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LBM EXPO '16: Post Convention Issue



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### Lumber Co-operator Mission Statement:

Lumber Co-operator is committed to broadening awareness of critical issues shaping the lumber and building material industry. We promise to equip our readers with the necessary tools to compete in an ever-changing business environment.

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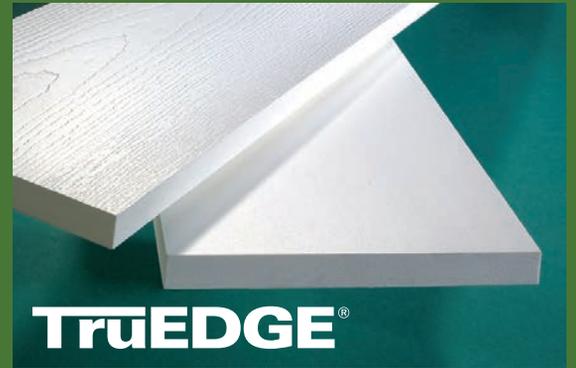
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# Message from the President

Rita Ferris, CAE



Our country is deeply divided about what direction it should take in this year's presidential election. As a result, the political climate is frenzied. Five candidates are vying for the Republican Party nomination, and many wonder if it might actually be true that Donald Trump "could shoot somebody and still not lose voters." Of course, voters are also wondering when the candidates will discuss any of the specifics from their agendas. Hopefully, that time will come soon.

On the Democratic side, Hillary Clinton and Bernie Sanders are duking it out for the nomination by debating who is influenced by pharmaceutical company contributions,

who has stricter gun control policies, and who is more dedicated to universal health care. Floating in the background is the threat that Clinton could be charged for using her private e-mail server to share classified messages.

Much is on the line, regardless of your political leanings. However, if you look past the smoke and mirrors, major change has already begun! The media's influence over policy-making is loosening, the public is actually picking the party candidates rather than the establishment, voter turnout is increasing, and our legislators are listening more closely because they know the public is clear on what it wants and is unwilling to continue going along with party politics.

This is great news for American citizens and our industry. The political conditions are prime for our concerns to be heard on Capitol Hill during the National Lumber and Building Material Dealers Association's (NLBMDA) Legislative Conference in Washington, D.C., on April 18-20. This is our industry's only federal lobbying event. Because it is so important to voice our industry's concerns, NRLA will pay the early bird registration fee of \$295 for members, and every state and local association is offering financial subsidies to help offset the cost of attending the conference.

If you've never lobbied before, you have nothing to worry about. Your role is to talk about the issues you and your business face each day. For example, has your company ever been hit with a product liability or asbestos lawsuit? Have your customers ever told you they can buy products cheaper online where they don't have to pay sales tax? Does your company struggle with absorbing significant annual increases health insurance costs? Could you explain how a proposed requirement to pay overtime to employees earning \$50,440 annually, rather than today's level of \$23,360, would impact your business? These are the topics that NRLA members will discuss with legislators and their staff.

Rest assured, there is more than lobbying on the agenda in Washington, D.C. Attendees will also network with NRLA colleagues, meet dealers from all over the United States, hear directly from policy-makers about what they see in our future, attend our industry's joint Welcome Reception on the Hill, and enjoy an NRLA group dinner sponsored by Eastern Insurance and Acadia Insurance. Additional information about the Legislative Conference can be found on NRLA's award-winning website, [www.nrla.org](http://www.nrla.org), and along with [www.dealer.org](http://www.dealer.org).

I'll close with a little joke to leave you with the importance of attending this year:

*(continued on pg. 118)*

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# The Super Summit

Andy Carlo, director of communications & P.R.



If you were attending a Five-Star Basketball conference, it's a safe bet you would be pretty thrilled if two of the winningest coaches in the game sat down to candidly talk shop in an open setting. This would be your chance to hear about how they recruit, the specifics behind the offense and defense they run, what style of coaching they prefer to get the most out of particular players—insider knowledge about how to be a winner.

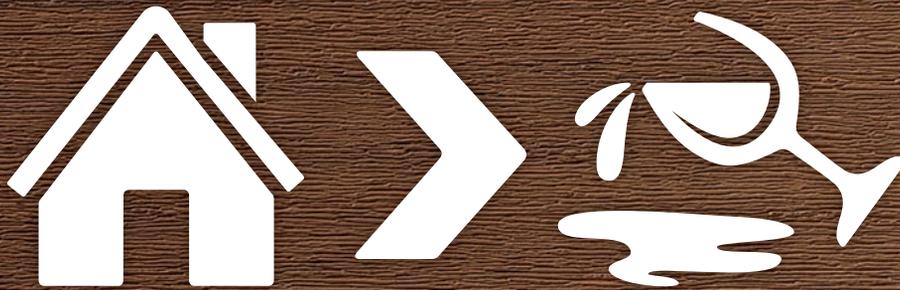
In the world of lumber and building material dealers, that's essentially what took center stage during the Opening General Session of the LBM Expo '16. Before a room packed with their peers and competitors, L.T. Gibson of U.S. LBM and Steve Swinney of Kodiak Building Partners candidly answered questions about each of their respective businesses—two of the largest LBM dealers in the nation—while discussing their business strategies and outlook for the industry.

Both of the companies led by Gibson and Swinney have been heavy consolidators, making double-digit acquisitions in 2015. Agree to a sale, sign the contract, and U.S. LBM and Kodiak would take care of your succession plan for you, provided you operate a company they like. While the formula is nowhere quite as easy as I just described, hearing the two executives shed light on the subject was enlightening. Particularly in an age where business is headed in a positive direction.

The event lends credence as to why LBM Expo is a must-attend event for the entire industry. It was an opportunity you don't see very often, or this close to home as was the case in Providence, R.I.

Details about this dealer super summit, along with a breakdown of all the events, education, best products, and happenings at LBM Expo, are on the pages that follow in this edition of the *Lumber Co-operator*. Not to mention information and advice from some of the leading experts in the industry, designed to help take you into your busiest season. **LC**

A handwritten signature in black ink, appearing to read 'Andy Carlo', with a long horizontal flourish extending to the right.



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## NRLA Chair Chuck Handley, Burke's Do it Best Home Center



“Welcome to Providence!”

Everywhere we went during the LBM Expo '16 that was the message we heard. From the Rhode Island Convention Center to the hotels and restaurants, we were welcomed by the city with open arms.

Even the Rhode Island State Capitol and legislators gave the NRLA a rousing standing ovation. I would like to thank NRLA past chairs Bruce

Charleson and Lange Durfee, along with Rhode Island Lumber and Building Materials Dealers Association President Ray Angel, and our dedicated NRLA staff for helping to coordinate the proclamation.

The show floor was vibrant and received kudos from both attendees and vendors for a great floor layout. If you missed it, make sure LBM Expo is on your 2017 calendar for Feb. 15-17.

I am sure everyone is very busy right now receiving your

spring inventory and winter buys while getting ready for a robust 2016 building season. As I sit here writing this article, it is 55 degrees and feeling like spring is here already at the end of February.

Now is the time to make sure you have all your employees trained for new products and services. What better way to train your employees than using the help that is available from the NRLA Education Department headed by Erin O'Connor and her great staff. The NRLA has a complete training package, webinars, LMS platform, and in-person training to fulfill your staff's educational needs. If you have any questions or need more information contact Erin today.

Lastly, have you checked out the new NRLA website? The redesigned NRLA.org has great information and keeps you informed of all NRLA news and events. It is much easier to navigate than its predecessor, allowing you to receive information, and learn all about what the NRLA has to offer. You can even register for the NLBMDA Legislative Conference in Washington, D.C. It promises to be a great event, as always, and I hope to see many of you in D.C. in April. 



## Thank You For Supporting LIFT!

Since its inception in 2007, the Lumber Industry Fund for Today (LIFT) has assisted 44 families with \$84,000 in funds. This money was directly provided to those families who lost shelter due to fire or natural disaster. Those assisted represent the infrastructure of our industry – truck drivers, office staff, outside sales representatives, yard, and millworkers. Thank you to all of our NRLA Retail and Associate Members and our NRLA State and Locals and please help us continue to support NRLA member families in need.

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To make a donation, contact Erin O'Connor, director of education & development at 518.880.6348 or [eoconnor@nrla.org](mailto:eoconnor@nrla.org).

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## NYLE President Jordan Russin, Russin Lumber Corp.

I'm not the type of person to mince words, so I'll get right to the point: NYLE needs you and you need NYLE!

For those of you who joined us at the NYLE Annual Meeting and have already signed up for the Spring Leadership Conference, thank you. I look forward to seeing you in Portsmouth, N.H., on April 27-29 at the best educational event of the season.

If you missed the annual meeting but are still taking time to read this article, then you've probably already given thought to how your business's leadership will change over the next several years. We are a rapidly aging industry and, while the Great Recession put a lot

of retirement plans on hold, many Baby Boomers are once again thinking about the next phase of their lives.

To succeed and to thrive into the middle of the 21st century, you will need to develop new leaders; emerging industry minds who can help your company to grow despite an inevitable industry-wide brain drain.

NYLE is the vehicle to mold your young leaders—only your membership and your participation will ensure that your business and our industry remain strong and viable as the years go on. Send your emerging leaders to the Spring Leadership Conference in Portsmouth, and when they return they will report on the most educational two days of their careers. Not only will they hear Rick Davis, a premier industry sales trainer, but they will also hear him while sitting alongside their peers who are facing the same business challenges and brainstorming their own new-world solutions.

At the group dinner, at the board meeting, and during the cocktail hour, they'll have the opportunity to mingle with other young leaders from businesses across the Northeast, and they'll be able to discuss the business opportunities and challenges they face with dozens of other people just like them. Not only will they return with some great sales tips from Rick, they'll return with a phone filled with new contacts that they can bounce ideas off of, and talk shop with.

NYLE is the best training vehicle this industry offers to ensure that the youth of our businesses remain engaged, interested, and active. Get your young leaders involved in NYLE and help them to learn about the opportunities for business and personal growth that exist all around them.

One of the things I consistently hear about the up-and-coming generation is that they'd rather stare at their phones

than put in a hard day's work. They're lazy, I hear. They're coddled. I disagree with this. But they are, in my opinion, poorly trained.

Put yourself in their shoes: They've dropped into an industry that is slow to adopt new technology and given a book or two to read, an old guy to shadow, and an outdated computer, and expect them to be happy, motivated workers for life? Perhaps the issue is not with the lazy kids coming into the industry but with the round holes into which we consistently try to fit these square pegs.

And so we have a choice. We can continue to try to mold the next generation to be just like the previous one and continue to be disappointed when our results don't meet our expectations. Or we can take the long view and recognize that while the kids coming up may have had different upbringings and thus different sensibilities, they share with us a desire to grow and succeed. Through NYLE we can nurture this desire and enable our youth to build on the knowledge base they bring to our industry and foster a culture of growth, innovation, and new thinking that can ensure the strength of our companies for the next generation. By getting your young leaders involved with NYLE today, they'll see the potential for a great future in the industry they chose to join.

Send your young leaders to the Spring Leadership Conference, and they'll come back enlightened. Otherwise, just keep shaking your head while they waste another day on Instagram. 





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# NLBMDA Finalizes 2016 National Policy Agenda

By Ben Gann, director of legislative affairs & grassroots activities, NLBMDA

NLBMDA has finalized its National Policy Agenda for 2016 and plans to continue working with Congress on legal reform, revising provisions in the Affordable Care Act (ACA), and stopping the Department of Labor's (DOL) Proposed Overtime rule.

A Republican-controlled Congress is expected to continue clashing with President Obama, but there are a few signs that the relationship might improve. Rep. Paul Ryan (R-Wis.) replaced John Boehner as Speaker of the House in late October and has vowed "to return to regular order" and include committees more in the legislative process.

2016 is also a presidential election year. The politics surrounding the nomination contests and general election will play a role in what happens in Washington. Complicating matters further, the Social Security Disability Trust Fund will be insolvent toward the end of 2016 unless there is congressional action.

## LEGAL REFORM

The Innocent Sellers Fairness Act (H.R. 1199) remains a major legislative priority for NLBMDA. It limits the instances when retailers, such as lumber and building material dealers, are subject to product liability lawsuits. The legislation was reintroduced in the House of Representatives last year by Rep. Blake Farenthold (R-Texas).

Organizations supporting the legislation in addition to NLBMDA include the National Federation of Independent Business, National Association of Wholesaler-Distributors, National Retail Federation, and U.S. Chamber of Commerce. According to a 2010 study by the U.S. Chamber of Commerce Institute for Legal Reform, the tort

liability price tag for small businesses exceeds \$100 billion.

Another legal reform issue of importance to NLBMDA is the Lawsuit Abuse Reduction Act (H.R. 758, S. 401). The legislation, which was passed last fall in the House of Representatives, reduces wasteful litigation by making sanctions against frivolous claims mandatory rather than discretionary under the Federal Rules of Civil Procedure and by eliminating a 21-day "safe harbor" window period for plaintiffs' lawyers to withdraw a lawsuit without penalty.

## HEALTH CARE

Lumber dealers tell NLBMDA that health care costs continue to have a major impact on their operations. In response to that, NLBMDA is a member of the Stop the HIT Coalition, which includes a diverse group of trade and business associations working to repeal the health insurance tax (HIT) and protect the affordability of health care coverage.

As part of President Obama's health care reform bill, in 2014 a new fee was levied on health insurance companies. Although the HIT is levied on all insurance companies that offer fully insured plans, the tax is passed down in the form of higher premiums to small and medium-sized businesses that offer fully insured plans, which unlike large companies do not typically self-insure a health care plan.

Legislation known as the Jobs and Premium Protection Act (H.R. 928, S. 183) has been introduced in both the House and Senate to repeal the HIT. In fact, a majority of the House has signed on as cosponsors to the bill.

In a small victory last year, Con-

gress passed and the president signed into law a change to the ACA that reduces compliance requirements for companies with 51 to 100 employees. NLBMDA will continue its work on repeal of the HIT and other reforms that reduce health care costs and compliance for dealers.

## PROPOSED OVERTIME RULE

NLBMDA also continues to weigh in with Congress and DOL on the agency's proposal to significantly alter existing overtime rules. As proposed, it would raise the salary level under which employees qualify for overtime pay from \$455 per week (\$23,360 annually) to an estimated \$970 per week (\$50,440 annually) in 2016. The proposal would also index the amount annually for inflation.

Last September, NLBMDA submitted comments to DOL expressing its opposition to the proposed changes. Moreover, NLBMDA has met with congressional Democrats asking them to weigh in with Labor Secretary Thomas Perez expressing concern with the current proposal. The association is also part of a broader employer coalition, the Partnership to Protect Workplace Opportunity (PPWO), seeking to make changes to the proposal.

