

A person wearing a grey glove is using a black power drill with a long, thin metal bit to clean a black metal chimney cap. The cap is mounted on a metal base on a grey shingled roof. To the left of the cap is a larger, multi-tiered black metal vent. The roof is built on a stone wall. In the background, there is a green lawn, some bushes, a chain-link fence, and a white pickup truck with a blue stripe. The title "THE CHIMNEY SWEEP NEWS" is overlaid in large, bold, black letters with a white outline. Above it, "ISNEWS" is written in smaller, bold, black letters with a white outline.

ISNEWS THE CHIMNEY SWEEP NEWS

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ISNEWS THE CHIMNEY SWEEP NEWS

Voice of the Sweep since 1979

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Silver Creek Chimney Sweep: Passing the Torch

By Jim Gillam

“Making homes safer,” is the goal of Silver Creek Chimney Sweep, declares co-owner Hillary Hess.

Scott and Hillary Hess are a father-daughter team doing business as Silver Creek Chimney Sweep. Scott named their enterprise for Silver Creek, which flows down from the Cascade Mountains through their hometown of Silverton, Oregon into the Pudding River.

They serve a 25-mile radius around Silverton, from the foot of the Cascade Mountains down to the Willamette Valley. It includes the state capital, Salem. Aside from the urban area, most of their region is a bucolic landscape of nurseries, Christmas tree farms, woodland and pasture with a scattering of small towns.

The customers are a mostly middle class assortment with woodstoves, fireplaces and pellet stoves. “We have a large senior citizen clientele,” Scott notes.



Scott rotary sweeping a pellet stove chimney.

“Cleaning is about 70-75% percent of the business,” Scott says. “Relining, caps and stove sales are minor parts of the business. We concentrate on sweeping and the other stuff falls into place.” Silver Creek sells and installs Regency stoves.

On the Job

Scott started the business 40 years ago. Hillary joined the business 18 years ago. “My sister, Emily, and I used to work with Dad during the summer when we were younger,” she notes. Hillary has worked full time since graduating high school. After training with Scott in all aspects of the job for about a year, she began to specialize in the inside work.

When Scott and Hillary arrive at a job, after greeting the customer they wordlessly move into their own areas of expertise. Hillary brings in a tarp, vacuum and other gear and sets up next to the stove or fireplace. “She is really good with the inside work, taking stoves apart and putting them back together,” Scott says.

They use a Ridgid vac modified with two HEPA filters. Nevertheless, they exhaust the vacuum outside through a hose. “That way we have no dust worries,” says Scott. “I tell our customers that it is double filtered but we still exhaust it outside in case we pick up a nail.”

Scott sets up a ladder and checks the termination, then usually proceeds to sweep from above.

As sweeps know, chimneys – especially metal chimneys – convey sound



Scott and Hillary Hess, the Silver Creek Chimney Sweeps.

as well as smoke. A sweep on the roof may “overhear” a conversation inside the house. “When I am on the roof and customers ask Hillary questions, she knows all the answers,” Scott reports. “She is very forthcoming. She has a good rapport with the customers.” If Hillary is not on the job for some reason, “customers always ask about her,” he says.

On the Roof

Scott’s grandson, Matthew, 19, has been teaming up with Hillary during the summer when not in school. Like Scott, Matthew generally attends to the roof work.

Scott has recently introduced climbing ropes and fall protection harnesses to the Silver Creek system. Matthew particularly appreciates the extra security of an anchored harness. “He is somewhat hesitant on the roof, but the minute he gets the harness on he is much more confident,” Scott observes.

Tying off the rope initially is the biggest challenge, Scott says. “It is hard to

FROM THE EDITOR

Dear Readers,

Woodstoves may have a resurgence reminiscent of the boom in the 1970s if climate consciousness becomes more widespread in North America.

As I mentioned in this space in the last issue, efficient combustion of biomass is considered a neutral contributor to greenhouse gases since the carbon released is of relatively current origin. In contrast, the carbon released by burning natural gas and petroleum fuels was sequestered by plant life millions of years ago. Burning those products releases ancient carbon into the atmosphere and is considered the major contributor to human induced climate change.

The Alliance for Green Heat is prodding woodstove manufacturers to reduce emissions further and increase convenience by automating some aspects of stove operation. The annual Wood Stove Design Challenge [see page 26] is their primary venue for this effort.

Presently, regulatory authorities in the U.S. are more concerned with particulate pollution in local areas than they are with sources of greenhouse gases that may affect the global climate. However, that may change surprisingly quickly if the association between extreme weather events and human activity becomes more widely accepted, as it is already in Europe. Advanced technology woodstoves and pellet stoves may be part of the solution.

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While using a foam plug to contain the soot, Scott sweeps while Hillary catches any stray dust with the vacuum.

get the rope over the roof to tie it off sometimes. Or you have to climb a crazy steep roof to put in an anchor. There has to be a better way of doing it, but I haven't figured it out yet."

Hillary is not comfortable getting on and off tall, steep roofs. Scott is confident that their client base has enough single-story houses that she will be able to continue a good business even if she chooses not service houses with steep roofs and/or multiple stories. "I've done the math and looked at our customer base. There is plenty of work there if she wants to concentrate on single story houses and sweeping from the bottom up."

Retirement Plan

Hillary is poised to take the reins of the business as of January 1. Scott's plan is to semi-retire. "I will work for Hillary for a year part-time, maybe two or three days per week with a lot of slack time in between," he projects. "We considered breaking the chain and selling the business to her outright, with having Hillary get her own federal ID and Oregon Contractors Board number. It looked like it would increase our tax liability and we did not want to spend that kind of money. So, we will keep the business name and she will run it," Scott explains.

While Scott is looking forward to semi-retirement, he is also a bit wistful. "I do enjoy the work,"



Checking the flue with a mirror from inside the stove.

he says. "My customers have become friends."

For her side, Hillary says, "It will be interesting. When Scott is fully retired, I won't be doing as many installs by myself. Most of the customers know me so it should be OK."

Vacations

Scott and Liz make a point to take a nice vacation every year. They have visited France, Mexico, Jamaica and Belize among many other places. Their first order of business when Scott retires is to visit his brother in Australia.

"We usually go somewhere when business is slow here," Scott says. "We just go – somewhere. We got the travel bug in the mid-80s when we went to Sweeping Hawaii with Sooty Bob. We said, 'This is awesome! We've got to do this again!' The other factor is Liz's dad

died young and my dad was not able to go anywhere due to his physical condition when he was younger than we are now. We figured life is too short. It can happen anytime. We had better take care of business when we can because later on we might not be able. It's nice to recharge the batteries during the winter when we are not busy."

To make such travel possible, "We have a travel budget," Scott notes. "We set a goal of having so much in the fund, and by the time we go we have reached it. Liz is really good at lining out our travel arrangements," he adds.

Hillary has operated the business during their absences. "That has given her good experience to run it by herself," Scott says.

Marketing

Silver Creek Chimney Sweep does



Ridgid vac modified with two HEPA filters and vented to the outside.

not aggressively seek business. "I don't advertise much," Scott shrugs. "I have



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Viper mounted to rear van door.

been in business for forty years. Repeat customers and word of mouth are awesome!" he exclaims. "We get more calls than we can handle.

"We made a decision early on to stay small," Scott adds. "I don't begrudge anybody with multiple trucks, but I appreciate the closeness with customers."

Their website brings in some new customers. Silver Creek has hired a pro-

fessional website designer In order to make it a more powerful business generator as Hillary takes over the business.

The Path to Here

Scott grew up in Pomona/Diamond Bar area of southern California. He vividly recalls being shaken out of bed by the Sylmar, California earthquake on February 9, 1971. After obtaining a degree in oceanography at Humboldt State University, Scott did graduate work in geology at Long Beach State. He and his wife, Liz, moved to Oregon in 1978.

Scott and Liz met when Scott auditioned as a guitarist/vocalist for a band in which Liz was a singer. It was love at first sight. Eventually, "the band broke up and we were tired of Southern California," Scott recalls. "We decided to move to Oregon." Scott found a factory job, and then taught geology at Cheme-



Plastic gutter protector

teka Community College in Salem.

