

8:00 am – 8:20 am Welcome & The State of Our Industry

As the calendar marched toward the beginnings of the 2018-19 heating season the stars seemed aligned to deliver producers of wood pellets a favorable year. Carryover inventories were low, early buying signals were strong and retailers were reporting stronger than normal pellet appliance sales. As the season progressed however challenges arose. By the time the PFI welcomes attendees to Breakfast & Biomass most of the heating season will be behind us and the sector will be able to better ascertain if the year delivered on its early promise.

- **Tim Portz**, Executive Director, Pellet Fuels Institute

8:20 am – 8:50 am Panel Discussion: How the NSPS is Impacting Pellet Producers and their Partners in the Hearth Appliance Supply Chain

After a lengthy period of dormancy, the Environmental Protection Agency finally acted on some proposed amendments to the New Source Performance Standards while seeking comments on others, including the minimum pellet fuel requirements currently in the rule. This panel discussion will feature representatives from pellet manufacturing, appliance manufacturing and the specialty hearth retail categories. The discussion will bring attendees up to speed on where the rulemaking stands, how it is likely to impact the industry and its supply chain partners and the industry's chances for a favorable conclusion.

- Moderator: **Tim Portz**, Executive Director, Pellet Fuels Institute
- **Ryan Carroll**, Hearth, Patio & Barbecue Association
- **John Shimek**, Hearth & Home Technologies

8:50 am – 9:05 am A First Step, But Is It a Giant Leap? What We Learned in Our Social Media Beta Test

Prior to the 2018-19 heating season, the PFI designed and deployed a social media beta test in six markets to test the efficacy of the platform to target consumers, make the case for pellet heating and drive them toward a purchase decision. This presentation will walk attendees through the measurable data points achieved as well as the observations made about the impact of the program by our retail partners.

- **Tim Portz**, Pellet Fuels Institute

9:05 am – 9:30 am Cooking Up Growth: How BBQ Pellet Appliances are Driving Increased Demand for Wood Pellets

One of the hearth industry's biggest stories over the past few years is the rapid expansion of the pellet grill and smoker category. Simultaneously this market offers year-round sales opportunity, improved margins and increased visibility for wood pellets. This panel discussion will offer attendees an opportunity to hear from a market leader in BBQ appliance manufacturing as well as a wood pellet producer who has added BBQ pellets to its product mix.

- Moderator: **Tim Portz**
- **Jeff Thiessen**, Danson's
- **Kenny Lisle**, Energex