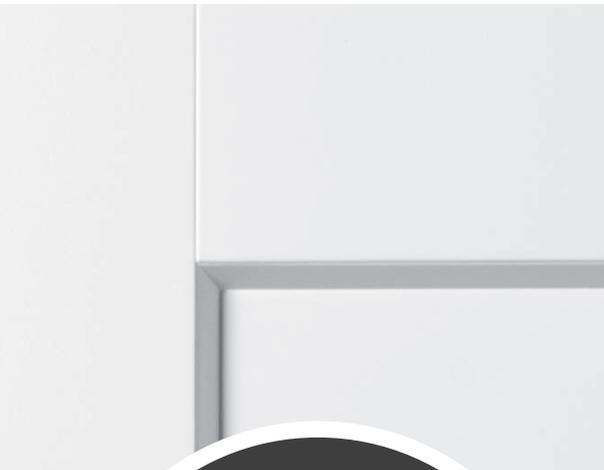
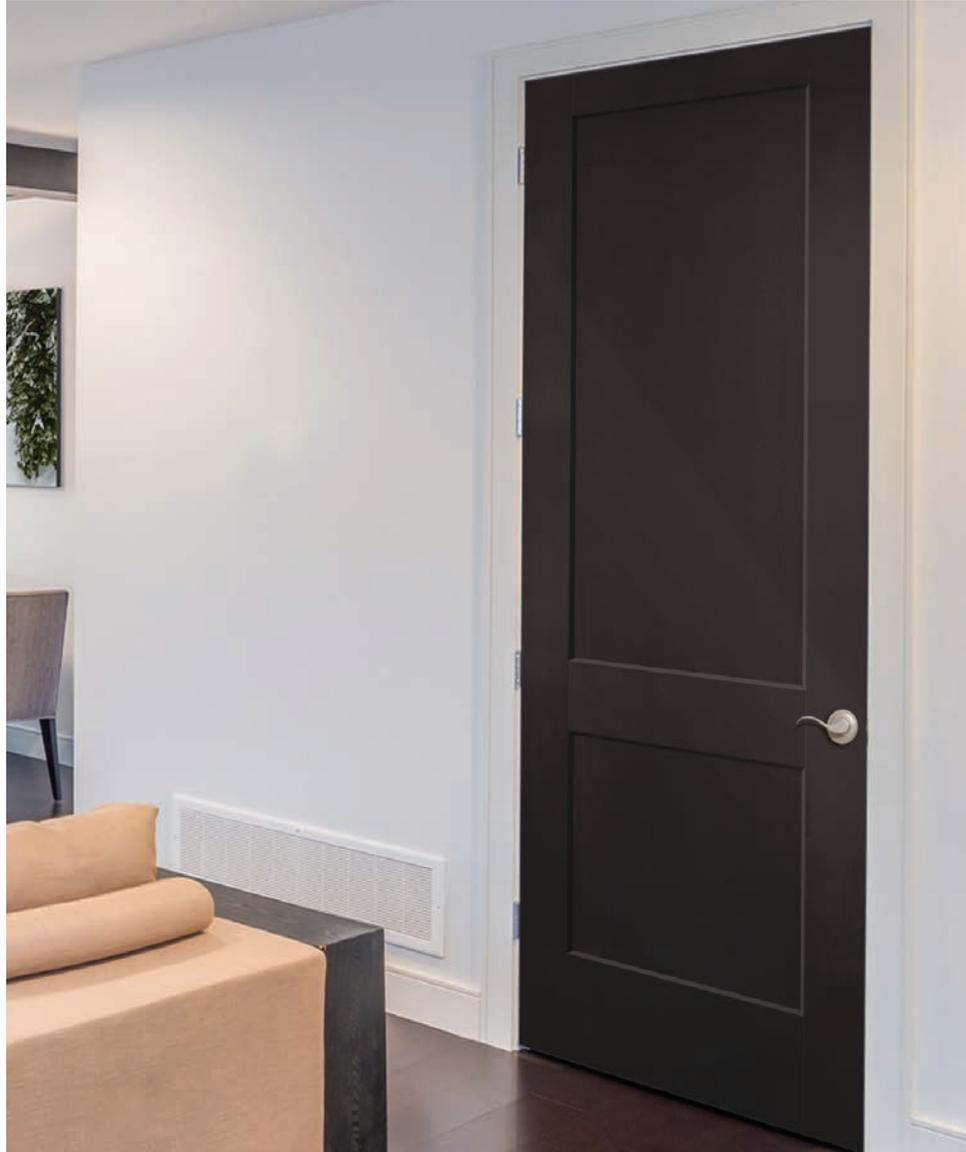
Initially, DOL said it expected to issue new rules regarding overtime pay in the first half of 2016. However, given the thousands of comments that were received on the proposal, the agency now expects to issue a final rule in late 2016. NLBMDA has had meetings with Congress to increase awareness of the issue and continues to look for ways to improve the proposal before it is finalized.

*(continued on pg. 118)*

# EASY FOR YOU TO MOVE MORE SHAKER STYLES

**HUTTIG**<sup>®</sup>  
BUILDING PRODUCTS  
Constructive Solutions Since 1885

*Masonite*<sup>®</sup>  
the beautiful door<sup>™</sup>



## Huttig<sup>®</sup> Offers 60% Off the New Masonite<sup>®</sup> Logan 2-Panel Display

Sometimes the best door is one you can move easily, and the new Masonite<sup>®</sup> Logan door from Huttig<sup>®</sup> answers consumer demand for the 2-panel shaker style—quickly becoming one of the fastest growing and most popular door segments in the industry. And now through April 29, 2016, Huttig is making it even easier for you to move this stunning shaker style by offering a Logan display for only \$34, an impressive 60% off the regular price of \$85.

**Contact your Huttig rep to learn more!**

[www.huttig.com/cc](http://www.huttig.com/cc)

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# App Aptitude

By Mike Duval



## “Everyone on the same page.”

We often hear that phrase at the start of projects, and we identify a lack of teamwork as a cause for most major problems. I find myself currently working on a cross-functional team, implementing a new software platform for my employer. Recently I came across an app that I think we could benefit from and you might be surprised to learn that your customers are already using it.

### NoteVault

NoteVault is an app that captures your voice and automatically creates daily time-stamped reports. It also allows for subcontractors to generate their own reports, which are rolled into a larger, daily report. You can use your device's camera to add photos to your transcribed notes. The app then automatically generates a PDF file that can be emailed to the team.

The app is subscription-based while offering plenty of useful features: speak or type notes; automated, daily report generation and distribution; keyword notifications for activities requiring attention by others; along with labor, equipment, and material (LEM) tracking, to mention a few.

The app is extremely useful for general contractors, builders, and the overall LBM industry. Using NoteVault to rapidly generate useful daily reports on progress should keep “everyone on the same page.”

### Google Keep

Another app I would suggest to help keep your team informed, and keep you on track, is Google Keep. When initially launching the app, it appears ultra-simple. However, it's actually quite rich with features.

Google Keep allows you to set reminders, voice-record notes, share those notes with other users, and set up location-based reminders that pop up when you arrive at the office or store, for example. Everything is stored on the cloud and automatically synchs on all your devices or web browser version. You can also organize your notes by labels and colors.

This is a great productivity app from Google that I highly recommend you try. 



### HOUSING STARTS FALL 3.8%

Housing starts fell 3.8 percent nationally to a seasonally adjusted annual rate of 1.099 million units in January, according to data from the U.S. Department of Housing and Urban Development and the Commerce Department. Overall permit issuance edged down 0.2 percent. Both single- and multifamily production dropped in January. Single-family housing starts fell 3.9 percent to a seasonally adjusted annual rate of 731,000 units while multifamily starts declined 3.7 percent to 368,000 units. Combined single- and multifamily starts fell in all four regions in January, with the West, South, Northeast, and Midwest posting respective losses of 0.4 percent, 2.9 percent, 3.7 percent, and 12.8 percent. Multifamily permits rose 2.1 percent to a rate of 482,000 while single-family permits fell 1.6 percent to 720,000. Regionally, the Midwest, West, and South registered respective permit gains of 26.5 percent, 24.5 percent, and 0.3 percent. Permits fell in the Northeast by 55.4 percent. 

### NEW HOME SALES DROP 9.2%

Sales of newly built, single-family homes dropped 9.2 percent in January to a seasonally adjusted annual rate of 494,000 units, according to newly released data by the U.S. Department of Housing and Urban Development and the U.S. Census Bureau. The inventory of new homes for sale rose to 238,000 in January, which is a 5.8-month supply at the current sales pace and the highest level since October 2009. Regionally, new home sales rose 3.4 percent in the Northeast and 1.8 percent in the South. Sales dropped 5.9 percent in the Midwest and 32.1 percent in the West. 

(continued on pg. 18)

# FOCUSED ON PERFORMANCE

Grace Construction Products, the brand you know and trust, has a new name — GCP Applied Technologies. Our long history of product performance is taking us into the future. A leader in the construction industry for generations, our focus on product performance has led to nearly 900 patents that help contractors build it right the first time with products like Grace Ice & Shield. Our latest innovation, Vycor enV-S, a fully adhered weather resistive barrier, delivers energy savings of up to 56% annually\*. Another way GCP Applied Technologies is leading the way in the construction industry.

Home owners rely on you.  
You can rely on GCP Applied  
Technologies.

[gcpat.com/performance](http://gcpat.com/performance)

Learn more about the specific performance advantages we offer — visit us online.

## PICTURED:

### Vycor® enV-S™ Building Wrap

Testing of Grace Vycor® enV-S™ fully-adhered weather resistive barrier by Oak Ridge National Laboratory, has shown annual energy savings up to a 56% over the leading mechanically-attached weather resistive barrier.

THE BRAND YOU KNOW AND TRUST HAS A NEW NAME

GRACE



gcp applied technologies

GRACE CONSTRUCTION & PACKAGING

(continued from pg. 16)

## NRLA WELCOMES NEW RETAIL AND ASSOCIATE MEMBERS

Northeastern Retail Lumber Association

### New Retail Member

#### **Ace Hardware of Ellenville**

Ellenville, N.Y.

[www.ellenvilleoutdoor.stihldealer.net/](http://www.ellenvilleoutdoor.stihldealer.net/)



Brian Culwell, owner, Ace Hardware of Ellenville.

The NRLA welcomes new member Ace Hardware of Ellenville.

Located in upstate Ellenville, N.Y., near the eastern base of the Catskill Mountains, Ace Hardware of Ellenville originated in 1946 as a small 2,000-square-foot hardware store. Brian Culwell began working there sweeping floors when he was 12 years old. After working at the store for 10 years, he went on to join ENAP where he eventually became a specialties buyer for the co-op.

In 1998, Culwell returned to Ace Hardware of Ellenville and bought the location. The National Retail Hardware Association recognized Culwell as the Young Retailer of the Year in 2001.

Ace moved to a new location down the road in 2003—a former grocery store with 6,000 square feet of space. Fast forward to 2008 and the opportunity was presented to purchase a larger 17,000-square-foot location, which was the former site of a roller rink, situated on a 1.5-acre lot. Culwell jumped at the opportunity, moving Ace Hardware to its present location.

In the 17 years he has owned the business, Culwell has grown gross sales from \$180,000 to more than \$2 million annually.

Ace is open seven days a week and carries major brands including Benjamin Moore paint, Carhartt work clothing, Clarke + Kensington paint, Stihl power equipment, and Weber grills. Product offerings include generators, plumbing and electrical supplies, lawn and garden, patio furniture, and techno bloc pavers, along with lumber and building materials.

The location also offers glass and key cutting services, window repair, equipment rentals, small engine repairs, and Generac generator sales and installation, and serves as a Stihl Elite Dealer.

### New Retail Member

#### **Sterns Lumber**

Millinocket, Maine

### New Associate Members

#### **Baldwin Hardware**

Reading, Pa.

[www.baldwinhardware.com](http://www.baldwinhardware.com)

#### **Berry Plastics**

Franklin, Mass.

[www.berryplastics.com](http://www.berryplastics.com)

#### **Boscus Canada**

Pointe Claire, Quebec, Canada

[www.boscus.com](http://www.boscus.com)

#### **BuildPay, LLC**

Troy, N.Y.

[www.gobuildpay.com](http://www.gobuildpay.com)

#### **Duchesne et Fils Ltée**

Yamachiche, Quebec, Canada

[www.duchesne.ca](http://www.duchesne.ca)

#### **Elite EXTRA**

Eau Claire, Wis.

[www.eliteextra.com](http://www.eliteextra.com)

#### **Elite Sales & Marketing**

Scituate, Mass.

[www.elitesalesandmarketing.com](http://www.elitesalesandmarketing.com)

#### **Eugenie Door Solutions**

Terrebonne, Quebec, Canada

[www.eugeniedoor.com](http://www.eugeniedoor.com)

#### **EuroTec GmbH**

Hagen, Germany

[www.e-u-r-o-tec.de](http://www.e-u-r-o-tec.de)

#### **HomeTops**

Whitewater, Wis.

[www.hometops.com](http://www.hometops.com)

(continued on pg. 20)



# X PLORE

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The original 20' one-piece corner board on the market, VERSATEX® Timber Ridge corner board features the best tolerances in the industry — half that of the competition. It's easier to install and requires less maintenance. Superior to wood, our products reduce both life-cycle costs and labor callbacks. And, our lifetime transferable warranty reassures the customer that our products will ultimately stand the test of time.

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**If you can take a picture, you can earn rewards!**



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TRIM BOARD

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(continued from pg. 18)

## New Retail Member

### C.A. Smith Lumber

Ludlow, Mass.

www.casmithlumber.com



C.A. Smith Lumber and Feed Company has occupied the same location in Ludlow, Mass., for generations. And for 80 years the people of Ludlow and the surrounding area have been coming to C.A. Smith for all their building needs.

C.A. Smith also supplies some of the largest residential and commercial contractors in western Massachusetts. The combination of low overhead and volume purchasing has always meant big savings for its customers. The dealer has seasoned, knowledgeable staff members who have worked in the industry, and at C.A. Smith, for years. This combination of minimal expenses, large volume purchasing power, and an expert staff has proven to be a winning formula for C.A. Smith and for its customers.

The dealer's commitment to the community goes beyond its customers. Not only do they take great pride in the established reputation that C.A. Smith enjoys in Ludlow, but they also work to give back to the neighborhood. They are conscious of the ability to help others in need and try to extend the hand of friendship.

