



BVL D Airshed Management Society 2007 Skeena BVL D Woodstove Exchange Program

Retailer Guidelines

December 5th, 2006

Dear Hearth Products Retailer:

Rekindling the Skeena – Bulkley Valley Woodstove Exchange Program

I am pleased to inform you that the Ministry of Environment and the Bulkley Valley Lakes District Airshed Management Society have committed to seeing the Skeena – Bulkley Valley Woodstove Exchange Program continued thru to 2010 and that this time around we are looking forward to even greater success. You are hereby invited to participate in this endeavour to make our communities even better places to live, work and breathe.

As you may remember from the previous exchange program that ran in 2004, our goal is to improve air quality within the Skeena and Bulkley Valley air corridor by encouraging residents to exchange old smokey wood stoves for low emission appliances including new EPA-certified clean burning wood stoves which are proven to burn 1/3 less wood and reduce emissions by up to 70%.

We learned a great deal from running the 2004 Exchange Program and have researched how to make this changeout even better. This time around we will have a longer lead in time, more community involvement and partnerships, and much greater incentives and benefits. In order to hasten the rates of changeout, both the Town of Smithers and the District of Houston have recently passed by-laws requiring that all non-certified wood burning appliances be replaced or removed by December 31, 2010. These bylaws are on the web at:

Houston:

<http://www.hpbcacanada.org/947%20Burning%20%20Air%20Quality%20Bylaw.pdf>

Smithers:

http://www.town.smithers.bc.ca/pdfs/bylaws/bl1454_current/BL%201520%20WOOD%20BURNING%20APPLIANCE%20SMOKE%20CONTROL.pdf

Burns Lake is considering similar action.

As for economic incentives, in addition to the 15% discount that local retailers and stove manufacturers offered in 2004, the first 400 residents who upgrade to a low emission appliance will also receive a \$250 cash rebate from the BVL D Airshed Society. Houston residents may also qualify for an additional \$300 rebate. Participants will also be eligible for low interest loans through either the Bulkley Valley or the Northern Savings Credit Union, and we have asked local municipalities to waive any permit and/or installation fees for the duration of the program. We want as many

**BVL D Airshed
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residents as possible to make the switch, and are doing all that we can to make it as easy and irresistible as possible.

Obviously, program success depends upon getting the word out. The Hearth Associations (HPBAC, Western Chapter; HPBAC National; and WETBC) have committed \$7,500 to the Airshed Society to help with advertising and promotional costs. We are requesting that each retailer also contribute \$200 towards a cooperative advertising campaign. We are aiming for a **December program launch** and awareness campaign with a **targeted exchange in March 2007**.

Please read over the following Program Guidelines and then sign and return the 2007 Retailer Registration Form **before December 22nd**.

Thank you in advance and looking forward to your participation,
Sincerely,

Colin Macleod, Woodstove Exchange Program Coordinator

Please, don't hesitate to contact me if you have any questions regarding the program. We are working as fast as we can to solidify program details and to confirm partner duties and responsibilities. I will be forwarding any additional information to you as it is confirmed.

THE SKEENA – BVLD WOODSTOVE EXCHANGE PROGRAM GUIDELINES (For participating Retailers)

The objectives of the wood stove exchange program are as follows:

1. Improve the air quality in our area by lowering wood smoke emissions.
2. Encourage home owners to trade in old inefficient wood stoves for something cleaner burning by offering financial incentives.
3. Educate the public about clean, safe wood burning practices/habits through "Burn It Smart" workshops and/or showroom demonstrations.
4. Explain what "EPA Certified" means and how it affects us all.
5. Educate local governments, community groups, inspectors, real estate agents, insurance people and fire departments to the benefits of clean burning in an EPA appliance.
6. Generate additional winter and "off season" sales for you, while displacing some of the myths and misinformation regarding wood stoves.

PROGRAM GUIDELINES:.....These MUST be adhered to by ALL participants.