However, the self-employment bug was biting him. "Lo and behold, I saw *The Mother Earth News* article" about getting started as a chimney sweep. He bought an August West System. In the early days, "It was hit and miss, starving," Scott recalls.

Their daughter, Emily, was born in 1980 and Hillary was born in 1982.

Scott joined the volunteer Silverton

continued on page 8



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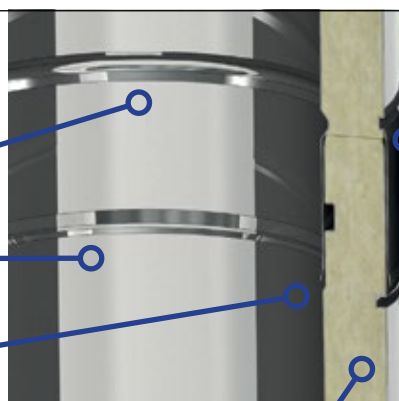
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Fire Department in the mid-80s, “as a way to drum up business,” he recounts. “I thought that would be a good way to educate people — call me now or call me later,” he quips. He became an Emergency Medical Technician and the fire department’s investigator, which he enjoyed. Scott served with the Silverton Fire Department for twenty years.

Liz works as a bookkeeper and does the books for Silver Creek Chimney Sweep. “Thank God she likes doing it!” Scott exclaims gratefully. “When we first started she helped in the field, but she quickly found out that she does not like heights.”

Family Band

The Crying Omas is a family band composed of Scott, Liz, Hillary, Emily and her son Matthew. They specialize in the kind of tight vocal harmonies that only a family band can pull off. They play a selection of tunes from bands known for their harmonies such as Crosby, Stills & Nash, The Beatles, and Dan Hicks & The Hot Licks.

“We have playing together for about four years,” Scott says. “We have about three gigs per year,” he laughs. “It is



Hillary’s rottweiler, Ginger, was on the cover of the Sept-Oct 2014 issue.

tough to get everybody together – we have five different people with five different lifestyles. The great thing is that it is a family get-together.”

Oregon Chimney Sweeps Association

Scott joined the Oregon Chimney Sweeps Association (OCSA) in 1983. He has served as president, vice-president, secretary, treasurer, newsletter editor and is currently a regional representative. “I think I have held all the positions,” Scott laughs.



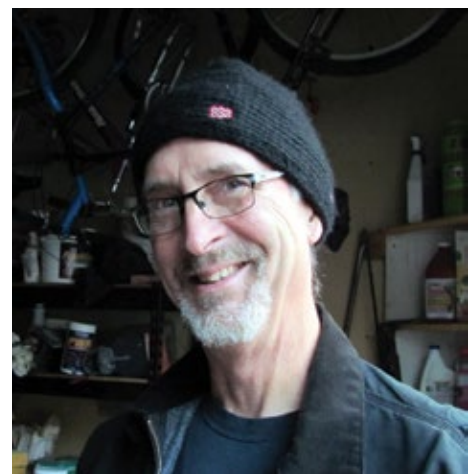
Heading home after a long day.

Hillary joined the association in 2008. “They made me secretary,” she recalls. “I was secretary for three years, vice-president for three years and now treasurer.”

Membership in trade associations “is really good for any sweep,” Scott insists. “I have learned so much with OCSA – techniques, tools, from administration to field work and keeping up with codes. It is a great bunch of people. OCSA has turned out to be a family.

“Whatever educational group you can get into is going to be better than sitting at home,” he reasons. “You aren’t going learn anything that way.” He laments that more sweeps do not avail themselves of educational opportunities.

Scott is an avid photographer. He has photographed each annual OCSA



Scott Hess

meeting since 1983. He brings his OCSA photo albums to the conferences so other members can learn of the association’s history, and marvel at how the old-timers once looked.

Chimney Sweep News

Scott has subscribed to *The Chimney Sweep News* since the early 80s, shortly after freelance writer Jay Hensley bought the publication from Oregon sweep Dave Lamb. Scott touts it as “an invaluable resource. When I want Hillary or Matthew to learn something, I give them an article in *SNEWS* to read,” he says. “I just wish you had an index!”

“We need *SNEWS*,” Hillary affirmed. “Keep doing it. You should feature one of my dogs [Sept-Oct 2014] again on the cover,” she added.

[Editor’s Note: Scott introduced *The Chimney Sweep News* to me when he was president of OCSA and I was a new member. It changed my life!]

Joy of Sweeping

“I really like our customers,” Hillary says. “It’s nice to be out and about. I enjoy sweeping.”



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Using Expanded Stainless Steel Mesh for Spark and Animal Protection

By Jeff Gitlin
Nonesuch, Kentucky

Expanded stainless steel mesh is available from several of the leading chimney supply companies [see the *Advertisers Index* on page 2]. It is especially useful for providing spark and animal protection to chimneys with raised stone or concrete caps. (I refer to them as “elevated slabs.”)

Some skill and technique are required to utilize this material properly. I have seen too many “tin-knocker” chimney covers with hardware cloth or other screening attached only at the corners, which did not keep out starlings, pigeons, squirrels or raccoons! This material cannot span several feet without the top or bottom sagging.

My method was to have my friendly local sheet metal shop fabricate a stainless steel U-strip frame welded to the mesh to form a rigid panel. I carried a sample section on my truck to show to customers.



Stainless steel mesh used to screen an elevated slab chimney cap.

I preferred to make the finished outside dimensions of the panels about ½-inch higher than the opening and about three inches wider.

To install, I took my dad’s Roper Whitney hand punch (two feet long, capable of punching up to ¼-inch holes through quarter-inch steel) and punched holes through the U-strip frame. I secured the mesh panel to the supporting bricks with Tapcon masonry fasteners. I put two Tapcons on each end of the panel, going either into the mortar joint if solid or directly into the brick. In some cases with rough stone, I had the panels made with 90-degree flanges and mounted the panels within the openings.

Alternatively, you could drill the holes into the masonry and put the Tapcons through the mesh. Use stainless steel “fender” washers to affix the mesh to the masonry.

The finished product looks attractive, does not allow a critter to pass through, and will not rust and stain the chimney. All of the homeowners for whom I did this were very pleased.

This is custom work and I charged accordingly, the same formula you may use for custom chimney covers or chase covers.

I also found this mesh useful for fabricating spark arrestors / animal guards for chimney covers without screens and for replacement screens for prefab flues where the original galvanized screen has corroded. I attached the mesh with stainless-steel wire.

I also used this material to screen the cooling-air intake on older prefab fireplace flues. (How did they ever pass U.L.

without providing the means to keep nesting birds out of this channel? Nesting in this area creates both a fire hazard and a health hazard.)

I used this mesh backed by window screen to provide protection at fireplace outside-combustion air intakes against the entry of birds, squirrels, bees, wasps, and flies.

I have used this mesh on chimney pots to keep out critters. On pots with round openings, I had the sheet-metal shop fabricate what looks like a stove-pipe tee cover made out of the stainless mesh. I slipped this into the opening, wrapped stainless steel wire around the outside of the pot and then secured several wires from the wire on the outside to the mesh. This prevents the mesh from either slipping into the pot or pulling out of the pot. Construction adhesive may be used instead of wire if the homeowner might object to the glint of the stainless steel wire in the sunlight.

I left the mesh cylinder protruding two or three inches so that in the event that the top became blocked, there would still be an open area around the

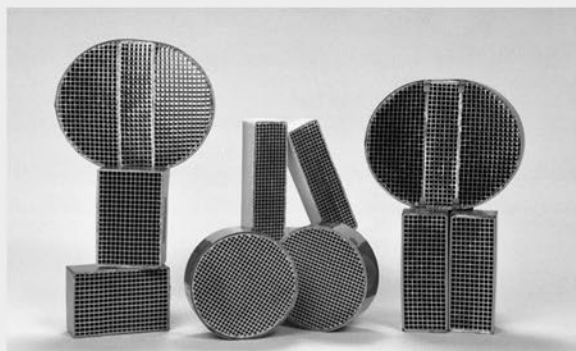
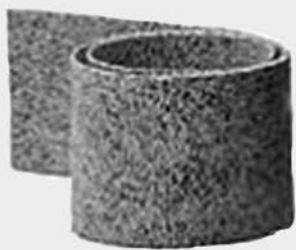


Jeff Gitlin

continued on page 12



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Freshly manufactured chimney pots at W.T. Knowles & Sons Ltd. in Halifax, England

Photo by Charlie Dunn

sides equivalent to the cross-sectional area of the opening in the pot. I always cautioned the homeowner that the chimney pot has reduced the area of the flue and offered the option of removing the chimney pot and installing a non-restrictive chimney cover. (This is how I added to my collection of chimney pots!) Unless the pot had caused a smoking problem, the homeowners usually preferred to keep the pot and just have me add the protective mesh.