C.A. Smith offer various materials such as roofing, decking, columns, windows, doors, lumber, masonry products, moldings, insulation, vinyl siding, cabinets, and much more. The company has always been known for selling quality livestock feed as well.

For more information, please visit its website: [www.casmithlumber.com](http://www.casmithlumber.com). **LC**



Gary Guilmette, owner, C.A. Smith.

## RING'S END OPENS DESIGN & PAINT CENTER

Ring's End has opened a new full-service paint and design center in Trumbull, Conn.

Ring's End operates locations in 16 communities in Connecticut and New York, including lumber yards, kitchen and bath showrooms, millwork showrooms, design centers, and paint centers. **LC**

(continued from pg. 18)

### The Kelly Group

Valparaiso, Ind.

Email: [kelly@kellygroup.org](mailto:kelly@kellygroup.org)

### NewTechWood, Ltd.

Humble, Texas

[www.newtechwood.com](http://www.newtechwood.com)

### Peter Raymond Wells Architect LLC

Park Ridge, N.J.

[www.peterwellsarchitect.com](http://www.peterwellsarchitect.com)

### Stergis Aluminum Products Corp.

Attleboro, Mass.

[www.stergis.com](http://www.stergis.com) **LC**



## TWO ACQUISITIONS FOR U.S. LBM

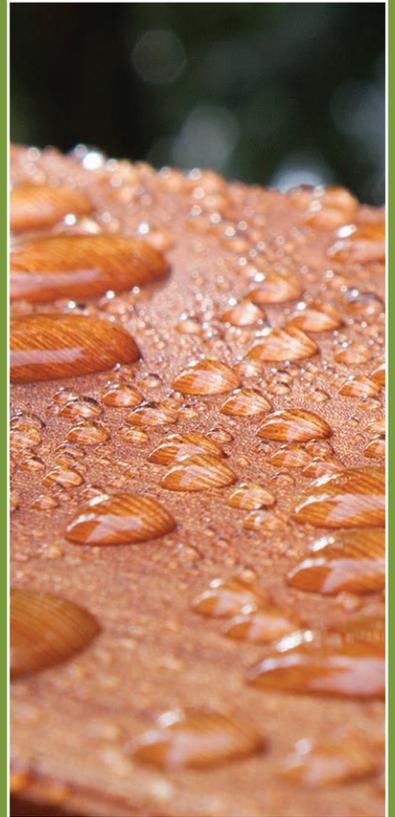
U.S. LBM Holdings, LLC, has acquired Seifer Kitchen Design Center of Pine Brook, N.J., from owners Les and Warren Seifer. The design center will become a division of U.S. LBM's Direct Cabinet Sales, expanding the company's presence in New Jersey.

Green Bay, Wis.-based U.S. LBM has also acquired Darby Doors, Inc., a manufacturing and sales organization specializing in doors, millwork, hardware, and bath accessories based in Florence, Ala. The acquisition includes sister company Total Trim, Inc., which offers customers installation services for Darby Doors' products. U.S. LBM has more than 200 locations in 26 states. **LC**

(continued on pg. 22)



**WOOD DONE RIGHT.**



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A Forest Products Company

Roseburg.com 800.245.1115

(continued from pg. 20)

## BRING YOUR FAMILIES TO NLBMDA'S SPRING LEGISLATIVE CONFERENCE

Calling all NRLA members: Early-bird registration for NLBMDA's Spring Meeting and Legislative Conference in Washington, D.C., ends March 28. NRLA will pay the early-bird registration fee for all members attending the conference, and all of the state and locals are offering a subsidy to offset travel expenses. Washington, D.C., is a great city, rich with history, and filled with countless sights-to-see and free activities. Register today and bring your families to our Nation's Capital! For more information, contact Jeff Keller at 518.880.6376 or [jkeller@nrla.org](mailto:jkeller@nrla.org). **LC**



## RIVERHEAD BUILDING SUPPLY EXPANDS ON LONG ISLAND

Riverhead Building Supply, based in Calverton, N.Y., has expanded after acquiring certain assets of Nassau Suffolk Lumber and Thurber Lumber. The deal allows Riverhead Building Supply to add three full-service lumber yard locations in Locust Valley, Huntington, and Port Jefferson, N.Y., along with a kitchen cabinet showroom in Bohemia, the company said.

"Nassau Suffolk Lumber and Thurber Lumber are strong independents whose focus on delivering great customer service dovetails perfectly with our commitment to our customers' success," said John Callahan, president of Riverhead Building Supply.

"These are respected family businesses with good, experienced people. We look forward to meeting new customers as we explore new opportunities together."

The deal closed in February as stores reopened under the Riverhead Building Supply banner, with minimal disruption in service to customers, the dealer said.

Riverhead Building Supply operates nine stores and four showrooms on Long Island, and two stores and two showrooms in Rhode Island. **LC**

## 84 ENTERS TINY HOUSE MARKET



84 Lumber has introduced *Tiny Living by 84 Lumber*, its new line of portable, tiny homes. The introduction of *Tiny Living* makes 84 Lumber the first-ever major retailer and only large building-materials retailer to tap into this new market and offer competitively priced custom-built houses no bigger than 200 square feet.

84 Lumber will offer four tiny home models under three packages to accommodate dedicated do-it-yourselfers who want to build their own houses, those who want a move-in-ready home, and everyone in between. Each model can be customized, and all range in size from 150 square feet to 200 square feet (the typical U.S. home is about 2,600 square feet).

"The tiny home movement lies perfectly at the intersection of 84 Lumber's expertise in high-quality building materials and green building best practices," said Maggie Hardy Magerko, president and owner of 84 Lumber. **LC**



## LOWE'S BUYING RONA FOR \$2.3 BILLION

Lowe's will enter the Quebec market after agreeing to purchase Rona in a \$2.3 billion deal. Rona operates 700 stores across Canada while Lowe's operates only 40 stores in the nation. "We are very excited about this transaction as it leverages the strengths of two great companies, positioning us for continued success in Canada's over C\$45 billion and growing home improvement industry. The strategic rationale of this transaction, for both companies, is very compelling," said Lowe's chairman, president, and CEO Robert A. Niblock. **LC**

## RECORD SALES FOR HOME DEPOT

Home Depot reported record fourth quarter sales of \$21 billion, up 9.5 percent from the same period a year ago. Net earnings for the quarter were \$1.47 billion compared to \$1.38 billion during fourth quarter 2014. Sales for fiscal 2015 were \$88.5 billion, up 6.4 percent.

## LOWE'S SALES UP 5.4%

Lowe's reported fourth quarter 2015 sales increased 5.4 percent to \$13.2 billion from \$12.5 billion in the fourth quarter of 2014. The company also reported net earnings of \$11 million for the quarter. For the fiscal year, sales were \$59.1 billion, a 5.1 percent increase over the same period a year ago.

(continued on pg. 24)



# Introducing The Tropical Collection From TimberTech®.



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PALM™



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ANTIQUA  
GOLD™



AMAZON  
MIST™

The new TimberTech® Tropical Collection combines warm and inviting looks with the durability and performance that homeowners demand. TimberTech's proprietary capping protects all four sides of the deck board against rot, weathering, mildew, and splinters—all backed by a limited, 25-year fade and stain warranty. Get samples of the new Tropical Collection at [TimberTech.com](https://www.timbertech.com).



 **TimberTech**®

(continued from pg. 22)



## LBM Advantage Holds Inaugural Trade Show

Better. Stronger. Together.

The newest cooperative in the industry, LBM Advantage, Inc., held its first annual stockholder meeting and trade show at the Rosen Centre Hotel in Orlando, Fla., on Feb. 23-25.

“The business written on the show floor will provide a solid base for exceeding sales goals for the first year and will set the bar high for continued operational success,” said Steve Sallah, LBM Advantage CEO. “It’s obvious that the effort to bring this new cooperative to fruition were well worth the effort given all of the positive feedback we’ve received.”

LBM Advantage was finalized on Jan. 1 following the

merger of the ENAP and PAL LBM buying groups. The member-owned forest products and building materials cooperative is comprised of 450 independent lumber retailers operating 820 locations across 33 states.

Keynote speaker and author Jeffrey Blackman set the tone by charging all attendees to “Change: Capsize or Capitalize” by being willing to make adjustments in their businesses while maintaining a value-driven, integrity-based operation. **LE**



## IDEAS: Something for Everyone

The 2016 IDEAS show was a jam-packed event with 170 exhibitors, eight Katz Roadshow sessions, and six continuing education classes; there was something for everyone, whether contractor, dealer, or architect.



The Katz Roadshow was standing room only throughout the day: morning classes focused on walls, windows, and doors, while afternoon clinics covered various aspects of interior trim. Architects received free education on options for entry systems, weather-resistant barriers and specifications for entry systems, sound control in construction, an examination of the U.S. kitchen cabinet industry, abuse- and impact-resistant gypsum, and an update on IRC building code changes on fire protection as it relates to engineered wood. Exhibitors ranged from building materials, manufacturers, service providers, and trade associations, including the NRLA and NJBMDA.

Held on Feb. 24 at the Valley Forge Casino and Resort in King of Prussia, Pa., IDEAS is a one-day LBM show that draws participants from the Mid-Atlantic region. A portion of the net proceeds assists the New Jersey Building Material Dealers Association in providing benefits to its members. The 2017 IDEAS show will be held March 1. **LE**

## Weyerhaeuser, Plum Creek Finalize Merger

Weyerhaeuser and Plum Creek have completed their merger, forming a new combined forest products giant owning more than 13 million acres of timberlands and 38 wood products manufacturing facilities.

## Parksite, DuPont New England Deal

Parksite, Inc. announced, effective April 1, it will be the full-service distributor of DuPont Corian and DuPont Zodiaq in the geographic marketing area of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, and Connecticut.

## Huttig Signs Exclusive Distribution Agreement with Maibec

Huttig Building Products, Inc. has entered a multi-year distribution agreement to be the exclusive distributor of the complete line of Maibec cedar siding and shingles. “The addition of the Maibec brand boosts our already outstanding product offerings in the Northeast region,” said Greg Gurley, Huttig’s vice president of product management and marketing. Maibec will be available from Huttig’s Northeast distribution centers in Hooksett, N.H.; Newington, Conn.; Augusta, Maine; and Selkirk, N.Y.

## NyloBoard for Sale, Ceases Operations

NyloBoard, the composite decking manufacturer, has ceased operations with all assets up for sale, according to company president Doug Morse.

(continued on pg. 26)



# Boral® TruExterior® Siding & Trim

*Innovation that works™. Available exclusively from WOLF.*

Like wood, these products are easy to handle—easy to cut, route, drill, and mill—and can be painted any color with exterior-grade latex paint. Unlike wood, they offer excellent workability, exceptional durability, and are resistant to rotting, cracking and splitting.

Developed with more than six years of rigorous internal and third-party testing, the exclusive poly-ash structure in Boral TruExterior products consists of more than 70% recycled materials.

For Innovation That Works™, look to Boral TruExterior Siding and Trim. For the depth and breadth of inventory you need to successfully compete, look to WOLF. Contact your WOLF Sales Consultant today.

[WOLFHomeProducts.com](http://WOLFHomeProducts.com)



*Real performance. Real value.*

[WOLFLeader.com](http://WOLFLeader.com)

(continued from pg. 24)

## ON THE MOVE

### Northeast Treaters Names Christy President

Northeast Treaters has appointed **Greg Christy** as president and chief operating officer. Christy came to Northeast Treaters in 2014 as the general manager of its Athens, N.Y., facility. Additionally, Christy has taken on the role of project manager for the demolition and complete re-build of a state-of-the-art wood treating facility located at Athens. David Reed will remain at the company as CEO and member of the board of directors.

### Hancock Lumber Names New CFO

Hancock Lumber announced the hiring of **Paul Wainman** as the company's new chief financial officer. Wainman has extensive experience in both finance and management with market-leading brands, including Hallmark/William Arthur and Kleinfeld Paper.

### Fiberon Names New Vice President

Fiberon announced that **Chris Hayn** has rejoined the company as vice president of sales.

### Hartmann Joins National Nail

**Greg Hartmann** has joined National Nail as general manager of the company's Northeast Business Unit. In his new position, Hartmann will lead the company's Northeast growth strategy through the company's proprietary brands that include Camo, Pro-Fit, and Stinger.

### LBM Advantage Names Houle as Northwest Manager

LBM Advantage, the member-owned LBM co-op, has hired **Steve Houle** as its new Northwest territory manager, which includes Wisconsin, North Dakota, South Dakota, Minnesota, Nebraska, and Iowa. He will be heavily focused on new member recruiting and business development. **LC**

## In Memoriam

**Normand R. Lapointe, Sr.**, 87, of Augusta, Maine, passed away on Feb. 20 after a brief illness with his family by his side. Normand was born in Waterville on March 12, 1928, the son of Wilfred and Alexina "Elsie" (Campeau) Lapointe.

Normand married the love of his life, Theresa (Gregoire), on Sept. 5, 1950. Together they celebrated 65 years of marriage and raised five children.

Normand started working at a sawmill his father purchased in 1947. He worked at Hudson Pulp & Paper for a short time. Normand and his brother, Roland, purchased the family sawmill in 1955, eventually phased out the sawmill operation and started the hardware store in addition to the lumber business. They were also building contractors and built more than 100 homes in the area. Normand was named the Lumber Person of the Year in 1997 by the Retail Lumber Dealers Association of Maine. He also received the Lifetime Achievement Award from the Kennebec Valley Chamber of Commerce in 2000.

(continued on pg. 122)

**Anthony A. Papa**, 104, died on Dec. 23 at his home in Branford, Conn. Anthony was the owner of National Lumber, Inc. in North Haven since 1955. He was born in New Haven on Nov. 8, 1911, son of the late Luigi and Angelina Palmieri Papa. Anthony was a member of the Pine Orchard Yacht & Country Club in Branford since 1972. He is survived by many nieces and nephews. He was predeceased by his son, James Eberg, his brothers, John, George, and Donald Papa, and his sisters, Rose Dammling, Camille Gagliardi, Helen Ryan Toscano, Lucy Nesta, and Margaret DeLaurentis.

**Milton "Milt" Paulenoff**, 96, of Delray Beach, Fla., passed away suddenly on Feb. 13. Milt was a WWII veteran who, upon returning from military service in 1945, took over the family business that was established in 1927 as Macro-se Masonry & Cement Co. operating out of a single yard in St. Albans, Queens, New York. From 1945 to 1992, Milt was the president and CEO of Macro-se, which later became known as Macro-se Lumber & Trim Co.

Over the years, Milt was a member of the NRLA and the "Who's Who" in the Lumber Industry.

