exciting not because of the stove changeout potential but the allies we are getting to work with us within the state of Minnesota and EPA. While there is only \$14,000.00 available (which practically won't allow us to do much) it opened the door to MHFA (Minnesota Housing Financial Aid) program which has low interest low income loans and a 26 Million dollar budget (2004). This may open the door for a changeout for people who otherwise could not afford to upgrade to a high efficient stove and correct chimney system. Currently the monies available may go towards education (\$14,000.00) unless some other grants appear.

Other changeouts going on are Pittsburgh, PA (just finished) and Dayton, Ohio (next spring). The state of Washington is putting on a small stove changeout too. The Libby, MT unique project of changing out the whole city continues. This is a one time only major project to get the data everyone needs about EPA Certified stoves.

Karen Teske-Osborne talked with the Oneida Tribal Nations regarding a possible changeout. And Karen will be consulting with HPBA and their new communications firm regarding stove changeouts because of her expertise after NCHPBA's own stove changeouts in 2000 and 2001.

Hibbing—Fundamentals of Gas Hearth Installation and Service online program is moving ahead.

NCHPBA is putting on training for the building officials in North Dakota. Hopefully these types of training seminars will help educate and train building officials all over our affiliate territory making NCHPBA the experts and the "go to" Retailers when they have problems or questions regarding stoves or fireplace installations. This will also strengthen the need for NFI certification and establishing you, **the retailer** as an expert!

All members of NCHPBA should have received the letter regarding the new dues structure. Comments to date are all positive regarding eliminating the two tiered structure of retailers and distributors. The accompanying letter (bright lemon yellow) showing you what we have been doing should indicate that your board isn't just sitting idle doing nothing. With your renewal you will receive two Caution Decals for your front entry doors.

HPBA is coming up in March 8th to the 11th in Salt Lake City, Utah this year. Online registration is available making it very easy to sign up and also find a hotel. Get your lodging now as rooms are getting tight already!

In January your board will be meeting on site in Middleton, Wisconsin and will combine the meeting with a hearth product demonstration and tour of Intertek Testing Labs. This is where they certify the stoves we sell. Should be very interesting.

The Affiliate has donated \$1,000.00 towards the Habitat for Humanity fund for the problems our neighbors have had recently with Katrina and Rita. Unless we have gone down there we don't really know how bad those people have really had it. My stepdaughter spent three weeks there working with the homeless and sick. The news media doesn't even come close to showing us how bad and how destitute the poor folks in New Orleans really are. Say a prayer and do whatever you can to help.

We have a pretty exciting Spring Conference coming up May 21st, 22nd, and 23rd. We will be offering NFI training and certification testing on Saturday May 20th to allow you to test early and not have to worry during classes on Monday about testing on Tuesday as we did last year. Planning some good entertainment, social activities and training. It will be in Onalaska, Wisconsin (along the Mississippi) at the Stoney Creek Inn.

Have a joyous holiday season and spend some time with family and friends.

So until we talk again, keep busy, stay warm and pray for those less fortunate!

Lynn Meyer
Your President
NCHPBA

MARKETING

Think You've Got What it Takes? Test Yourself!

So you think you know all about marketing, huh? If you want to find out what you really know, try this quick marketing IQ quiz@! How up to date are you on the most important marketing trends? For example, which advertising medium influences the most local purchasing decisions? A. The local newspaper, B. Local online ads, C. Local television, or D. Local Radio? Think the answer is the newspaper? Or, even television? Think again. Local online ads persuade shoppers twice as often as the closest competitor. A recent study concluded that the

internet influenced at least seven of respondent's purchases in the fourth quarter of 2004, while newspapers were an influential factor for just 3.5 purchases and local TV ads affected only 2 buying decisions. Although television and radio are considered informative, two out of three online shoppers specifically research local stores and services online. Want to take the quiz? Click on the link! www.entrepreneur.com/article/0,4621,323637,00.html

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Affiliate Garb Available

Burgundy windbreakers with the NCHPBA logo are available for purchase. An order form for these and the embroidery logos for sewing on your own company shirts is included as well. The Board has also determined

to research and have available a new kind of polo shirt. The goal is to have something with "pizzazz." We are looking and will let you know what we find.

Officers and Board 2005-2007

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