I must caution you about using this mesh across the top of a flue, with or without an elevated slab. Remember the NFPA-211 requirement for the spark arrestor to be four times the cross sectional area of the flue? The reasoning behind this is to prevent clogging by soot,

freezing rain, ice, snow, leaves or nests. The times that I have installed mesh that was less than four times the area of the flue I had the customer sign a disclaimer that states the code, the reasoning behind it, any possible code compliant remedy, and that this work is being done per the owner's request and with full knowledge.

Stainless steel mesh is a useful material to solve customers' problems and generate additional income. It is easy to cut with tin snips and easy to store in the truck. I kept some under the carpet in the back of the truck and some I rolled, secured with a staple from a cardboard carton, and stored between or inside chimney covers.

Be careful and always wear cut-resistant gloves, as this stuff can cut skin like a scalpel!

Jeff Gitlin, now retired, ran a successful chimney sweep business for thirty years, serving Lexington, Kentucky and the surrounding area. He was Technical Advisor to The Chimney Sweep News from 1983 until 1999 and now serves as Special Correspondent. An earlier version of this article appeared in the January-February 1999 issue.



SNEWS BRIEFS



EPA to Extend Wood Heater Sales Window

The U.S. Environmental Protection Agency (EPA) has announced its intention to allow the sale of EPA certified stoves that meet the Step 1 standard through May 2022. This will extend the sale window for Step 1 compliant wood heaters by two years.

The proposal would not change the May 2020 effective date of tighter emissions limits; however, it would allow retailers to sell existing inventory of heaters meeting current emissions limits through May 2022.

"Extending the sale of new, Step 1-compliant wood heaters will provide manufacturers and retailers with much-needed certainty and will incentivize more Americans to purchase newer, cleaner heaters, which supports rural economies and improves air quality," said EPA Acting Administrator Andrew Wheeler.

The Hearth, Patio and Barbecue Association (HPBA) advocated for this rule change.



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You Want Your Family Business to Last?

Five Tips for Getting There!

By Mitzi Perdue

You may be familiar with the statistic that 70% of family businesses do not make it to the second generation. The big question is how can you beat these odds?

Family members need to learn some basic cultural attitudes. They need to know that they are part of something bigger than themselves. They need to know that they can't always be right. They need to learn that being a member of a family business sometimes requires sacrifice.

The biggest reason that business families fall apart is that the family has not developed the kind of culture that supports keeping the family business in the family. Families that leave this to chance rarely make it to the next generation.

So, how do you create this kind of culture?

Know Your Family Stories

We are the stories we tell ourselves, and high-functioning families have heard their family stories over and over again. How much does your extended family know about where the family business came from and what made it what it is today? How much do they understand the sacrifices, efforts and tenacity that went into making family business you have today? Do they know stories about family members putting the good of the family ahead of their own interests? Be intentional about

telling these stories. The more stories, legends, myths, and parables, the stronger your family's culture will be and the more likely your family business is to endure.

Have Family Vacations

Your family vacation could be five people or 100 people, but whether it is a large group or a small one, having aunts and uncles and cousins spend time together greatly increases the chances of building a family business that lasts.

A vacation means time set aside to share experiences and to get to know and appreciate each other and to embed the family's values. It is a time for all branches and all generations to build the shared stories and memories that lead to trust and caring. This is especially important if family members are geographically dispersed, because it allows extended members to get to know each other.

Subsidize a Family Vacation after You're Gone

All too often, when the patriarch or matriarch passes on, family members stop seeing each other. Maybe for the first few years they are together at major holidays, such as Thanksgiving. Later on, maybe they get together for weddings. Gradually, there is nothing left and family members have superficial relationships or no relationship at all.

A highly effective antidote to this is to leave money in your will to pay for a yearly get-together. Some families subsidize an annual



Mitzi Perdue

dinner while others pay for a nice vacation. Either way, having an endowed yearly meal or vacation can keep families together across the centuries. Ideally, money is budgeted for baby-sitters and child-friendly activities. Endowed family get-togethers can be effective tools for helping the family continue unified across the generations.

Write a Family Newsletter

In a geographically dispersed family, a newsletter can play a huge role in helping the family to maintain a strong and vibrant culture. Include in it interviews with the older family members or employees about the early days and some of the company's struggles.

Maybe interview the matriarch or patriarch on such issues as why it is good to be public, or why our family should never wash its dirty linen in public, or why it's a terrible thing to be "addicted to being right."

The newsletter can also help people catch up on family news — maybe someone became an Eagle Scout, got into the college of his or her choice, or

got a promotion. It is an excellent way to record weddings, births, or in the case of an engaged couple, tell the story of how they met.

Other topics for your newsletter can include what is going on in the company, including company milestones. Make it short, ideally no longer than one or two pages. You want people to read it, and unfortunately, there is an inverse connection between how long it is and how many people will read it. If it's limited to one page, your family members are more likely to read it when they get it, as opposed to putting it aside for later and then never getting to it.

Get Help If You Need It

There is no such thing as a family business that does not have conflict, and when there is a serious family conflict,

the pain from it can permeate every hour of every day. Not to mention that it can blow up the whole family, and with it the family business. Fortunately, there is an ecosystem of family advisors who can help. So, just as you would get medical help if you if you had alarming chest pains, do not put off getting professional help if a conflict in the family is getting out of hand.

If you Google "family business advisors," you will get more than 45,000 hits in half of a second. If you have a financial advisor, he or she is likely to be able to refer you to a professional trained in family business relationships.

Family harmony is so important that anything you can do to nurture it is a wise investment. Many families don't stay intact over the generations. This is likely to happen when a family leaves its

culture to chance.

The good news is, planning is something you can do, and even better, the implementation can be enjoyable and fulfilling.

Mitzi Perdue is a celebrated speaker, businesswoman, and author of How to Make Your Family Business Last. A cum laude graduate from Harvard University and holder of an MPA from George Washington University, Mitzi draws from her direct experiences in two long-lasting family enterprises to assist businesses in preparing for lifelong success. She is a past president of the 35,000-member American Agri-Women, a former syndicated columnist for Scripps Howard, and the founder of CERES Farms. For more information on Mitzi Perdue, please visit www.MitziPerdue.com.



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Snag-Less Rods – All rods from 5/16" through 1/2" now have the snagless feature which minimizes hangups while back sweeping. Patent Pending.

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Hidden damage caused by an earthquake could prove fatal to you or your family.

A masonry chimney, woodstove, or gas line could leak toxic fumes or excessive heat into your home. Small cracks or loosened connections may pose a threat from a previously airtight system.

Woodstoves

Earthquakes can loosen stovepipe connections, allowing toxic fumes and extreme heat to enter your house. This can cause poisonous smoke or deadly fires.

For woodstove safety:

- Be sure your woodstove has been installed by a certified expert.
- Use the correctly specified stovepipe for your unit.