During the 1960s and 1970s Milt expanded Macro-se to a total of 21 retail lumber yards and franchise locations throughout Long Island, Brooklyn, and Queens, N.Y. He was a pioneer in the retail lumber industry in that many stores today are modeled after Milt's ideas.

Milt was married to Eleanor for more than 70 years and was a beloved father, grandfather, great-grandfather, and brother, as well as a dear friend to many. Milt will always be in our hearts.

Milt was not only an avid and gifted golfer, he was a talented athlete in a variety of sports. He also enjoyed sculpting, painting, and the great outdoors.

Milt is survived by his wife, Eleanor; children, Rosalie, Dayna, and Marc; grandchildren, Jordan, Karen, Lexi, Liza, Teri, Alex, and LeeAnne; great grandchildren, Isabella, Sadie, Kai, and Sascha; and his siblings Sophie and Jessie. Milt was predeceased by his brother Irving.

# PROBLEM:

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# SOLUTION:

TruEDGE® IS SHARPER,  
CLEANER AND MORE  
DIRT-RESISTANT.



Kleer PVC Trimboard with **TruEDGE®**. The best sealed edge anywhere.

TruEDGE® from Kleer doesn't just look like a superior product, **it is a superior product.**

With a **truly sealed edge** that **resists staining from dust and dirt** and **cleans easier** if it does get dirty, TruEDGE is specifically formulated to **keep the edges cleaner longer.**

So your finished product looks—and performs—beyond your expectations.

See how Kleer continues to **think beyond wood** at [KleerLumber.com](http://KleerLumber.com)

**KLEER**  
**TRIMBOARD**  
**+ PLUS**  
A DIVISION OF THE TAPCO GROUP



## Decorators Vault Composite Decking

Decorators announced the availability of Decorators Vault Composite Decking—a product that looks and works just like wood, but is stronger and more stable than anything on the wood-alternative decking market today. Vault's strength comes from patented Eovations technology, which gives it the industry's best strength-to-weight ratio, and unmatched stability. Decorators backs Vault with an industry-leading 25-year structural, 25-year stain-and-fade, and 25-year removal-and-replacement warranty. It's also twice as strong as PVC decking based on stiffness-to-weight ratio and more durable than the strongest lumber in the world. Visit [www.deckorators.com](http://www.deckorators.com) for more information.

## Huber Launches AdvanTech Squeak-Free Subfloor Assembly

Huber Engineered Woods LLC, a leading manufacturer of innovative building solutions, introduced the squeak-free AdvanTech Subfloor Assembly. The Assembly combines the unique strength, stiffness, and moisture resistance of AdvanTech subfloor panels with the heavy-duty polyurethane bond of new AdvanTech Subfloor Adhesive and deformed fasteners. The combination turns subfloors into a powerfully bonded, panel-to-joint assembly. Heavy-duty AdvanTech Subfloor Adhesive helps eliminate differential movement between AdvanTech panels and joists, so fasteners stay put, floors stay quiet, and homeowners stay happy. To learn more, visit [AdvanTechSFA.com](http://AdvanTechSFA.com).



## Simpson Strong-Tie SDWS Framing Screw



Simpson Strong-Tie introduces the Strong-Drive SDWS Framing screw for a variety of indoor and outdoor applications. The SDWS Framing screw is ideal

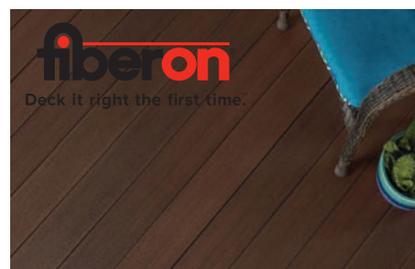


for contractors and do-it-yourselfers requiring the superior holding power and pull-out resistance of screws. The fastener is also convenient for working in areas too constrained for the use of a hammer. It features a Saw Tooth Type-17 point for quick starts, a 6-lobe recess to reduce cam-out, and underhead box ribs for easy countersinking and a clean finish. The SDWS Framing screw is code listed under IAPMO UES ER-192 and meets 2009 and 2012 IRC and IBC code requirements for several common wood framing applications. The multipurpose fastener is load-rated for replacing 16d, 10d, and 8d nails. For more information, visit [www.strongtie.com](http://www.strongtie.com).

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## Scriptel Partners With ECi Spruce

Scriptel Corporation, a provider of electronic signature solutions and capacitive pen digitizing components, has launched a partner page supporting the integration of Scriptel's signature pads with the point-of-sale features in ECi Spruce Computer Systems, Inc.'s SpruceWare.NET software solution.

*(continued on pg. 114)*



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# LBM Expo '16:

## Post-Convention Wrap Up



Scott Temple

Larry Stephenson

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# LBM Expo Is Your Show

By Scott Temple, director, convention and meetings



Let me begin by saying “Thank You” for participating in the LBM Expo '16 at the Rhode Island Convention Center in Providence, R.I., this past February.

What a spectacular welcome the City of Providence gave the Northeastern Retail Lumber Association, members, exhibitors, and guests. Spearheading this welcome were our hosts at the Rhode Island Convention Center and the Providence-Warwick Convention & Visitors Bureau. All our partner hotels, restaurants, and the entire community made our first year in Providence extremely enjoyable and productive.

There was a renewed vibrancy to LBM Expo '16: the retail community supported the show with great energy while many of our returning exhibitors unveiled new, exciting, and innovative booths and products.

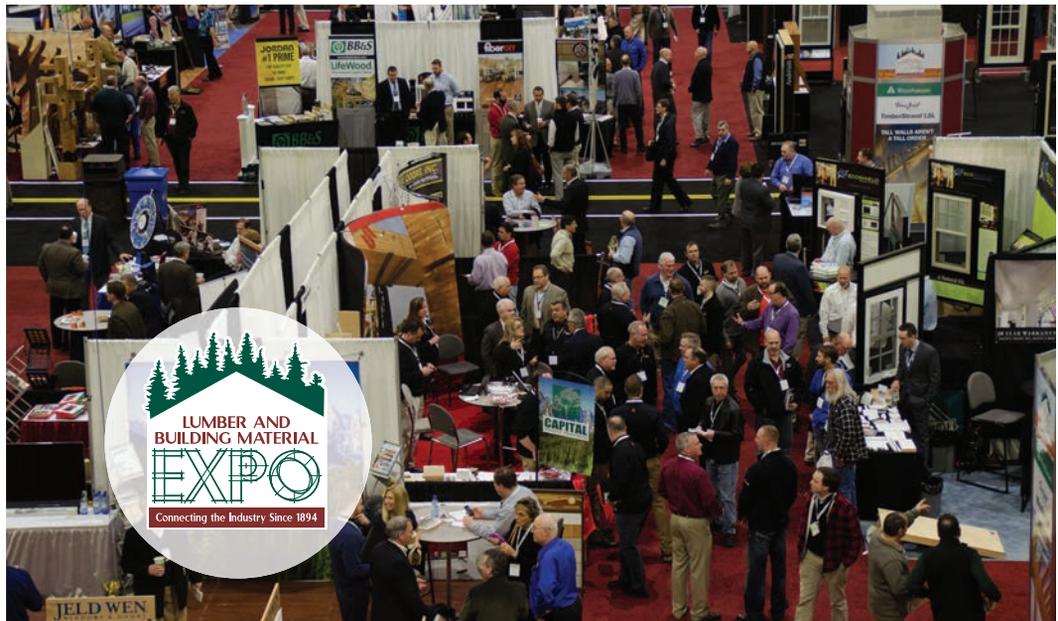
LBM Expo is so much more than static displays and exhibit booths. It is a gathering of customers and a rallying point for all retail lumber yard personnel, senior management, industry partners and suppliers, consultants, and even competitors. It would take the better part of a year, not to mention considerable expense, to travel and individually meet with the assembled personalities and organizations in their offices.

To the exhibitors who offered great new and latest products, to those retailers who faithfully support our exhibitors, and to the companies who sponsor events, we thank you.

To the exhibitors who attended for the first time, we trust it was a positive experience, and hope to see you again next year. You have made this show and event what it is today.

Make no mistake about it, LBM Expo is your show and truly a team effort. Our association is more than a building in Rensselaer, N.Y.: It's the NRLA members and people who give that little extra to make a difference. Please let me hear from you directly with comments, suggestions, and improvements that can be made to LBM Expo.

I'll see you when we return to Providence for LBM Expo '17, Feb. 15-17, 2017. It's sure to be an even better exhibition. **LC**



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# An Expo Full of Opportunities

By Larry Stephenson, chair of NRLA convention committee



It was a pleasure to attend the first LBM Expo held in Providence, R.I., especially while serving in my first year as convention chair.

Convention director Scott Temple and manager Melina Henzel orchestrated a well-run event. The City of Providence welcomed the Northeastern Retail Lumber Association's successful LBM Expo '16, held Feb. 10-12 at the Rhode Island Convention Center, with open arms. This year's "Strengthen Your Independent Edge!" theme provided many opportunities to improve your operation.

The education seminars ran the gambit from "Creating and Accelerating Revenue Growth" to "Business Succession & Exit Strategies." Hopefully, all of you took advantage of the LBM Expo App on your phone or tablet to help organize your experience on the Expo floor.

LBM Expo's Opening General Session—offering insight and inspiration from L.T. Gibson, CEO of U.S. LBM, and Steve Swinney, CEO of Kodiak Building Partners—was very informative with some very candid comments in response to questions from the audience.

This year's show also offered many opportunities for networking, including the Welcome Reception, the NYLE Annual Meeting, and, a new event this year, the Discover Providence Historic Walkabout. The latter ended at a location hosted by NYLE and provided yet another great networking possibility. The walkabout appeared to be a winner and, hopefully, we can allocate the time to do this once again.



This year's Lumber Persons of the Year Recognition and Lifetime Achievement Awards, on Wednesday afternoon, was a celebratory precursor to the Keynote Presentation by The Cousins, Anthony Carrino and John Colaneri of HGTV, who drew an engaged and excited audience as we listened to their insightful thoughts on the importance of being at a show such as the LBM Expo from the perspective of a professional contractor and designer. It was also an honor to assist Rita and Scott in the presentation of the Exhibitor Diamond Awards and the Best Booth Awards.

All of the educational seminars, networking events, and award presentations could not have taken place without a great deal of hard work behind the scenes from the staff of NRLA and certainly not without the generous support from the sponsors. We would like to say thank you to all who worked so hard and gave so generously to make this year's LBM Expo such a resounding success!

I am looking forward to Providence in 2017 that I am sure will be different with new enhancements to the show. Much planning is ahead for next year. 

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# National Leaders, Local Names

The CEOs of two industry giants offer their outlook for 2016.

By John Taraborelli

The buzz that swept through the industry last year in the wake of the Builders FirstSource/ProBuild and BMC/Stock deals was enough to fill the room on the first day of the 2016 LBM Expo. The Opening General Session at the Rhode Island Convention Center in Providence featured two industry titans: U.S. LBM CEO L.T. Gibson and Steve Swinney, CEO of Kodiak Building Partners.



*U.S. LBM CEO L.T. Gibson, Steve Swinney, CEO of Kodiak Building Partners, and Chuck Handley, NRLA Chair.*

Both companies have emerged as major players in the industry, despite being around less than 10 years. Much of that growth has been driven by acquisition, so it's no coincidence that the room was packed with attendees representing the kinds of independent regional chains and multi-generational family lumberyards that have been swept up in the acquisition wave.

"People saw the perfect storm for 2015," Gibson said of the red-hot M&A market, noting that when it came to investors, "U.S. housing was one of the few things in the world to get excited

about." Both men expect that trend to continue in the coming year.

The two were diplomatic in discussing last year's mega-mergers. When asked to comment directly, Gibson shrugged it off: "I don't think there have been any surprises. I think it's been what we all thought it would be."

Despite industry consolidation, Swinney was quick to point out that the national operators still look to local brands—and relationships—as the keys to their success. Both Kodiak and U.S. LBM tend to allow their subsidiaries and partners to fly their own flags and operate under their own names. "Customers and employees know the local names—that's what drives the business," Swinney said. "We've only been around five years. Our name doesn't mean what their names mean."

Gibson seconded the notion that local names and local operators still matter, referring to conglomerates like U.S. LBM as "stewards of brands." The big players in the industry are looking

*(continued on pg. 112)*





# FLAGSHIP

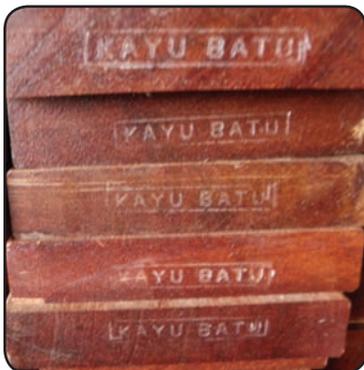
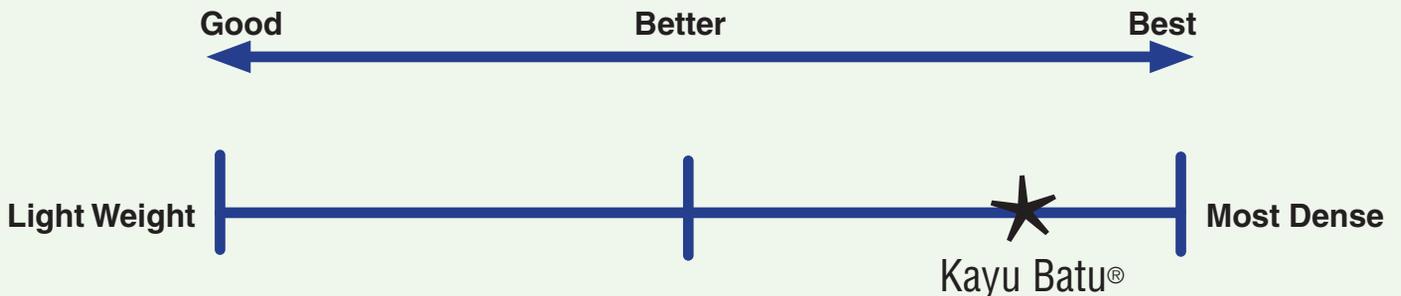
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# Dare to be Bold

## Keynote Cousins talk remodeling, embrace bold colors and patterns.

By Andy Carlo



This year's LBM Expo Keynote Address hit a little closer to home and featured celebrity remodelers The Cousins, stars of the HGTV network's "America's Most Desperate Kitchens."

Hailing from New Jersey, real life cousins Anthony Carrino and John Colaneri have co-hosted "Cousins Undercover," "Cousins on Call," and "Kitchen Cousins," which all showcase major remodeling and renovation projects. The duo brought some of their real life experience in the field to the stage at the Rhode Island Convention Center, spotlighting some of the recent projects they've worked on.

