

Expo '10 Orlando

Outlines of presentations by John Gulland

Wood Burning Under Fire

Thursday, March 11, 3:00pm - 4:30pm

Prompted by anti-wood burning activists and negative news reports, more hearth store customers are rejecting wood as an option because they've heard it is a dirty, polluting fuel. What can you say to reassure these customers? Who are the groups opposed to wood heating and what arguments do they use? How can you respond to negative news in your local media? What can you do to help change the tone of the public discussion locally? John Gulland has been thinking about these problems since 1996 when www.woodheat.org went online and he started fielding complaints about wood smoke from visitors to the site. In this session he will give background, offer suggestions, and point to resources that you can use to set the record straight.

Energy and the Hearth Entrepreneur

Friday, March 12, 10:30am - 12:00noon

When it comes to predicting energy price trends, economists and pundits in the mainstream media almost never get it right. Good planning is essential to a company's stability and profitability and the first people to see trends coming have an advantage. Some say oil and gas prices are rising and volatile because of oil company gouging and stock market speculators. But oil companies have always worked to make high profits and there have always been speculators. So what is different now? There are underlying reasons for price instability that you should be aware of to avoid nasty surprises. Two concepts will dominate all future discussions of energy: "peak oil" (and gas and coal), and "energy return on energy invested". Learn about them to prepare your company for the coming energy turbulence.

Chimney Venting by Natural Draft

Advanced Concepts

Friday, March 12, 3:00pm - 4:30pm

Hot exhaust gases rise in a chimney, creating a pressure difference called draft. That is the easy part. But to design wood heating systems that consistently perform well and to quickly and accurately diagnose venting problems in existing systems demands knowledge of advanced concepts. How does the house design and site orientation affect chimney venting? What is the perfect location for the chimney? Where should combustion air be taken from? Is it possible to eliminate venting failure due to adverse winds? Can the likelihood of venting failure be predicted with a simple test? Get answers to these questions and much more in this session.