Falling or Cracked Masonry Chimneys

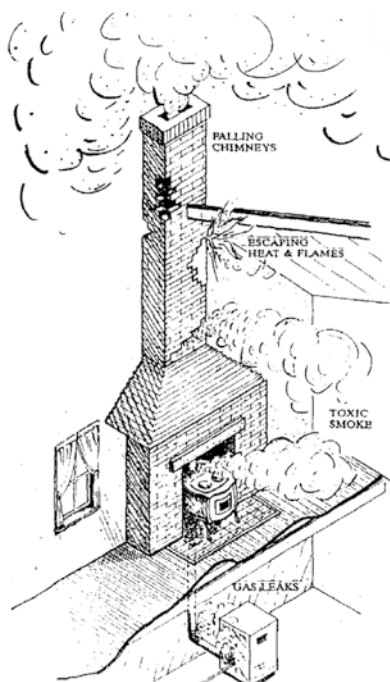
After an earthquake, check your chimney for damage such as:

- Cracked or missing bricks.
- Hairline cracks
- Look for cracks in the mortar joints around the brick.
- Check the attic where a hot leak could easily start a fire in wood framing.
- Damage to terra cotta chimney liners is difficult to detect; have an expert check it with an in-the-flue video camera.

Hard-to-see or hidden cracks in the masonry wall of your chimney can cause severe damage to your home long after the earthquake is forgotten. These cracks may easily leak heat, flames and toxic smoke into your home. Chimneys have an airtight grout seal that keeps dangerous heat and smoke out of your home. That vital seal may have broken if the chimney shifted during the earthquake.

If you see or suspect damage:

- Immediately have your chimney inspected by a certified chimney sweep or masonry contractor.
- Consult your local building department for the safest, most up-to-date quake-resistant masonry construction techniques.



If you have any visible damage you may have several repair options:

- Take down the masonry above and including the damaged area and rebuild it to meet current masonry construction standards.
- Take down the masonry above and including the damaged area and install an insulated flue above the remaining base.

For more information on these techniques, contact your chimney professional and your local building department.

If damage has occurred to a masonry chimney that is no longer in use the entire chimney should be removed from the structure.

If your chimney appears undamaged but is old and built of unreinforced masonry:

- Consider reinforcing the inside of your roof or attic area around the chimney with $\frac{3}{4}$ " plywood so that if the chimney falls in a future earthquake the bricks will not come through your ceiling.
- Secure the area under the chimney with a fence or flower bed to keep people out of a potentially dangerous area.

Gas Leaks

An undetected gas leak in your home could be fatal – especially at night. The earthquake may have loosened connections on your gas furnace or hot water heater, causing deadly natural gas to leak into your home.

- Turn off your gas service immediately.
- DO NOT USE MATCHES OR OPEN FLAME TO CHECK FOR LEAKS
- Check all gas connections thoroughly for leaks, even if everything looks and smells all right.
- If you suspect a leak – even if you do not smell anything suspicious – call a certified repairperson immediately.
- Replace your straight pipe connection with flexible pipe if allowed by code and the appliance manufacturer's specifications.

New Roof Leaks

An earthquake can cause movement in your roof that is so slight that you might not notice any damage until after the first good rain. Then you may see signs of new water leaks.

Only a very close inspection around the roof area and any roof elements in the vicinity of the leak will tell you the extent of any damage. Carefully examine:

- Roof elements (chimneys, vents, gables) that may have shifted during the quake and cracked the flashing seals around them.
- If they are obviously out of alignment, or even if they appear properly placed, the waterproof seals around them may be broken.

Earthquakes are most common in the Pacific Coast region. New York, New Jersey, Tennessee, South Carolina and other states are also at significant risk, according to the Federal Emergency Management Agency. Take all possible precautions for an earthquake BEFORE it happens.

*Information courtesy of Federal
Emergency Management Agency*

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The Latest on Google Local Services Ads

By Taylor Hill and Carter Harkins
Spark Marketer

If you have been hearing a lot about Google Local Services Ads and wondering, “What’s the deal?” this article is for you. We will cover everything from the pros and cons to the current markets and verticals, the average cost, and how to get started.

Ready? Let’s jump in...

First things first: what exactly is Google Local Services?

Google Local Services is a home services and local services paid advertising program run by Google. While it is not fully rolled out in all U.S. markets and all verticals, you can sign up to be considered when it does hit your area and vertical. Currently, the program is rolled out in nearly 80 markets, but we are not yet seeing chimney sweeps on the list of verticals.

Once approved and enrolled, you become a “Google Guaranteed” business, and with this Google Guarantee comes a small badge next to your business name, which is essentially the stamp of approval from Google.

There is more to becoming “Google Guaranteed” than simply paying the piper. You will have to pass a background check as the owner or manager of the business, and any employees who will be in the homes of your customers will also need to pass background checks. (These checks are run through Pinkerton and paid for by Google.)

Additionally, you will have to show proof of general liability insurance and any required state and local licenses.

What does the Google Guarantee promise customers who find you through Google Local Services Ads?

The Google Guarantee is designed to give searchers confidence and decrease risk. If the customer is unhappy with the quality of your work, Google will cover the cost of the job (the lifetime cap for coverage is \$2,000).

Naturally, there are some exclusions to this coverage. The services covered must have been booked through Google Local Services and claims must be submitted within 30 days of the job. If the customer finds you through Google Local Services, but then later books a job with you directly, it’s not covered by the Google Guarantee. Damage to property, dissatisfaction with price, company responsiveness, and cancellations/scheduling are excluded from coverage as well.

How do Google Local Services Ads work?

Searchers and potential customers do what they are already used to doing: they go into Google and search for the service they are looking for. Just above traditional pay-per-click ads, they will see Google Local Services Ads.



Taylor Hill and Carter Harkins

The ads themselves are simple, but with each ad, the searcher will see the business phone number, location, hours, star rating, and an option to “See reviews.” Below the three ads shown, they will also see an option to look at more Google Guaranteed businesses, by simply clicking “More plumbers in Seattle,” as an example.

Once the searcher clicks the ad, they will be prompted by Google to choose the job they are looking to have done and confirm their location. If both are a match with the business they have clicked on, they will be able to learn more about the business, send a message, or call directly. If it is not a fit (say they are outside of the area the business serves or the job they need done is not a service the business provides), then they will be directed to another, more appropriate ad.

If they choose to send you a message request, you will receive an email and a notification from the Local Services Ads app (which is where you will manage all incoming leads and messages). Note that if you do not promptly respond to mes-

sages from potential customers, your ad ranking will suffer. Something to keep in mind!

How are Google Local Services Ads different from Google Ads (previously Google AdWords)?

There are some key differences between Google Local Services Ads and Google Ads:

Google Local Services Ads is only for local and home service businesses, while Google Ads is for just about anyone.

Google Ads is a PPC (Pay-Per-Click) advertising program, while Google Local Services Ads are PPL (Pay-Per-Lead). In other words, with Google Local Services Ads, Google will only charge you if the lead is "valid," and if it is not, you

can dispute the charge. Stay tuned for more on what qualifies as a "valid" lead.

When you participate in Google Local Services Ads, customer searches for terms relevant to the work you do automatically trigger your ad. With Google Ads, you do need to set aside time for keyword research and ad testing, unless you have us do all that for you! With Google Local Services Ads, everything is pretty much automatic and hands-off for the business owner.

With Google Ads, Google gets your ad out in front of potential customers and cuts ties there. With Google Local Services Ads, Google plays a much bigger role and they expect more from you as well. Google really becomes the intermediary between you and your customer, and they monitor and track your responsiveness, interac-

tions, and customer satisfaction ratings.

What is considered a "valid" lead?

Valid leads are searchers who:

- Message or email you
- Call you (this includes those who speak with a CSR and those who leave a voicemail)
- Call you, do not speak with a CSR or leave a voicemail, but receive a text, email, or phone call back (and are either spoken to or left a voicemail).