A common theme shared by many of the projects is bold colors. Carrino told the audience, including LBM dealers and designers, to not be afraid to make "bold statements." Whether it's through the use of color, geometric patterns, or metallic finishes,

"Make your home stand out," Colaneri says. "Don't be afraid of color."

Examples featured by The Cousins included the use of yellow doors, blue siding, and bold trim work. Other projects shared by the remodelers included a mundane sunroom that was transformed into a vibrant living area while taking on the features of a West Coast home: The Cousins remodeled the area to include larger bi-fold doors than what previously existed, allowing more natural light, creating a soft

barrier between the indoors and outdoors.

Carrino said the quality of renovation projects "comes back to education" how well a dealer informs his customers what types of products are available.

Another example highlighted a boring backyard that was transformed into an entertainment center, complete with an outdoor bar and high-def television. With both of The Cousins being Yankees fans, along with the owner of this particular home, a navy blue paint scheme was chosen for portions of the project.

Carrino explained that part of their formula for success is their ability to "bridge the gap" between contractors and designers when it comes to renovating homes and properties.

"We speak both languages," Carrino says, noting that he has not fear in having a cook-out or sharing a few beers with his crew when a project is complete.

On a closing note, Colaneri presented his own home as an example. The modern barn designed by his wife mixed the traditional with the new, balancing warm tones and modern products but maintaining the appearance of an older structure. The look and feel was obtained through the installation of higher-end products.

"Use quality products," Colaneri said. "You might spend more money in the end, but it will pay off when the project is complete." **LC**

keynote address...exploring the show floor...meeting with members...



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## NYLE Honors Its Mentors

Barry Russin presented with CHIPS Award, while David and Theresa Moore, Jeff and Jennifer Larson presented with Redwood Award.

The Northeastern Young Lumber Execs (NYLE) held its 29th Annual Meeting on Feb. 11 at the Rhode Island Convention Center in Providence.

The meeting began with the treasury report followed by a membership report. The election of officers followed, including new NYLE President Jordan Russin, Russin Lumber Corp.; 1st Vice President Mike Duval, Huber Engineered Woods; 2nd Vice President Mike Andrews, Boise Cascade; 3rd Vice President Fran Estey, r.k. MILES, Inc.; Secretary Matt Medoff, Russin Lumber Corp.; Treasurer Marissa Keppler, Curtis Lumber Co.; and Ex-officio Jason Thacker, Howe Lumber Co., Inc. NRLA Chairman Chuck Handley of



2016 NYLE Officers: Mike Duval, Huber Engineered Woods; Matt Medoff, Russin Lumber Corp.; Jordan Russin, Russin Lumber Corp.; Jason Thacker, Howe Lumber Co., Inc.; Mike Andrews, Boise Cascade; and Fran Estey, r.k. MILES, Inc.

Burke's Do it Best Home Center gave service awards to both Jason Thacker and Jordan Russin.

Russin said the No. 1 goal for NYLE this year is increasing membership and provided a rousing speech on the benefits of membership.

Next on NYLE's agenda was the award presentation. The Redwood Award was presented to David and Theresa Moore of Wiley Bros., and to Jeff and Jennifer Larson of Gilmore Home Center. The Redwood Award honors individuals who symbolize strength, robustness, and the ability to live in a turbulent environment.

"I really speak for all of us when I say how honored we are to be chosen as the recipients of this award," Jennifer Larson said. "We are inspired by NYLE. I want to join NYLE right now. You get it—you're a pretty cool group of Gen Xers and Millennials."



NYLE Outgoing President Jason Thacker presents the NYLE Redwood Awards to David and Theresa Moore (pictured left), Wiley Bros., Inc., and Jeff and Jennifer Larson (pictured right), Gilmore Home Center.

Theresa Moore delivered a humorous “Top 10 reasons we support NYLE and deserve the Redwood Award” list, which was well received by the audience. Moore’s reasons included “NYLE members’ fashion sense can be described as ‘lumber couture,’” “Jeffrey and David have worked in the lumber industry for 40 years – longer than NYLE members have been alive,” and “David and Jeffrey sure are symbols of strength and robustness.”

*“No matter what your position or age, there are new possibilities to be sought, to be learned, and to be shared,” Russin said.*

The Robert J. Horne CHIPs Award, presented annually to an individual who has been instrumental in promoting the personal development of young people in the industry, was given to Barry Russin, owner of Russin Lumber Corp. Russin has been a great supporter of the youth in the industry, with three Russin Lumber employees serving as president of NYLE.

“When I started as a young man in this industry, I had nothing more than drive and enthusiasm. I quickly learned the value of education” Russin explained. “The company we are today is the result of both my personal education, and my being able to pass what I’ve learned on to the excellent people I work with every day.”

“No matter what your position or age, there are new possibilities to be sought, to be learned, and to be shared,” Russin said.

Following the award ceremony, six scholarships were handed out. NYLE wishes to thank its sponsors for their support and membership, and Jason Thacker for his great service as president. **LC**



*The Robert J. Horne CHIPs Award was presented to Barry Russin from his son Jordan Russin, Russin Lumber Corp.*



*NRLA Chair Chuck Handley, Burke’s Do it Best Home Center, thanks NYLE Outgoing President Jason Thacker, Howe Lumber Co., Inc. for his service.*



*Jordan Russin, Russin Lumber Corp., is welcomed as the incoming NYLE President by NRLA Chair Chuck Handley, Burke’s Do it Best Home Center.*

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# The Next in Line

## Four things you should understand about succession planning.

By John Taraborelli

Ruth Kellick-Grubbs grew up in a family business—well, make that two family businesses.

Her father was born into a family business that he was expected to continue, but he never really wanted any part of it and eventually got out. He later went on to start his own family business—and made sure his daughter knew that there was no pressure to take it over. That's why succession planning is a topic that figures prominently in her consulting work in the LBM industry.

Kellick-Grubbs, of consulting firm Kellick & Associates, spoke on the topic during the opening day of this year's LBM Expo, providing some vital perspective for an industry that is still largely built on family names.

**Plan early and often:** "Succession planning is part of the natural life cycle of a business," explained Kellick-Grubbs, seeking to demystify a topic that many businesspeople almost instinctively avoid. "The sooner you make it a part of your ongoing business strategy, the better off you'll be." While she advised coordinating succession strategies with your own personal estate planning, she also stressed that there is much more to it than simply determining how to transfer ownership. Reliable, transparent processes and systems within your business, for example, are vital to ensuring that it can continue to function well after your absence.



Ruth Kellick-Grubbs  
Kellick & Associates  
ruth@kellickandassociates.com

**Make sure the business stays with those who work in it:** Succession planning for family businesses can get messy, especially in a big family. Kellick-Grubbs recounted, with horror, the time she worked with a client in Texas that had 113 family owners, many of who had no active role in the business.

"If you only take one thing away from this, make sure ownership stays with the operating owners," she emphasized. This means having forthright conversations with potential heirs about interest and ability. While these are often difficult topics to broach, a little discomfort now will save a lot of troubles in the long run.

**Maximize your value:** After a huge year for mergers and acquisitions in 2015, many owner-operators may be looking outside their businesses for a successor. When trying to attract a third-party buyer, it's important to do everything you can to maximize what your business is worth. This includes everything from choosing the right valuation method (Asset value? Multiples? A market approach?) to process execution. If your business has a reputation for, as Kellick-Grubbs puts it,

*(continued on pg. 112)*

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# Entry Level Keyless Entry

A novice's guide to the emerging home automation market.

By John Taraborelli

Technology is rapidly changing just about every industry, and the LBM industry is no exception. Home automation, or the “smart home,” is altering the fields of building, design, and home improvement at a dizzying pace. It's an area of growing interest among customers, which means retailers and contractors need to keep up.

Jason Thacker, the operations manager at Howe Lumber in East Brookfield, Mass., and outgoing president of the Northeastern Young Lumber Execs, offered a simple primer on the home automation product market at LBM Expo in Providence.

He advised retailers to ease themselves into the market using the same approach they would for their customers: start with a small number of entry-level products that are easy to install and operate.

“Focus on household names with proven track records,” he said, pointing to simple, common-sense offerings from familiar brands like Schlage, Anderson, Whirlpool, and, of course, Apple. “I drink the Apple Kool-Aid,” he joked.

Home automation is a complex market, so it's important to begin with basic, intuitive solutions that customers can easily understand. For instance, anyone can see the value of keyless entry for their home, and now products like Schlage Sense are elevating the possibilities. A Bluetooth-en-

abled deadbolt controlled by your iPhone, Schlage Sense allows you to lock and check the status of locks remotely, use personalized codes to track arrivals, provide remote entry to guests, and even integrate with Siri so that you can lock all the doors in your house simply by saying, “Goodbye.”

With all home automation products, Thacker emphasized that “set-up for anything we sell should be simple.” This encourages your customers to explore more smart-home possibilities and makes your life easier as a dealer. While you don't need to be an Apple “Genius” to get into the home automation market, you do need a well-trained sales staff with product knowledge.

Thacker also suggested generating interest with interactive endcap and countertop displays that employees can demonstrate from their phones. “You don't have to be a professional install company to be able to handle these products,” he noted, “but it helps if you actually read the instructions.” 



**Jason Thacker**  
Howe Lumber  
jasont@howelumber.com

# Do You Know Where Your Data Are?

A cybersecurity expert stresses the importance of protecting your digital assets.

By John Taraborelli



Businesses tend to be very protective of their assets—as long as they’re tangible. Business owners will take great precautions to prevent damage to their property, loss of valuable inventory, or theft of their money, but often leave the assets they can’t pick up and touch relatively unguarded. Customers’ credit card numbers, employees’ bank routing numbers, and websites are all valuable assets that require protection. Unfortunately their security is often left to chance, or at least to substandard solutions.

“The biggest challenge is that all your information is out there on the Internet,” said Fred Howell Jr., manager for security and privacy consulting services at audit, tax, and consulting firm RSM, during a session on cybersecurity at LBM Expo. “Most companies today are pretty entrenched with their information systems. If their system went down today, they could continue to operate but they would be very impacted.”

Howell outlined three levels of effective online security for your business: preventative controls designed to keep incidents from occurring in the first place, detective controls that identify and alert on suspicious activity, and corrective controls that limit the scope and damage of an incident.

Many businesses have the basics, like anti-virus software and firewalls, but skip the stuff that is too complex or time consuming, like a policy mandating complexity and frequent changes in passwords. Sometimes even obvious strategies, like not giving employees admin privileges to install apps on company phones, gets overlooked. Howell recommended that every company have a written information security program that encompasses all levels of protection.

This kind of comprehensive planning can help close the entry points that many companies unknowingly leave wide open. Vendor and contractor management are vulnerabilities most of us don’t even know exist. Howell pointed out that the hackers who attacked Target did not compromise their computer system, but rather breached a third-party HVAC company that had log-on access to Target’s systems. “You need security for people who have access to your systems, too,” he cautioned.

It’s also vital that employees are aware of your security processes, which can help prevent some of the most low-tech data breaches. Howell recalled witnessing a hacker at a conference break into the data network of a major retailer in under two minutes, simply by calling a store, pretending to be from the IT department, and outright asking for the employee’s log-on and password.

“The people in your network need to understand that you have business processes,” he explained. “Employees need to understand that if they receive a request that is not a part of normal business processes, they need to verify that request.”

Howell recommended some simple fixes that are often pertinent for LBM businesses, like phasing out legacy systems, getting rid of customer information that’s more than 6-12 months old, and segregating data. “Do you have systems in place to ensure that someone on the dock can’t access payroll information?” Howell asked. He also encouraged more high-level security efforts, like comprehensive network scans that look for weaknesses or even penetration testing, in which someone is hired to test the system by trying to break into it.

The reasons why companies neglect cybersecurity are numerous: “It costs money, it does not produce revenue, it’s challenging to do, and there are no guarantees of success,” Howell admitted. But the risk of ignoring it is great. He suggested starting small. “Take a phased approach. You do not have to do this all at once,” he advised. “This is a marathon, not a sprint.”

**Frederick J. Howell** | RSM US LLP | [fred.howell@rsmus.com](mailto:fred.howell@rsmus.com)

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# The Drawing Power Plan

Market researcher Jim Robisch sees opportunities for LBM retailers, but only if you know how to act on them.

By John Taraborelli

The economic outlook for 2016 was a frequent topic of discussion at LBM Expo, from the Opening General Session featuring the CEOs of U.S. LBM and Kodiak Building Partners to the lunch with market analyst Kermit Baker. There was wide consensus that the industry should continue to see a steady, modest, upward trend for the next few years. Of course, growth in the industry only translates to growth in your business if you have a plan to capitalize on it.

That's where Jim Robisch of the Farnsworth Group comes in. He represents a market research firm specializing in the LBM industry and presented two talks at the Expo: "Market Trends: Shopping Attitudes and Behaviors" and "Creating and Accelerating Revenue Growth."



**James T. Robisch**  
The Farnsworth Group  
[jrobisch@thefarnsworthgroup.com](mailto:jrobisch@thefarnsworthgroup.com)

To grow your business, you need to know what motivates people to shop—and what will convince them “to shop with you,” Robisch said. Then you need to devise a plan to reach more potential customers, convert more of them into closures, and increase the amount they’re spending on each purchase.

It all seems obvious, but Robisch still finds himself struggling to convince business owners to think ahead. “It is amazing when you plan for something to happen, how often it actually does,” he reminded his audience. With that in mind, here are some of the major takeaways that will help you start planning for growth:

## The path to purchase starts online

Although online purchasing isn’t a huge part of the LBM market, most purchases begin with online research. Even customers who respond to more traditional media like print ads want to go online and do their homework before they come to your store. Robisch’s research indicates that while 95 percent of homeowners research or shop online for home improvement and building, less than 50 percent of independent dealers offer a compelling online experience. “A lot of people only refresh their Web presence every few years—it’s got to be frequent and fresh,” he warned.

## Print is not dead

“The good news is consumers do use advertising,” said Robisch. “And let’s stop this nonsense that print is dead and nobody reads the newspaper any more.” He pointed out that 49 percent of people

surveyed still rely on print circulars to get their information about home improvement shopping, while social media still only hovers at 16 percent. Robisch emphasized that the Web is becoming more important all the time, but “I’m just saying that 49 percent is a hell of a lot more important than 16 percent, at least for now,” he noted.