1. Customers residing within the Skeena – BVLD service area between Burns Lake and Terrace will be offered a rebate and/or a trade-in allowance on his/her old smoke belcher to upgrade to an EPA certified wood burning appliance, OR a high efficiency gas stove, or pellet stove or furnace, or electric stove.
2. The BVLD Airshed Management Society will provide the first 400 program participants with a voucher entitling them to a \$250 rebate upon satisfaction of program requirements. **These vouchers will be valid beginning November 15, 2006.**

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3. Retailers may issue vouchers to customers willing to participate in the program in order to reserve their rebate. Once the customer has satisfied all program requirements, completed the verification checklist (on the back of the voucher) and has returned the voucher with verification to the Program Coordinator, a cheque from the BVLD Airshed Society will be issued to the Customer.
4. Program requirements to qualify for the \$250 rebate include:
 1. Verify and photograph that old stove in use is eligible;
 2. Confirm purchase and installation of new low emission appliance;
 3. Confirm destruction and/or delivery of old appliance to designated recycling station.
5. Retailers are authorized to sign-off on each voucher requirement.
6. During **March 2007**, participants will benefit from an additional **consumer discount (trade-in) of 15%** off the supplier's suggested retail price (MSRP). This applies to new units only (no demos) and a limit of one stove per trade in.
7. The consumer discount (trade-in) will be shared amongst the retailer, the distributor and the manufacturer as follows: 50% by the retailer, and 50% by the supplier(s). Therefore, 7 ½% is yours, and 7 ½% is your supplier(s).
8. If requested by the customer, the retailer will be responsible for physically taking the trade in stove and rendering it non-useable by removing the doors, smashing the flue collar or draft control, drilling holes in the body, and delivering the body to the designated public works yards and/or transfer station to be destroyed [specific recycling details will vary by community. Call Colin Macleod to confirm local requirements]. These stoves are NOT to be used anywhere. If the homeowner wants to retain responsibility for destroying his stove, he must have his voucher signed-off by an authorized works yard employee confirming that the stove was destroyed. **THE INTEGRITY OF THE ENTIRE PROGRAM RESTS ON THIS PRINCIPLE!** Any retailer found not following these guidelines will be expelled from the program and forfeit his credits.
9. Retailers are responsible for doing a sales summary at the end of the program (March 31, 2007) and forwarding same, along with copies of the sales invoices to your supplier(s) for a one time rebate (your 50% credit). This should be done within 10 working days of the end of the program. Fax copies and/or emails are acceptable. Late submissions will forfeit the credit. The consumer need not take possession of his purchase before the end of the program dates, but the paperwork **MUST** be done by then.
10. The invoices **MUST** show the following information:
 - (a) customer name and address
 - (b) model being purchased
 - (c) model being traded in

- (d) the trade-in allowance (\$ value). You may choose to sell for more or less than the MSRP (and you need not show that figure), BUT the 15% discount will ALWAYS be based on that suggested retail.

11. **Retailers are encouraged to advertise over and above what the program organizers do.**
12. Signing the attached registration form acknowledges that you and your staff have read and understand the program guidelines, and that you pledge to see the old stoves destroyed and complete your paperwork in a timely fashion.

HERE'S A LIST OF WHAT QUALIFIES.....This is a wood stove EXCHANGE program.

1. A "stove" is a free standing space heater with door(s) on it. Homemade and 'barrel' stoves count along with factory made.
2. A so called "airtight" fireplace insert, or tube type heat exchanger with a face plate and door (like the 'Free Heat Machine' or Welenco) that is currently installed in a fireplace.
3. A wood furnace in exchange for a pellet furnace, gas furnace, electric furnace or PSG Caddy wood burning furnace.
4. Factory built zero clearance fireplaces, only if they are being used as main heat source (pre-inspection trip can verify eligibility)
5. It does not have to be a wood for wood exchange. Gas, Pellet and Electric stoves/inserts may be used for the replacement. Additionally, non-conventional heat sources such as geothermal can also qualify.
6. Beginning November 15th, 2006, the first 400 eligible exchanges will qualify for the \$250 rebate from the BVLD Airshed Management Society.
7. To qualify for the trade portion of the customer discount (additional 15%), appliances used for the replacement **MUST BE PURCHASED FROM YOUR SUPPLIER(S) DURING MARCH, 2007**. If you use a unit from your existing inventory, you **MUST** purchase a replacement unit within the program dates. Only units **PURCHASED** within the program dates will be eligible for the credit from your supplier(s).

HERE'S A LIST OF WHAT DOES NOT QUALIFY.....

1. Tin heaters/tent stoves....something NOT used in residential application.
2. Free standing fireplaces (Acorn or Spincraft type) without doors.
3. Factory built ("zero clearance") fireplaces if not used as main heat source.
4. Wood cook stoves as they are EPA exempt.
5. People wishing to **ADD** an insert to an existing open hearth fireplace that does **NOT** currently have an insert installed in it **DO NOT QUALIFY.....AN EXCHANGE MUST TAKE PLACE!!**

If you agree to participate in this year's program, please sign and return the Retailer Registration Form by December 22, 2006.

Thank you,

Colin Macleod
Woodstove Exchange Coordinator