If you are charged for a lead that you don't consider valid, you can reach out to Google for a credit if:

- The job the customer needed was not one you have listed on your Google Local Services profile
- The location of the customer was outside of the service area provided

Patented **PterodacTILE** Tile Remover/Setter is saving sweeps time on many reline jobs. Often makes possible the "impossible" multiflue reline where you leave a flue and reline the other. ****Limited Time Offer - Get 12' new ButtonLok II rods FREE with purchase of both T1 and T2, a \$153 value.**

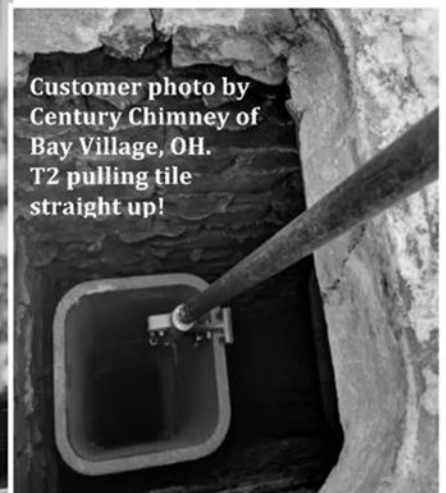
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- The call was accidental (wrong number), a sales call, a bot, or spam
- You received a charge for the same lead more than once in 15 days
- You were messaged or called but have no way of reaching out to the lead (their email address wasn't valid or their phone number didn't show up)

How much does a lead cost through Google Local Services Ads?

Because Google Local Services Ads haven't yet rolled out for chimney sweeps, we cannot provide an accurate average cost for your vertical yet. However, the average cost per lead across current verticals sits somewhere around \$21, with the highest being around \$80 (Water Damage Restoration) and the lowest being around \$6 (auto glass).*

*Average costs provided by Tom Waddington.

How is budget/ad spending controlled?

Everything you do with Google Local Services Ads can be managed in the app. This is where you will set a weekly budget, answer messages, etc. Google will simply show your ad (when appropriate) until you run out of spend, so you don't have to keep watching it and worrying about going over budget.

What are some of the factors considered in ad ranking?

While Google is never 100% transparent when it comes to rankings, some things that can impact your ad ranking include:

- How close you are to the searcher
- How many reviews you have and how good those reviews are
- How responsive you are to leads

coming in through Google Local Services Ads

- How many serious complaints have been filed against you since you enrolled in the Google Local Services Ads program

What are some of the obvious benefits to applying once the program rolls out in your area and vertical?

- You will show up at the very top of search results, even above Google Ads.
- The Google Guarantee could increase trust with potential customers.
- Unlike Google Ads, Local Services Ads will be featured in voice search queries, so if you are concerned about staying relevant as voice search becomes more and more popular, this is an easy way to do it.
- When a customer books a service through Google Local Services Ads, Google will automatically ask them to review your business. If you are providing great service, this could help you bring in more 5-star reviews for your business with no added effort on your part.

The app makes it easy to manage and track everything having to do with your ad, your leads, and your budget. You can reply to leads, call, or decline jobs easily, and you can even pause your ad if you have more business than you can handle.

How do you get started?

Google Local Services Ads are available in nearly 80 cities. Verticals are available in numerous trades including appliance repair, carpet cleaning, electrician HVAC, house cleaning, plumbing and roofing. However so far, chimney sweeping is on not on the list.

To stay up to date as Google rolls out Local Services Ads in more markets and verticals, visit www.tomwaddington.com/current-google-local-services-ads-markets-verticals/

To get ready for the rollout, head to www.adwords.google.com/homeservices/signup/eligibility. Here, you can sign up to be notified once Google Local Services Ads rolls out in your vertical and market.

When the time comes, you will need to submit your license and insurance information for validation and provide the paperwork needed for background checks. You will also need to create a business profile, where you'll list your services, your weekly budget, your hours, your service area, and highlights, like "locally owned and operated," or "military discounts available."

We hope you found this guide helpful, even though Google Local Services Ads aren't yet available for chimney sweeps. Once chimney sweeps are added to the list of verticals and you enroll, let us know what your experience is. We would love to hear it!

Taylor Hill and Carter Harkins are the co-founders of Spark Marketer, a Nashville-based digital marketing company that works primarily with service businesses. They're also the co-hosts of the Blue Collar Proud (BCP) Show, the podcast that's all about having and living the blue collar dream, and the co-authors of the book, Blue Collar Proud: 10 Principles for Building a Kickass Business You Love. Both regularly speak at service industry trade shows and conferences across the nation. @sparkmarketer, @bcpsshow, @taylorhill, @carterharkins, facebook.com/sparkmarketer, facebook.com/bcp-show/, facebook.com/groups/bluecollarproudnation/





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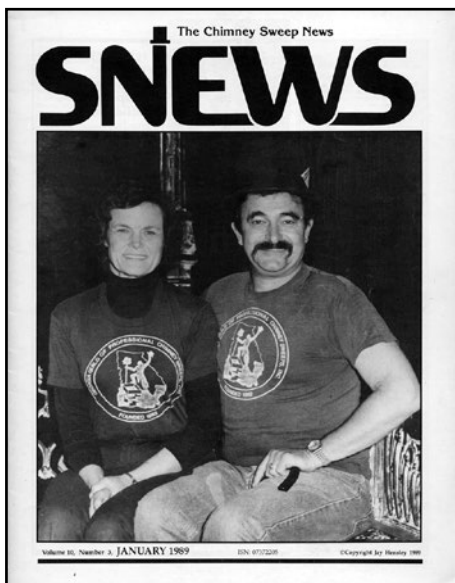
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30, 20 and 10 Years Ago in SNEWS

January 1989

Mina and Larry Holland from Buford, Georgia graced the front and back covers of the January 1989 issue. Their “Chim-Clean company in Buford, Georgia is a Mom and Pop business, but Pop also works the night shift at the General Motors plant,” wrote Editor/Publisher Jay Hensley. “When he gets home to the 5-acre spread their town has grown up around, Mom has revved up the motor to the Chim-Clean truck and is ready to go sweeping.”



Larry and Mina were founding members of the Georgia Guild of Professional Chimney Sweeps in 1982. “Georgia went from being the fourth worst state in fire deaths in 1985 to ranking 11th in 1987,” Mina said with pride, “and our Guild has been part of the team that made that happen. . . . Solid fuel was the number one cause of house fires in Georgia in 1985, even surpassing smoking in bed, and that is no longer true.”

Sweep Walter Cochran of Port Arthur, Texas pressed the National Chimney Sweep Guild to take a stance on cracked flue tiles. NCSG’s Technical

Committee subsequently stated, “Flue-liner tiles can crack if subjected to chimney fires, hot fires, the rapid heating of a cold flue or abusive maintenance. Once liner tiles are cracked, they must be replaced by new tiles or other approved lining material.”

Genevieve Bures, certified fire investigator and former chimney sweep, wrote about the increased liability exposure relining contractors faced due to the recently released UL 1777 standard. “Before there was a UL 1777 Standard, a reliner could defend himself by stating, and correctly so, that he/she was improving a bad situation by lining or relining the chimney,” she stated. “The specific wording in UL 1777 removes any defense the installer once had. . . . It is time for the industry to make a definitive statement concerning UL 1777 which can be utilized as a defense in future litigation.”

February 1989

John Foster of New Hampshire exposed condominium developments with defective fireplace systems. “In the past three years I have labeled over 200 condominium fireplaces and chimneys or hearth stoves and chimneys unsafe for use,” John wrote. “All 200 units had been inspected and approved for use when they were built.” His article described his struggle to get some of them repaired properly. “When the contractors responsible for unsafe chimneys are made to pay for the relining or replacement, they will learn a valuable lesson,” John concluded.

Erik Olsen, The Flue Bug in Rochester, NY was profiled in an article by Jay Hensley. “I thoroughly enjoy my part-time status,” Erik said. “Becoming a sweep has proven to me that when you



put your mind and energy toward a particular goal, you will achieve success.”

Jan-Feb 1999

Soon-to-be Editor/Publisher Jim Gillam appeared on the cover in a pose that his daughter said reminded her of the Titanic movie. Fortunately, *The Chimney Sweep News* has remained afloat for twenty years since.

Jay Hensley packed her final issue as Editor/Publisher with useful information. She reported from the “upbeat, record-breaking” Northeast Regional All-Fuels Expo, “Over 500 sweeps, kids, spouses, vendors, seminar presenters and assorted others gathered to soak up more savvy, swap stories, practice new ways of doing things, re-attach to old friends and make new ones, including



those dandy sweeps from Ireland and Poland.”

“Eight of every ten people will suffer some kind of back problem during their lifetimes,” stated Dr. Robert Reinhart (Reinhart Chiropractic Clinic, St. Catharines, Ontario) at the Northeast Regional Expo. “It is a significant cause of disability.”