### Develop your brand

While you might think the family name of your lumberyard is all you need to get customers to recognize you, overestimating that awareness can hold you back. “A lot of people aren’t aware of you,” Robisch cautioned. To prove his point, he recounted a customer satisfaction survey he sent to 5,000 email addresses provided by a lumberyard: “18 percent didn’t know who they were, and another 15 percent among those who did know them didn’t know where they were.”

Robisch stressed that every retailer needs a comprehensive communications strategy that encompasses advertising, social media, an informative website, email marketing, and in-store merchandising. “Your brand is not your logo or your name,” he said. “That’s a tiny part of it. It’s what you want to instill through your communications strategy, what you want your customers to know.”

### “Use your store as a theater”

We traditionally think of lumber and building materials as a relationship-driven, customer service-oriented industry. That’s what has kept generations of family-owned lumberyards in business. While that remains true, particularly for contractors and pros, today’s shoppers are looking for a different in-store experience.

According to Robisch, about 65 percent of customers prefer to self-shop. That means the onus is on retailers to design showrooms that are easy to navigate and full of helpful information—plus keep the shelves well stocked with the products customers need. The flip side is that when customers can’t find something, they want personal service in a hurry. “They become irritated when they can’t find it, and then, worse, when they can’t find anyone to help them,” Robisch warned.

Designing a showroom that is easy to self-shop will not only increase customer satisfaction, but when done right it can increase sales by providing well-targeted opportunities to self-sell add-ons and impulse purchases. Displays should emphasize your signature departments and core competencies, and your sales staff should focus on selling the whole project, not just individual items.

“Use your store as a theater. Use your showroom to communicate what you’re about,” he explained. “When people walk in they need to be bombarded with stimuli about your brand. Tell your story. You can do it because they’re in there and they don’t have anything else to do.” 



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# Taking the Long View

Harvard's Kermit Baker sees strong growth on the horizon.

By John Taraborelli

Kermit Baker is predicting a good year for the industry in 2016. A senior research fellow at Harvard's Joint Center for Housing Studies and chief economist for the American Institute of Architects, Baker delivered his forecast during a luncheon seminar at LBM Expo.

Overall, Baker said, the housing market is trending up, but we're still a few years away from home building returning to traditional levels of productivity. Housing prices are continuing to recover, gaining back almost 80 percent of their losses since the downturn, and the home improvement market is booming.



**Kermit Baker**  
Joint Center for Housing Studies  
kermit\_baker@harvard.edu

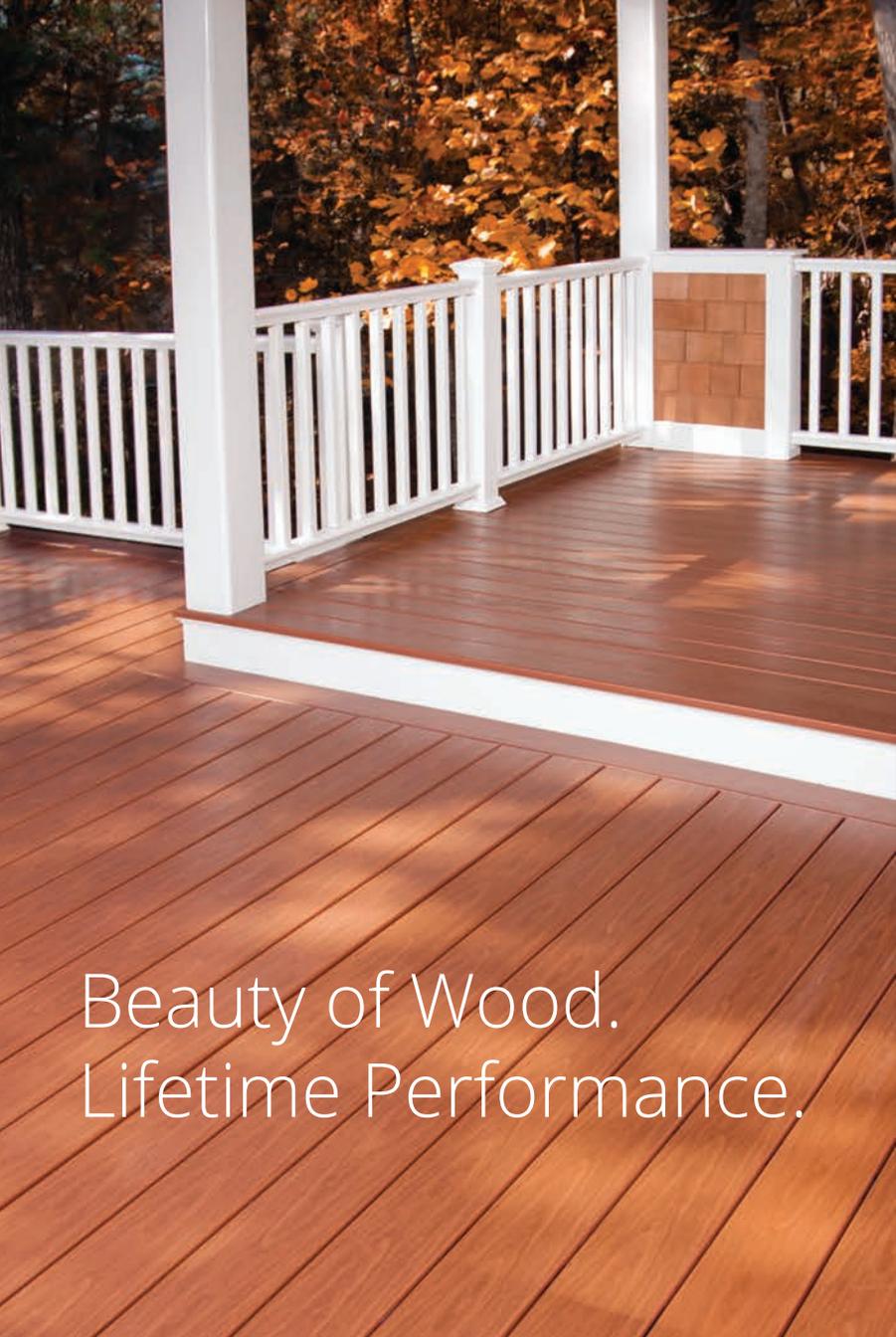
There are some signs of life in home building, with 1.1 million housing starts in 2015, but homeownership remains down. This is especially true among Gen Xers, who were hit hardest by the housing collapse, and Millennials, who, despite being the biggest generation in history, are simply not forming households at a fast enough rate to drive the market. Single-family housing has also struggled to regain traction.

"We have seen a disproportionate share of growth in multifamily over the past few years," said Baker, who since 1995 has been working on the Remodeling Futures Program, the Joint Center's first comprehensive analysis of U.S. remodeling activity. It has really dominated the recovery so far. We're all the way back to where we were at the peak of the market in 2005-06, while single-family is less than halfway," Baker explained.

The Northeast has seen less new construction than other regions such as the Sun Belt, due to low population growth, but there's still plenty of good news in this region for the LBM industry.

Home improvement spending is at record levels, hitting \$335 billion in 2015 and surpassing its all-time high. "Home improvement is presently bigger than the entire home building industry," said Baker, which represents a reversal of the usual 60/40 split in favor of building. With a more mature market and older housing stock, combined with the fact that owners in coastal metro areas tend to spend more on home improvement, the Northeast is poised to see steady gains in this area of the housing market. Baker pointed to several growth areas within home improvement, including improvements to rental stock, the revival of discretionary home projects, home modifications for aging in place, and improvements that make homes more sustainable and energy efficient.

*(continued on pg. 112)*



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# Zero Is the New Perfect 10

Green building guru Mark LaLiberte knows where your building is losing energy.

By John Taraborelli

"This costs \$300," said Mark LaLiberte, as he hooked a small infrared camera up to his iPhone. "When I was in college, these cost \$10,000."

LaLiberte is a leading expert and consultant on building homes that are more durable and efficient. He was using the camera to prove how easy it is to find heat loss in buildings. Even well insulated walls are framed by studs. "Heat flows more easily through wood studs," he explained. "If I look at an infrared picture of the wall I can actually pick out every one of the studs."

His session on "Achieving High Performance" at LBM Expo in Providence set a new benchmark for success in home design: not a perfect 10 but a perfect zero. A building with a home energy rating score (HERS) of zero is one that produces as much energy as it uses. Since 2005, the United States has been working to achieve a standard of zero by the year 2030. "We started at 100," according to LaLiberte. But 40 is where renewable energy becomes more cost effective. He pointed to big-time homebuilders like CalAtlantic and Pulte, who have started touting their HERS numbers as much as their quality or value. "Last year over 2,000 houses in the U.S. had a 0," he said.

In order to get to that perfect zero, LaLiberte says builders have to focus on all aspects of the process. "About one-third of the energy flowing through a building is air leakage, another third is through the walls, and another third is through the windows," he explained. This means establishing a tight seal that mitigates energy loss through HVAC systems, walls, and windows. Achieving high efficiency requires focusing on even the smallest details, like the holes where wires are threaded through walls and, of course, that heat lost through studs.

LaLiberte advised measuring all the penetrations in a building and adding them together as if they represent one large hole. "That's what you're leaving open all year round," he cautioned. He also recommended exterior insulation to cut down on that conductive heat loss through studs.

LaLiberte believes that better education within the industry is vital to achieving more zeros. "Buildings are more complicated and the workers aren't quite getting the training they need. A lot of times things fall apart because of just a few things," he noted.

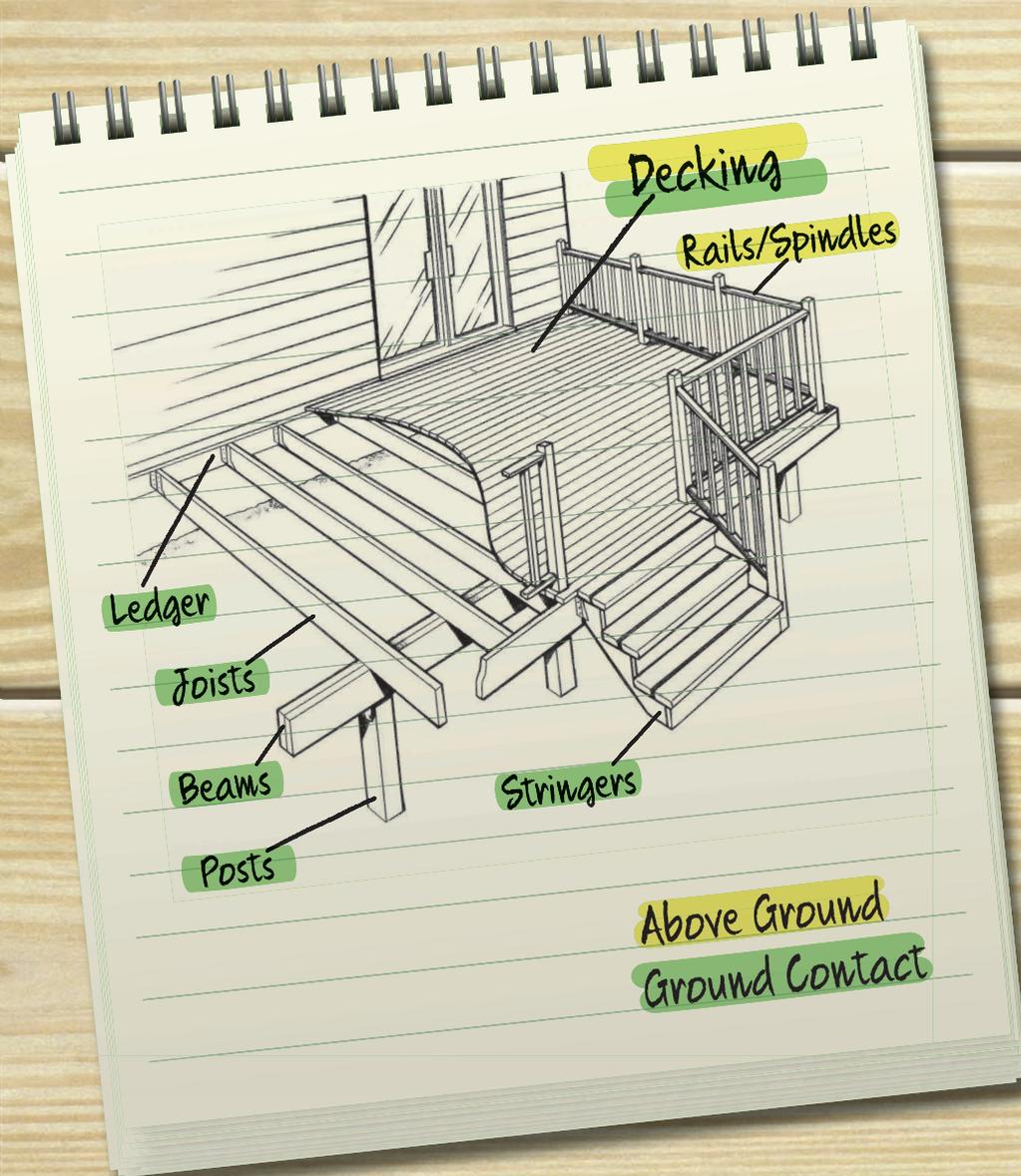
*(continued on pg. 112)*



**Mark LaLiberte**  
Building Knowledge  
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# Legislative Recognition at LBM Expo

Events at LBM Expo '16 included the NRLA being recognized on the floor of the Rhode Island House of Representatives and a visit with State Rep. Raymond E. Gallison Jr., chair of the House Committee on Finance.



*Pictured L to R: Lang Durfee, Bethel Mills, Inc.; Chuck Handley, Burke's Do it Best Home Center; Anne Cunic, NRLA; Ray Angell, L. Sweet Lumber Co., Inc.; Ashley Ennis, NRLA; Bruce Charleson, Arnold Lumber; and Jeff Keller, NRLA.*



*On Wednesday, Feb. 10, NRLA members met with State Representative Raymond E. Gallison Jr., chair of the House Committee on Finance, in preparation for the recognition on the House floor.*

*Pictured L to R: Finance Committee staff; Rep. Gallison; NRLA Chair Chuck Handley, Burke's Do it Best Home Center; and Lang Durfee, Bethel Mills, Inc.*



*NRLA receives recognition on the floor of the Rhode Island House of Representatives.*



*Pictured L to R: Bruce Charleson, Arnold Lumber; Ashley Ennis, NRLA; Rep. Chris Blazewski; Matt Semonik and Dave Whitney, Arnold Lumber.*



*NRLA receives a Proclamation from the Governor of Rhode Island, Gina Raimondo. Pictured L to R: Liz Tanner, R.I. Commerce Corp.; NRLA President Rita Ferris; and Ashley Ennis, NRLA.*

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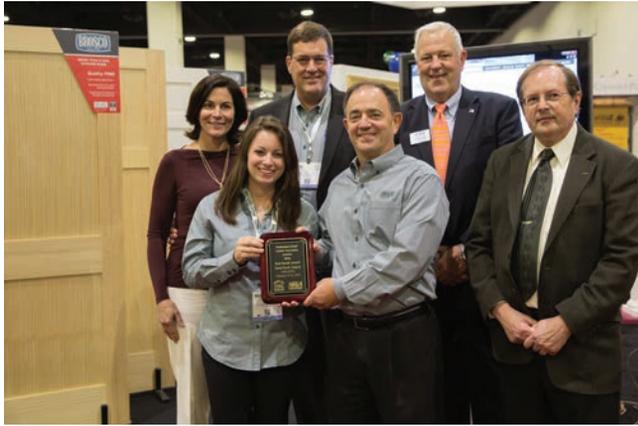
## Best Booths in Show

Home Tops, Brosco, and Intex Millwork take home Best Booth honors at LBM Expo '16.