To avoid injury, “Practice good body mechanics, especially when lifting. Lift twice,” Dr. Reinhart recommended, “once with your head and once with your body!” Appropriate exercise is a key component to recovering from back injuries.

Also at the Northeast Expo, CPA Susanne Dombrowski offered tips on selling your business. “Your goal is to create a business that works beyond you. To this end, you need a company manual that tells how you do what you do.”

Genevieve Bures revisited her cautionary articles about sweeps’ and installers’ liability from ten years previously. She reiterated, “In order to protect your own business, and to reduce your liability, I am suggesting that you investigate the history of every product that you handle to in order to determine if what you thought about that product is, in actuality, how that product exists today.”

Jan-Feb 2009

We featured Jim Brewer on our Jan-Feb 2009 cover and in an in-depth six-page article about his business, Magic Sweep Corporation in Chesapeake, Virginia. “Unlike many companies in our trade that are overwhelmed with business in autumn and not so busy the rest of the year, Magic Sweeps’ workload is ‘very evenly divided’ throughout the year, Jim says. ‘Two words: forward scheduling’ he explains concisely,” wrote Editor/Publisher Jim Gillam.

Greg Polakow wrote about Avoiding the Meltdown. “No matter how good



you are, there will come a time when one of your customers, maybe even a long-standing one, loses his temper with you over work you’ve done. Instead of getting defensive,” Greg suggested, “let the customer rant for a few minutes, with you just saying, ‘uh huh,’ or, ‘I see’ — something for him to know you are not only listening, you are listening with an open mind. Then immediately take the side of your customer.”

When you do that, Greg explained, “you will take the wind out of your customer’s sails almost instantly. . . . It’s pretty hard to be angry for long with an ally.”

Nick Miloslavich (New World Chimney Sweep, San Jose, CA) offered this Tip for the Trade: “Use Vaseline® on the curtain rod type fireplace screens. It lasts

much longer than WD-40® and does not swell or drip or overspray.”

John Wisnewski (Let There Be Light Chimney Sweep, West Chester, PA) discussed how to provide fair, adequate and legally defensible warnings to your customer. “It is important to understand that there are three (3) levels of legal warnings,” John wrote, “depending on their sense of urgency and the potential degree of injury or loss, arranged minor to severe. They are listed as (1) Caution, (2) Warning and (3) Danger.”

John continued, “The key ingredient that is missing in most chimney sweeps’ warnings that fall short of a legal warning, which are in the category of ‘failure to warn’: You need to tell the customer what will happen if they disregard your admonishing. Assume that the public is dumb and that you have to interpret the warning,” he advised.



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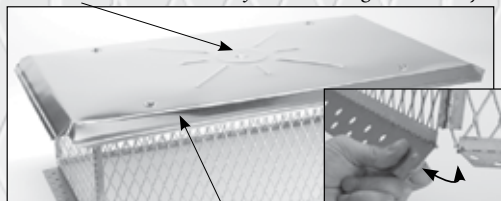
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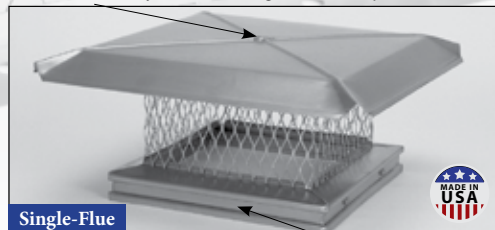
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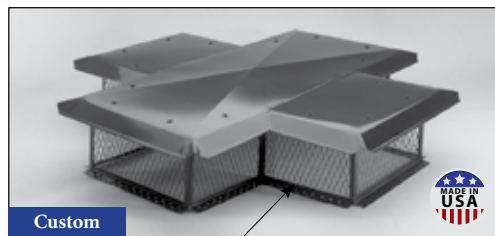
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Dear SNEWS

Positive Pressure Respirators

Busy season is more than half over. Hooray!

Always look forward to the SNEWS coming out. The story on respirators got me thinking.

I have been using positive pressure respirators since starting as a business. Wouldn't dream of using a regular one. Much better protection (still alive), much more comfortable and much less fatiguing.

Keeping the thing clean is certainly important but frankly, the lungs count more than the face. Especially if it's ugly like mine!

I have been getting government surplus full face 3M Breatheasy ones on eBay for years. Way, way cheaper and work great.

—Dan Bortolan, The Chimney Sweep Co LLC
Rocky Hill, CT



The Belize Connection

I loved the article about the chimneys in Belize!

I have been to Belize over two dozen times and have a Belize

drivers license in my wallet. We have been a part of an orphanage for over 20 years there called the King's Children's Home, located in Cotton Tree Village, near Belmopan, the capital of Belize.

I have taken over 100 college and high school students there to expand their worldviews and serve the orphanage, plus a crew of 20+ construction guys to build the orphanage home. We took a 700 square foot home and expanded it to over 2800 sq.ft. in two weeks time.

Barb and I love going to Caye Caulker and have spent too much time on the island.

Thanks for a great article.

—Marshall Peters
Certified Chimney Professionals,
Lemont, PA



Masterbrands Update

Still at it cleaning Masterbrands' finish booth stacks in Grants Pass, Oregon [see the March 2010 issue].

This is the eleventh year. That's Bryan Paul inside of the stack and hooked up to the hoist. The bottom photo features Jeptha Stricklin. He's the son of our Grants Pass manager and head tech Lisa.

Love bloomed at Home Comfort Hearth/Chim-Chimney Sweepers. Lisa married our head sweep, Brian Stivers, this summer. The males in the wedding party wore top hats, of course. And one of our installers is the groom's nephew!

—Mike Kohn, Home Comfort Hearth/Chim-Chimney Sweepers,
Grants Pass, OR



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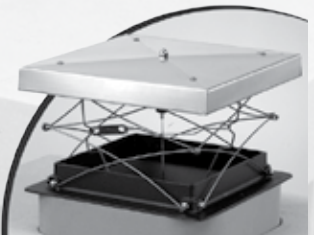
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Reinventing the Wood Stove: The 2018 Wood Stove Design Challenge

“We would like to be part of a process that reinvents the cordwood stove so that it can be reliably cleaner,” declared John Ackerly of the Alliance for Green Heat, sponsor of the 2018 Wood Stove Design Challenge. “We want to show the wider community — particularly state and federal agencies and other renewable communities — that wood stove technology is not static, that there is real potential.”

In November, The Wood Stove Design Challenge returned to the National Mall in Washington, DC for its fourth edition. The five-day event featured ten wood stoves in competition and three stoves chosen to highlight their innovative technology.

The Alliance for Green Heat (AGH) was the principal organizer of the event. Olympia Chimney Supply donated chimney and connector materials. Installers included Jerry Neal (Sugarloaf Chimney Restoration, Barnesville, MD) and Winston’s Chimney Service (Fairfax, VA). Joshua Kelly (Tri-County Hearth & Patio Center) helped with the tear down. The Chimney Safety Institute of America (CSIA) and National Fireplace Institute (NFI) were among the sponsors. The Masonry Heater Association (MHA) sent a five-person testing team.

The U.S. Department of Energy (DOE) Bioenergy Technology Office awarded \$10,000 grants to each of the ten competition stove teams.

“Conducting rigorous and transparent field testing of thirteen stoves in five days is a feat that is unheard of in the wood stove community,” John Ackerly noted. “The goals were also unique: to fairly test stoves against one another with cordwood; help each team to improve their units and help educate a wider public about novel stove technologies that challenge how we think about



The E-Stove and the Wittus-Fire by Design team, winners in the automated stove and thermoelectric categories at the 2018 Wood Stove Design Challenge on the National Mall in Washington, DC.

photo courtesy of Wittus-Fire by Design

the traditional, manually operated EPA certified wood stove.”

Automation

Three market ready automated stoves participated in the challenge. “They successfully went through a rigorous fueling protocol and proved they could burn relatively cleanly and efficiently even when an operator tried to turn down the heat setting too far and at the wrong times,” John said.