By John Taraborelli

The Expo floor is filled with the sights and sounds of businesses trying to showcase what they do best, but a handful always manage to set themselves apart from the competition. This year it was Home Tops, Brosco, and Intex Millwork that managed to stand out from the rest and take home the awards for Best Booths, both for their striking designs and ability to engage the audience.

### Best Island Booth: Brosco



Brosco, headquartered in Wilmington, Mass., has been supplying a broad range of windows, doors, and millwork products to lumber yards across the Northeast since 1890. With that rich history, it was interesting to see them take their Expo booth in a new direction. “This year we decided to try something different,” explained Chris French, vice president of marketing and purchasing. “We only wanted to showcase new designs or products.”

With 12 different suppliers peddling their wares, there were plenty of new products to introduce. But French and his team didn't want to stop at simply displaying new products—they wanted customers to see them in action. “We encouraged everyone to do some sort of demonstration or showcase the technology or proper installation,” French said. The result was a whole new look from a company that's been in business for 126 years.

When asked what keeps Brosco coming back to LBM Expo, French said, “We've supported the show for 39 years. It's the best venue for us to see all of our customers in one spot.”

### Best Multiple Booth: Home Tops



Whitewater, Wis.-based fence and deck accessories manufacturer Home Tops doubled-up in size for its LBM Expo debut and took home the award for Best Multiple Booth. With over 9,000 products across five brands, Home Tops founder Geoff Hale had no trouble filling the space.

The primary focus of the booth was post and deck lighting, where Hale was keen to showcase his products' versatility and

customization options. “We’re the only guys who can put a light on every square deck post and have it fit perfectly,” he boasted, pointing to a variety of designs that can be fitted to pretty much every size and situation. When it comes to custom solutions, Hale proclaimed, “If you can dream it in a light, we can make it happen. If a customer wants to draw a picture on a napkin, we can turn it around in two to three weeks. No one else can.”

This was Hale’s first time at the Expo, which he saw as an opportunity to connect to more lumber yards.

### Best Single Booth: Intex Millwork Solutions



It wasn’t hard to discern the boundaries of Intex’s booth, as the Millville, N.J.-based PVC fabricator used the space to demonstrate the custom capabilities of its rail and trim products. With four different lines on display, Intex sought to highlight the ease with which each one can be customized.

Using aluminum-reinforced cellular PVC, Intex delivers a wide range of millwork products designed to make the customer’s vision a reality. “We’re showing some pretty unique things,” said Northeast territory manager Mark Ouellette. “There aren’t a lot of companies that can supply a rail kit off the shelf and still let the customer do something unique and custom.”

This was Intex’s third year at LBM Expo, which Ouellette praised as “a great venue to talk to customers.” **LC**

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# Winbag and Patwin's 3D Printing Take Home Best Products

For the first time at LBM Expo, two exhibitors were awarded for the products displayed at the show as voted on by retail attendees.

In the **Best New Product** category, the Winbag from Red Horse USA took home the prize. Winbag is an inflatable shim that resembles the sphygmomanometer used in a doctor's office to check your blood pressure. Designed for helping contractors with the installation of windows, doors, and major appliances without causing scratches, the Winbag is inflated by a hand pump and can support up to 250 pounds of weight.



In the **Best Latest Product** category, American Pro Building Products by Patwin was the winner for its 3D printing capabilities. A recent addition to the company's list of design and tooling capabilities, 3D printing allows Patwin to provide quick, low-cost prototype models of new tooling designs for customers' evaluation and approval. It will let the end user check fit and function of the parts prior to a full production run. This will complement Patwin's ability to design and produce tools in house, the company said.

Congratulations to both best product winners at LBM Expo. 



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### Joe Begnoche, ProBuild:

*"Almost 90% of our suppliers are NRLA Associate Members, and it makes a difference to us."*



### Jon Hallgren, Curtis Lumber:

*"We feel that NRLA Associate Members represent the leaders in our industry and promote the sustainability of the Independent Building Materials Supplier."*

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## HONORING THE ELITE: 2015

### LUMBER PERSONS OF THE YEAR

#### ENYLDA Lumber Person of the Year

##### Genn Hagan, GNH Lumber



Genn Hagan initially went to college with plans of focusing on a career in advertising. But after her father, Stan Ingalls, asked her to give the family business a chance and serve her internship at GNH Lumber, she never looked back.

Genn is the 2015 Eastern New York Lumber Dealers Association's Lumber Person of the Year. "The industry caught me and I developed a great love for what I do," she says.

Her original career path included moving away from the Catskills and pursuing an internship in New York City. Genn received an associate degree in journalism from SUNY Morrisville in 1996 and a bachelor of arts in communications, with a minor in advertising and marketing, in 1998 from SUNY Plattsburg.

By 1996, Genn was working part-time at GNH and full-time by the summer of 1998, following her college graduation. Based in Greenville, N.Y., GNH was founded by Genn's grandfather, Stanley Ingalls, in 1937. Today the company operates four locations, including yards in Windham, Coxsackie, and Latham.

Genn has served as NYLE 2nd vice president (2007), 1st vice president (2008), and president (2009). She has also served as an ENYLDA NYLE trustee, ENYLDA vice president (2007-2009), and ENYLDA president (2009-2011). Genn serves on the NRLA board of directors and the NRLA execu-

*(continued on pg. 115)*

#### LDAC Lumber Person of the Year

##### Tom Bartram, Herrington's



Tom Bartram began his career in the LBM industry after taking a part-time summer job in college. And he never looked back.

That initial part-time position at Community Lumber & Hardware in Lakeville, Conn., would be followed by a 42-year career in the industry. Tom is the 2015 Lumber Dealer Association of Connecticut's Lumber Person of the Year.

That part-time summer job was good to Tom. It not only introduced him to a career in lumber and building materials, but it was during that time he also met his wife, Sharman. They were married on May 5, 1979, Cinco de Mayo—and were fortunate enough to stay in their hometown and build a home in 1985. They recently purchased and renovated Tom's childhood home. Living there has brought Tom "full circle...back where I started." Tom has two daughters, Emily and Erin.

Tom's mentors include Mike Turnure, of Community Lumber & Hardware, and Ed Herrington, of Herrington's. Tom became a full-time employee at Community in May 1976 and worked in store sales, as a branch manager, yard manager/dispatcher, and eventually in contractor sales. After Turnure's passing, the company was purchased by Herrington's where Tom continued in contractor sales and eventually moved to his present position as an architectural representative.

Tom says he "developed a strong work ethic from both of my parents." "I enjoy working for an independent, family-owned business," he says.

Looking back on his career, Tom remembers his first encounter with technology. It was a fax machine that used thermal paper. After faxing an order, the company would receive a confirmation

*(continued on pg. 115)*

### MHLDA Lumber Person of the Year

#### Steve Levine, Fallsburg Lumber



Steve Levine of Fallsburg Lumber is the Mid-Hudson Lumber Dealers Association's 2015 Lumber Person of the Year.

Steve began working at his family-owned business while attending SUNY Albany and became a full-time employee after graduating with a degree in business management in 1976. He is the fourth generation to work at Fallsburg Lumber, located in South Fallsburg, N.Y., with his son Nolan becoming the fifth generation.

Outside of the LBM industry, Steve has provided solid service to his community. Steve served as chief of the Fallsburg Fire Department from 1988-1990, president of the Fallsburg Lions Club from 1988-1990, served as Fallsburg town supervisor from 1997-2010, and was named Fireman of the Year in 1978.

When not at Fallsburg Lumber, you might find Steve singing and playing guitar; in fact, Steve was the opening act for a young Gavin DeGraw. Steve is also a golf and skiing enthusiast.

Steve says he believes in "second chances" and "if it sounds too good to be true, it's not." His guiding principles include "being honest" and "success only comes from hard work."

Born on Nov. 10, 1954, Steve was delivered by his uncle in Ellenville, N.Y. Dwight D. Eisenhower was the president at the time.

Steve's mentors include his father (Monroe Levine), the Beatles, Pete Townsend, Bruce Spring-

*(continued on pg. 115)*

### MRLDA Lumber Person of the Year

#### D. Paul Murphy, Boston Cedar



2015 Massachusetts Retail Lumber Dealers Association (MRLDA) Lumber Person of the Year recipient Paul Murphy got his start in the lumber and building materials industry after meeting Anna and Al Kolikoff, the parents of Bob Kolikoff, an owner of Prudential Metal Supply.

In 1981, after graduating from Northeastern, Paul's mom, Mary, "strongly encouraged" Paul to apply for a job at Prudential; he did and got the job. Paul's responsibilities included overseeing incoming international freight, transportation of break bulk and containers from rail or vessel, and setting up distribution routes in the trading area.

In 1984, Paul separated from Prudential and spent a year selling Italian imported furniture from Milan across the United States for Hoffmann Imports. In 1985, Jim Stewart, president of Mor-Lite Distributors, hired Paul as an operations manager. After a couple of years, because of Paul's way with people, he got invited into sales. Jim gave Paul the non-performers and he was off to the races.

In 1993, Mor-Lite was purchased by Georgia-Pacific. Shortly after, Paul decided to move on and went to work for MW Windows. In 1995, Paul went to work for KML Windows as the territory manager of the Northeast. In 2001, KML was purchased by Andersen Windows for whom Paul covered a territory from Maine to North Carolina. In 2003, Paul joined Boston Cedar where he remains performing sales and education functions.

Paul was born in 1958 to Donald and Mary Murphy, as their firstborn son; he has three sisters, Noreen, Donna, and Julia. Growing up in Newton, Mass., Paul remembers working the Boston College Football games when he was 11 years old. He would ask the Jesuits for all their unwanted

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## HONORING THE ELITE: 2015

### NHRLA Lumber Person of the Year

**Mark Torrissi, Jackson Lumber & Millwork Co.**



The New Hampshire Retail Lumber Association's 2015 Lumber Person of the Year Mark Torrissi literally grew up in the lumber business. Mark started sweeping floors at the age of 12 at his family's business, Jackson Lumber & Millwork, and later would advance to working the yard and door shop, driving trucks, and helping customers at the front counter.

"I probably didn't realize it at the time," Mark explains, "but I was learning a lot about what it takes to run a business from the ground up and what our team goes through every day. I can relate to what a stager is doing as he drives a forklift or what the guys on the door line are doing, the problems they may have, because I've done those jobs. It helps create a level of understanding."

Mark joined the company full time in 1990 and since then has worked his way up through numerous positions, including inside sales, purchasing, outside sales, sales manager, general manager, and now president.

Mark has served on the NHRLA board of directors for the last eight years in various capacities starting as a retail director in 2008-09, vice president in 2010-11, president in 2012-13, and ex-officio in 2014-15. As president, Mark was known for his productive and efficient board meetings. Mark joined the NRLA's executive committee in October.

Mark is quick to credit the entire Torrissi family team, each person with their own unique talents and skill sets, along with many dedicated employees, for the *ProSales Dealer of the Year Award* bestowed on Jackson Lumber & Millwork in 2014.

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### NNYLDA Lumber Person of the Year

**Bob Bicknell, Bicknell Building Supply**



Bob Bicknell, the 2015 Northern New York Lumber Dealers Association (NNYLDA) Lumber Person of the Year, was literally born into the construction and building materials business. He was born in Potsdam, N.Y., on May 21, 1949, the first day that his father's sand and gravel aggregate plant began production.

As a child he didn't need Tonka trucks. "I had the real thing riding with my father, Robert R., on bulldozers, front end loaders, and dump trucks."

A graduate of Potsdam High School and Clarkson University, Bob went to work for the family business, which focused on the production of concrete block and concrete aggregates.

Two years later, Putnam-Hawley Building Materials was purchased. Today, Bicknell Building Supply, along with St. Lawrence Supply, SummerHaven Pool, Hearth & Spa, and Bicknell Appliance & Home Interiors make up The Bicknell Corporation. Bob is president of the company.

Around 1990, Bob began providing service to the industry after discussions with former NRLA Regional Director Paul Dean. According to Bob, "Paul was instrumental in the formation of the Northern New York Lumber Dealers Association."

"But at the time, no board member was willing to serve as treasurer. So I became the treasurer and I still am 24 years later," Bob explains.

Soon after, Paul talked Bob into serving on the Lumber and Building Materials Dealers Foundation (LBMDF) Education Committee. Bob joined the committee in 1991 and became chairman in 2000.

Bob has served on the LBMDF board of directors since 2000, served as LBMDF president from 2010-2013, and served as president of the NNYLDA from 2001-2010. Bob is also currently chairman

*(continued on pg. 116)*

### RILBMDA Lumber Person of the Year

#### Ted Angell, L. Sweet Lumber



The Rhode Island Lumber and Building Material Dealers Association is proud to award Edward “Ted” Angell Jr. as the 2015 Lumber Person of the Year.

Ted has been continuously involved with the RILBMDA for more than 30 years. He was board president in 1989-1990, vice president 1987-1988, and worked his way through the officer positions, also serving as secretary and treasurer. Ted has also been an active committee participant, engaging with government while serving on the legislative committee and helped ensure RILBMDA has a solid financial foundation while on the audit committee.

For several years he chaired the clambake committee, cementing the event’s reputation as the best summer outing in the NRLA, and currently participates on the RILBMDA nominating committee. During Ted’s tenure as president, the association became more active and engaged in the legislative process, which included the contracting of RILBMDA’s first, and current, lobbyist, Terry Martiesian. From 1984-2000 Ted was involved with the Roger Williams chapter of the Hoo-Hoo Club. Ted serves as a member of NRLA’s Convention committee. His hard work and lobbying on behalf of Rhode Island were integral in bringing the 2016-17 LBM Expo to Providence, and he is proud to show off his city and play host to the attendees.