John and the Alliance for Green Heat believe that automating wood stoves to avoid operator error or carelessness “may be one of the best ways to save the wood stove as a top tier renewable technology.

“You can drive down emissions of EPA certified stoves in the lab to two grams or below,” John said, “but that only gets you so far. Then it is up to the operator to use it well. Most operators are not getting optimal performance from their stoves. Many are not using dry enough wood,” he observed.

Development of automation that would add only a few hundred dollars to the cost of a wood stove “would be a huge success!” John exclaimed.

Generating Electricity

The category of thermoelectric was new to the 2018 Wood Stove Design Challenge. “The teams showed that it is feasible to generate useful electrical energy without sacrificing the energy efficiency or impeding the heat quality of the wood stove,” John said. Stoves or boilers with thermoelectric generators can produce 100 to 250 watts. “It could be a feature that gets people to change out an old stove,” John surmised.

Rigorous Testing

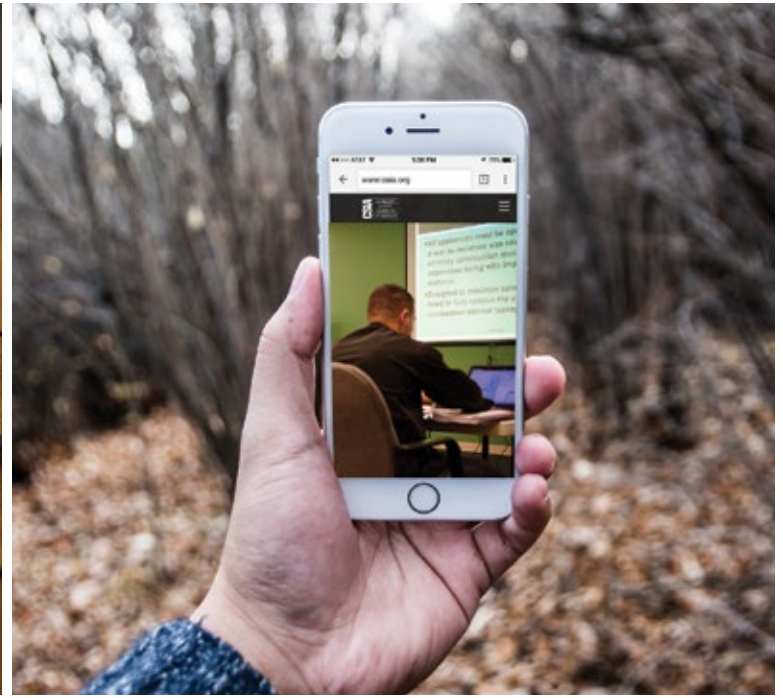
Five different teams simultaneously tested the stoves and posted real-time data on wide screen TVs in the tent on the National Mall. “When folks from EPA, the Department of Energy or Congress came through the tent, they could see the cycles a stove goes through in combustion over a several hour period,” John said. “They could see exactly how much carbon monoxide and particulate matter were generated, and how the stack temperature changed. It helped people understand the complexity of building, testing and operating a wood stove,” he stated.

The Winners

The E-Stove, shown by Wittus-Fire by Design and designed by German company HE Energy GmbH took first prize in both the automated and thermoelectric categories. The manufacturer describes the E-Stove as “a living-room-based combined heat and power unit developed for the production of electricity, heat and hot water.”

Stove Builders International (SBI) won the Innovation prize for the simplicity of its automated stove design. The 509 Fabrications pressed log stove won the People’s Choice Award.





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Communicating at the Spazzacamino Festival

*Article and photos by Grant Darrow
Willie Weep Chimney Sweep
Elgin, Oregon*

The 37th Raduno internazionale dello Spazzacamino (international gathering of chimney sweeps) was my first participation at this annual three-day festival in Santa Maria Maggiore, VB, Italy. It is sponsored by the Chimney Sweep Museum (Museo dello Spazzacamino) and the Italian National Chimney Sweep Association (Associazione Nazionale Spazzacamini).

The children of this region were preferred for their lean body build and then malnourished to keep them not only small in order to climb into chimneys, but to prevent them from running away. This festival, in part, honors these kids with parades that re-enact their leaving the region after their folks had sold them. Spazzacamino is actually the word for the young boys that were sold into slavery by their parents and sent off to clean chimneys all around Europe. To the parents it was one less mouth to feed and a little money in their pocket.

Trains

Having traveled the trains of Europe before, I elected to get to SMM by train so I could enjoy the countryside. There is a train station in the Malpensa airport, so the first leg of my journey was a pleasant 40-minute trip to the Central train station in Milan. There I boarded a train to Bellinzona, Switzerland.

This leg of the trip takes you up into the Alps. From Bellinzona, a short ride got me to Locarno where I boarded a series of mountain trains to Santa Maria Maggiore. Many sweeps will take these trains as a day excursion, winding along the northern side of the valley, laced with narrow roads and footpaths. As

you travel through the backyards and main streets of the region, the gardens, orchards, vineyards and beehives of the citizenry are laid out for your enjoyment.

Engaging

I arrived in SMM about 5pm on the Thursday before the festival and walked up the hill to my hotel. As I crossed the threshold of the hotel, I entered the International world of chimney sweeps from Austria, Germany, Scotland, Britain, Romania, and Belgium as well as the USA. English is the international language of business, so slow down and someone will engage you.

My partner in crime for this adventure was Tedd Cuttitta (NY Fireplace Designs, New City, NY), who had rented a car and arrived well before me. Although Tedd prefers to drive, we did a lot of walking. His shouts of "New York is in the room!" were always met with cheers.

The itinerary allowed a lot of time to tour, engage and interact with the locals and other sweeps. The Hotel La Scheggia served up a bountiful breakfast each morning, fireworks Thursday night and a free banquet Sunday night. SMM has quiet cafés tucked away in every nook and cranny that are best to explore during the day and book reservations for nighttime meals. Pizza, beer and wine were plentiful at several street cafes in the main plaza, the epicenter of most activities and close to the museum and park. Most shops shut down early afternoon for siesta and believe me I always take any opportunity I can to grab an afternoon nap.



Grant Darrow in the chimney sweep parade at Santa Maria Maggiore, Italy.

Early morning treks up the narrow roads above the Vigizzo Valley reward you with clear and scenic vistas of human habitation going back 1000 years. Loose laid rock shingled roofs hundreds of years old. Church bells are ringing every hour and people going about their daily routines like every other human on the planet. And top hats everywhere.

Communicating with Sweeps Speaking Other Languages

Thursday night and most of Friday was spent schmoozing, wading into groups of sweeps speaking another language and in the end communicating. I had been sitting with a small group of sweeps from Holland, listening to their conversation when the one that spoke good English asked me if I understood anything they were saying. I told him that I had figured out they were talking about fishing, bass in particular, but I could not figure out if the conversa-

tion was about catching bass or cooking them. They had a great laugh over that.

What type of rig you are working out of is always a topic, and several had driven their new VW diesel Transit type rigs to the event.

Late Friday afternoon was a meeting at the museum and a concert in the park. I was amazed to learn at the museum that the first Tour de France was won by a chimney sweep on his work bike and without steroids. I took this opportunity to present the museum with a set of limited edition OCSA coins engraved with this year's festival.



Tedd Cuttitta with Andreas Gartner of Germany. Tedd is holding a newspaper supplement with himself and his father on the cover.

Posing at the Statue

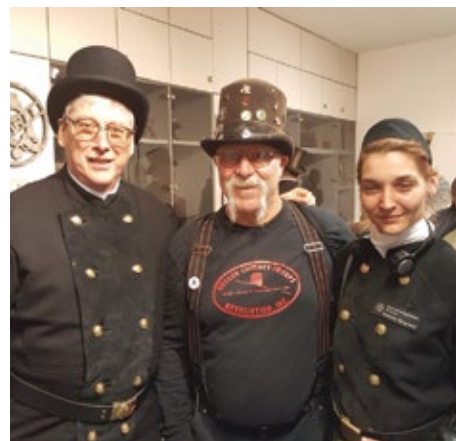
Saturday at 10:30 was our first gathering of every chimney sweep attending the festival. Donning our sweeps uniforms, we all drove or walked the short distance upriver to the neighboring town of Malesco and the monument of the chimney sweep. Each country took turns having group photos taken with the monument.

A lot of serious trading begins during this meeting in Malesco. Hot trade items are USA neck scarves and the American eagle uniform buttons. Sweep buttons are easily removed and universal in their design and attachment. Everyone has lapel pins to trade. My supply quickly disappeared, including the two bags of little chimney sweep figurines I brought to give to the kids. Refreshing rain showers made me thankful I always travel with a collapsible umbrella.

The day's planned events ended with a Holy Mass in the parish church followed by a concert in the park, and of course beer and pizza in the square.

The Main Event

Sunday was the main event with the international parade at 10:30. After a historical re-enactment of cleaning chimneys on the roofs of Piazza Risorgimento and Piazza Gennari by the Fanfara Alphini, chimney sweeps organized

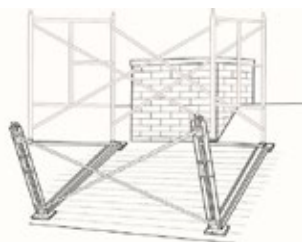


Grant with two German sweeps at the Chimney Sweep Museum.

by country paraded through the streets of Santa Maria Maggiore.

Thousands of people come to watch this parade. Families pull you aside for photos with them. Open windows on the parade route drew you into the living rooms of residents as their kids perched on the windowsills. I thought of the US GI's that walked these very streets as they swept through this town while liberating it during WWII. It was humbling to have the crowd start chanting, "USA, USA, USA!" as we Americans paraded by.

At one point, a nun pulled Ashley Eldridge (former NCSG/CSIA Education Director) out of the parade for a photo, but unfortunately, none of us got a picture for posterity.



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Upcoming Events

Information subject to change. Please confirm dates and locations of any events!

Jan 16-17: Olympia Academy, Scranton, PA. Hilton Scranton, 100 Adams Ave, 570-343-3000. Simultaneous business and technical classes. Instructors include Michael Segerstrom, Bill Ryan, Cam Arnold, Andy Raycroft, Will Omlor, Brian Cline, Colin Healey and Bob Harper. Keynote speech by Iraq war vet Bryan Anderson. Reception with Wil Kozlansky. \$199/person. For more info or to register, call or text 570-504-7177, or visit olympiachimney.com.

Jan 18-19: PA Guild Training, Winter Meeting and Holiday Party, Pittsburgh, PA. Pittsburgh Marriott North, 100 Cranberry Woods Dr. Cranberry, PA 16066, 724-772-3700. Growing Your Business and Office with instructor Brandi Biswell on the 18th. Winter meeting and party on the 19th. Contact Bill Thornton at 215-540-9787 for more info.

Jan 23: CSIA Certified Chimney Sweep Review & Exams, Orelan, PA. Jamison Home Services, 1429 Ulmer Ave, 19075. Call CSIA at 317-837-5362 or visit www.csia.org for more info.

Jan 23-24: Olympia Academy, Brentwood, TN. Hilton Brentwood, 9000 Overlook Blvd, 37027. 615-370-0111. Simultaneous business and technical classes. Instructors include Michael Segerstrom, Bill Ryan, Cam Arnold, Andy Raycroft, Will Omlor, Brian Cline, Colin Healey and Bob Harper. Keynote speech

by Iraq war vet Bryan Anderson. Reception with Wil Kozlansky. \$199/person. For more info or to register, call or text 570-504-7177, or visit olympiachimney.com.

Jan 23-25: Warrior Leadership Conference, Shreveport, LA. Hilton Shreveport, 104 Market St, 70111. The ultimate business and motivational experience. Sponsored by National Chimney and Lindemann Chimney Co. \$349/first attendee, \$199/additional attendees per company. Call 800-897-8481 to sign up.

Jan 30-31: Olympia Academy, Denver, CO. Doubletree Hotel, 3203 Quebec St, 80207. 303-321-3333. Simultaneous business and technical classes. Instructors include Michael Segerstrom, Bill Ryan, Cam Arnold, Andy Raycroft, Will Omlor, Brian Cline, Colin Healey and Bob Harper. Keynote speech by Iraq war vet Bryan Anderson. Reception with Wil Kozlansky. \$199/person. For more info or to register, call or text 570-504-7177, or visit olympiachimney.com.

Feb 7-8: CSIA Certified Dryer Exhaust Technician Review & Exam, Plainfield, IN. CSIA Tech Center, 2155 Commercial Dr, 46168. Call CSIA at 317-837-5362 or visit www.csia.org for more info.

Feb 14-16: Certified Chimney Professionals Chimney Expo, King of Prussia, PA. Valley Forge Casino & Resort, 1160 1st Ave, 19406. 610-354-8118. Trade show and training. Contact Certified Chimney Professionals, 814-689-1576, for more info.

Feb 25 - Mar 1: CSIA National Chimney Sweep Training School, Plainfield, IN. CSIA Tech Center, 2155 Commercial Dr, 46168. Six-day course includes classroom and field instruction. Contact CSIA at www.csia.org or call 317-837-5362 for more info.

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TECHNICAL CLASSES

8:30 AM – 12:00 PM
Carbon Monoxide And The Venting Professional by Bob Harper

12:00 PM – 1:00 PM
Lunch provided by Olympia Chimney Supply

1:00 PM – 5:00 PM
Professional Ahren-Fire Installation by Michael Segerstrom

BUSINESS CLASSES

8:30 AM – 9:30 AM
Is Your Chimney Protected? Crown vs. Outside Mount Caps by Brian Cline

9:45 AM – 11:45 AM
Sketch Up Designs For Chimney Pros by Will Omlor

12:00 PM – 1:00 PM
Lunch provided by Olympia Chimney Supply

1:00 PM – 5:00 PM
Defining Your Business Model-Define Your Profit by Bill Ryan

KEYNOTE SPEAKER

5:00 PM – 6:00 PM
BRYAN ANDERSON - Veteran of the Iraq War, triple amputee, purple heart recipient, author, actor and national spokesperson for USA Cares.

COCKTAIL RECEPTION

6:00 PM – 7:30 PM
An evening with Will Kozlansky, cocktails, hors d'oeuvres, and conversations.

DAY 2 SCHEDULE

TECHNICAL CLASSES

8 AM – 12:00 PM
Professional Ahrens-Fire Installation by Michael Segerstrom

12:00 PM – 1:00 PM
Lunch provided by Olympia Chimney Supply

1:15 PM – 4:45 PM
Carbon Monoxide And The Venting Professional by Bob Harper

BUSINESS CLASSES

8:00 AM – 10:00 AM
5 Critical Insurance Mistakes That Chimney Companies Make by Cam Arnold

10:15 AM – 12:15 PM
Building A Better Workplace Culture by Colin Healey

12:00 PM – 1:00 PM
Lunch provided by Olympia Chimney Supply

1:15 PM – 3:15 PM
Transition: Creating A Path For New Management by Andy Raycroft

(Technical classes repeated at opposite times on Day 2 for maximum scheduling flexibility)



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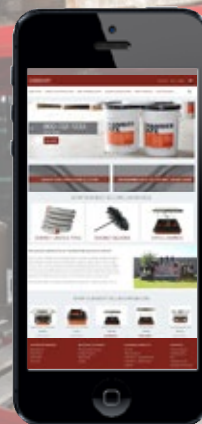
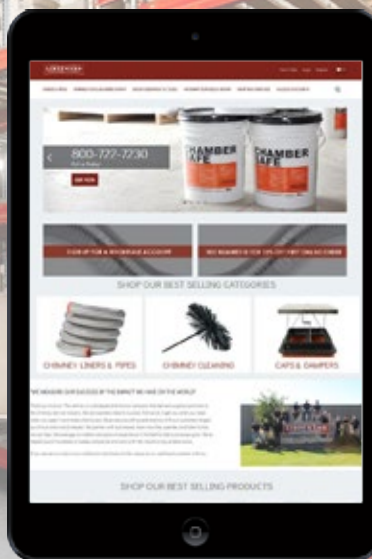


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