L. Sweet Lumber was started 130 years ago by Leprilete Sweet. It has been continuously run by the family and located in the same Providence location, in the Olneyville neighborhood, since 1885. Ted Angell is the third generation to operate the business and began working at L. Sweet on

*(continued on pg. 116)*

### RLDAM Lumber Person of the Year

#### John Yazwinski, Hancock Lumber Company, Inc.



The 2015 Retail Lumber Dealers Association of Maine (RLDAM) Lumber Person of the Year, John Yazwinski, entered the lumber and building material dealers industry 45 years ago right out of college.

Diamond International was recruiting management trainees at the college John was graduating from, and John was looking for dynamic employment that wasn’t just an ordinary desk job. The position fit the bill for John, who began working for Diamond in 1970. John’s multi-branch training with Diamond provided him with exposure to everything a contractor-oriented lumber yard does, starting in the yard and progressing through load building, truck driving, merchandising, operations, and sales. It was at the Southington, Conn., branch where John encountered one of his early career mentors, Ernie Lemieux. “Ernie took me under his wing and really taught me a lot about the contractor business,” explains John.

John spent most of the 1970s with Diamond before joining Lumber & Supplies in 1979 as store manager. In 1984, Lumber & Supplies was purchased by Hancock Lumber, and John has been with them ever since. John has held numerous leadership positions starting with becoming Hancock’s first real purchasing manager in 1986. This function was performed just by David and Tom Hancock before that. It was here that John would “learn a pile” from one of his mid-career mentors, David Hancock. John remarks, “I was very lucky to be able to learn from an industry leader, great coach, and teacher”.

Other positions held by John include general manager, sales manager, and, for the last two years, the combined position of sales and purchasing manager. John retired in November after an extraordinary career.

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## HONORING THE ELITE: 2015

### VRLDA Lumber Person of the Year

**Cory Poulin, Poulin Lumber, Inc.**



Vermont Retail Lumber Dealers Association (VRLDA) the Lumber Person of the year, Cory Poulin of Poulin Lumber, was born into the family business and began roaming around the lumber yard at 6 or 7 years old. His first paid job in the industry was shooting pigeons with a pellet gun. He soon advanced to working the yard throughout the summers performing any general labor that was required: cleaning up, sweeping, and stocking pine and trims.

Over the years he moved inside, working the sales floor and slowly moving his way up the ranks. In 1998 Cory purchased part of the company from his father, Peter. He was joined in company ownership by his brother Christopher in 2002. When Christopher decided to pursue other interests in 2005, Cory purchased the remaining company stock from him and became sole owner of Poulin Lumber.

Cory has been involved with VRLDA ever since the board president at the time, Lang Durfee of Bethel Mills, stopped by his office in 2004 and talked him into giving service a try. Cory has gone on to devote himself to the industry, serving on the VRLDA board of directors in 2004-2005, as vice president in 2006-2007, as president in 2008-2009, and as ex-officio in 2010-2011. In 2007, Cory began serving on the VRLDA Legislative Committee and still serves today, also serving as its chairman from 2007-2011 and making several trips to the NLBMDA Legislative Conference in Washington, D.C. Cory also represented the VRLDA on the NRLA board in 2008-2009, and on the NRLA's Executive Committee from 2011 through 2014.

*(continued on pg. 118)*

### WNYLDA Lumber Person of the Year

**Russell Howe, Weyerhaeuser/Trus Joist**



The Western New York Lumber Dealers Association (WNYLDA) is proud to honor Russ Howe as its 2015 Lumber Person of the Year.

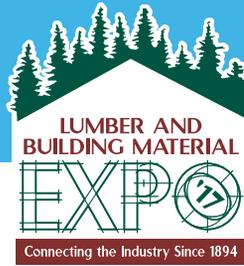
As a young boy, Russ was always interested in building things and, while in college, he helped build his grandfather's home. The rest was history.

Born and raised in Corning, N.Y., Russ graduated from Corning East High School. Russ got his associates degree in math and science from Corning Community College and went on to get his bachelor of arts in wood products engineering from the State University of New York College of Environmental Science and Forestry in Syracuse in 1987. For three years following his graduation, Russ worked at Glulam Systems doing everything from sales to delivering to drawing to collecting. In 1990 he was hired by Trus Joist (later to be known as Weyerhaeuser) and has worked for them serving the industry ever since.

In the Trus Joist years, Russ received sales awards every year: platinum in 1992 and 1993; gold in 1991, 1994, 1995, 1996 and 1997; silver in 1999; and bronze in 1998. He was also TJ Great Lakes Salesman award winner in 1992, his first full year with the company. Russ' accolades with the company continued to grow in the Weyerhaeuser years, winning the highly prestigious Weyerhaeuser PROS Award three times since 1999.

Russ has served many organizations in various capacities. His list of public service includes past board member of Morrisville College's wood products division, past board member of Finger Lakes Community College's architectural program, and current board member of SUNY ESF wood products. Russ is also a Master Forest Owner (MFO) volunteer with Cornell University. In addition,

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## HONORING THE ELITE: 2015

### LIFETIME ACHIEVEMENT AWARDS

#### MRLDA 2015 Lifetime Achievement Award

##### Robert Zavorskas, Huber Engineered Woods



The Massachusetts Retail Lumber Dealers Association is proud to recognize Robert Zavorskas with the 2015 Lifetime Achievement Award.

A Connecticut native, Bob was born in New Haven the year World War II ended, 1945. As a child, he learned about the Great Depression from his father, who left high school to help support his parents and six siblings. Later, Bob, his two brothers, and parents moved to Washington, Conn., shortly before the start of middle school. In Washington, Bob had the opportunity to attend The Gunnery, where their four cornerstones of character, scholarship, integrity, respect, and responsibility, have followed Bob throughout his life. He graduated from Bucknell University, with an AB Economics degree in 1967.

Bob's career in the building materials industry also started in 1967, when he was recruited by US Gypsum (now USG) as a project engineer at their Oakmont, Pa., plant. In 1969, he moved to the Gossen Division of USG, eventually moving to Atlanta to serve as national accounts sales manager. A promotion followed to Northeast regional sales manager and a subsequent move to Plymouth, Mass., in March of 1974. In 1981 Bob left USG and established Zavorskas Associates, a manufacturer's representative sales agency. At the end of the 1990s he went to work for Weyerhaeuser before spending the last 11 years of his career with Huber Engineered Woods, retiring in 2015. Over his career, Bob was recognized with numerous sales awards, including the President's Award from

*(continued on pg. 117)*

#### NYLILA Lifetime Achievement Award Recipient

##### Sam Katz



The New York and Long Island Lumber Association is proud to celebrate Sam Katz as the 2015 Lifetime Achievement Award recipient.

Sam recently retired after an illustrious 50-year career in the lumber industry. His career began two days after his discharge from the U.S. Army, leaving the service on a Tuesday and starting at Conklin Lumber in Farmingdale that Thursday. Conklin Lumber was owned by Sam's father along with business-partner Nat Doscher. Sam next moved to Abby Lumber in Brooklyn, which was owned by Maury and Eddie Gallen of Gallen Ace Stair, along with Lenny Russin from Russin Lumber.

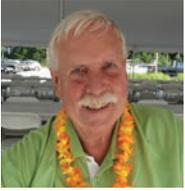
During this period Sam began working with his first colleague from the Feldman family, Julie, who served as manager of Abby Lumber. Moving to Elmont Lumber next was a unique experience, as they not only sold building materials but also had an animal farm as part of their business! Before his final stop at Feldman Lumber, where he worked in sales and ran numerous trade shows for 11 years until his retirement, he also worked at Lumber Headquarters, Best Lumber, and Gardner Lumber. At every stop along the way he worked alongside a Feldman, ending, as he started, with Bob and Ken.

A Brooklyn, N.Y., native, Sam was born as World War II ended. Post World War II in New York City and the boroughs was a time of great economic prosperity and growth, with the building of the United Nations, building booms in midtown Manhattan, public housing projects, and urban renewal, along with the development of the first suburb, Levittown on Long Island. Sam's first job

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### RLDAM Lifetime Achievement Award Recipient

#### Howie Jones, Huttig Building Products



Retail Lumber Dealers Association of Maine (RLDAM) Lifetime Achievement Award recipient Howie Jones took a unique path into the lumber and building materials industry. While in college, Howie had a “little disagreement” with a professor and the dean of students who were nice enough to grant Howie a semester off to “get his act together.” Returning home, Howie’s father was “wild.” So instead of working at the family business (The Jones Motel) during his time off from school, Howie’s dad made him apply for a warehouse job at Superior Column in Waterville, Maine. As Howie was the only person to apply for the job, he got it. Howie recalls, “The job was awful and I was ready to go back to college!”

But as luck would have it, on a fateful day in September 1969, the owner of Superior Column, Arnold Massinman, stopped by his Waterville warehouse on his way to the RLDAM Annual Meeting and Golf Outing at the Sebasco Resort. Arnold had a Bull’s Eye putter with him. Howie inquired if that was the putter he uses. Arnold replied that it was a door prize for the golf outing and then asked Howie if he played golf. Howie answered “yes,” and that in fact he had just played in a member-guest tournament at the Brookline Country Club last weekend. Arnold’s eyes lit up as he happened to be a member at Brookline and he needed a fourth for the RLDAM golf outing. Arnold asked Howie if he would like to join him at the outing, and Howie said he would love to. Howie remembers, “What a time I had! The teams were Howard Smith of BROSCO and me vs. Arnold and Lefty Holmans, of C. Woodman.” The winning pairing from that day is still in dispute.

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### VRLDA Lifetime Achievement Award

#### Doug Britton, Britton Lumber



Career lumberman Doug Britton would like to thank the VRLDA for this honor and is quick to point to out, “This is really a tribute to the all the people at Britton Lumber Company through the years who have worked hard to make us stand out to you, our customers.”

Doug grew up in the lumber business with his entrepreneur father Allen Britton, who owned Britton Lumber Company. The company started in 1946 and initially focused on buying timber and producing lumber in portable mills. As Britton Lumber progressed, it operated more permanent sites in Hartland and later Ely. The current site of the company in Fairlee, Vt., was purchased in the late 1960s when construction of Interstate 91 forced a move. The company continued to manufacture lumber and added a wholesale building materials division in the early 1970s.

Doug grew up and attended primary school in Norwich, Vt., went to high school in Hanover, N.H., and graduated from Dartmouth College in 1973 with a degree in history. He started in the business in his early teens, working summers for his dad’s companies unloading box cars of lumber, piling rough lumber, and helping out in the office and store.

After college, he worked briefly as a carpenter and joined Britton Lumber in December 1973. A new sawmill had been built in 1971 and construction was being completed on a building that would house Allen’s retail business, Connval, and the offices for Britton Lumber. At that time, the manufacturing side of the company was producing rough lumber and was cutting primarily white

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# 2016 Diamond Award Recipients

The NRLA continued the tradition of recognizing longtime LBM Expo exhibitors who have been at the show for 20 years or more.

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Do it Best Corp.



Huttig Building Products

# MOULDING & MILLWORK

## PRODUCT SHOWCASE



By Melissa Stankovich, art director

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### Leonard Lumber Company



**Contact(s):** Jeff Leonard, president; Toby Sonder, vice-president, sales  
**Phone:** 800.848.8338 **Website:** [www.leonardlumber.com](http://www.leonardlumber.com)

**What Moulding & Moulding products do you sell?** With its modern mill, Leonard Lumber Company can run stock mouldings, custom mouldings, casings, risers, flooring or S4S boards. Mouldings can be run random length or precision cut-to-length through our optimizing saw line. We can run new mouldings or match profiles – old or custom – in domestic, imported hardwoods; pine or clear; vertical-grain Douglas fir.



**Do you offer any special incentives or services to your customers?** Our knowledgeable staff assists retail lumberyards in choosing attractive mouldings, making sure the finished profile matches the original sample or drawing and selecting the wood best suited for the application, either interior or exterior. With our large hardwood and softwood inventory, our staff will be able to assist the retail lumberyard with the profile and species so customers will receive beautiful and durable mouldings.

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# Custom-Designed or Stock Mouldings

Today's building projects – residential or commercial – require precision-run, high-quality mouldings. With our modern mill combined with a large inventory of kiln-dried domestic and imported hardwoods and softwoods, we can run stock or custom patterns – crowns, landing tread, chair rails, bases or any design required. When you need mouldings, call Leonard Lumber... we have the right shape.



- Mouldings matched to customer drawing or wood sample
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- Many stock profiles to choose from
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- Priming available



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**What is the most critical issue facing your business today and how are you addressing it?** As consolidation occurs at the sawmill level, getting good quality hardwoods and high-grade pine gets more difficult each year. Leonard Lumber Company has had long-term relationships with major hardwood and softwood producers, ensuring a good supply of high-end hardwoods and softwoods. This allows us to supply the retail lumberyards with the finest mouldings and boards.

**Why should a retail lumber dealer purchase your Moulding & Moulding products?** A combination of a large hardwood and softwood inventory, state-of-the-art milling facilities, a knowledgeable staff and a commitment to servicing the independent retail lumberyard, make Leonard Lumber Company an excellent choice for a customer's moulding requirements.

## A&B Wood Design

**Contact:** John Buso / George Howard **Phone:** 203.888.6017 **Email:** abwooddesign@yahoo.com

**Website:** www.abwooddesign.com



### What moulding and millwork products do you sell?

We offer a wide range of mouldings stocked in gesso-primed finger-jointed pine, poplar, MDF, and PVC. We also carry MDF beadboard, gesso primed MDF S4S, and our semi-custom Oxford Classic MDF wainscot system.

### Do you offer any special incentives or services to your customers?

In addition to our flexible stocking programs, customers can order any quantities of profiles. House Lot pricing is standard for larger quantities. We also provide custom profiles and can produce in any species. Our knowledgeable sales staff can assist customers in selecting the best materials for any project.

### What is the most critical issue facing your business today and how are you addressing it?

Our focus continues to be on product quality and exceptional customer service, which have served us well through periods of economic uncertainty.



### What are the key selling points of your moulding and millwork products?

Architectural Profiles offer more detail than commodity profiles. Sharper cuts and better shadow lines enhance the experience for the end user. Gesso priming offers the customer a better finished product over traditional vacuum coatings.

## AZEK

**Phone:** 877.275.2935 **Email:** info@azek.com **Website:** www.AZEK.com



### What moulding and millwork products do you sell?

With 29 distinctive profiles, AZEK Moulding offers popular crown, casing, detail, and sill/drip profiles.

### How do you attract new business?

Advertising, PR, social media, trade shows, events, and a dedicated field sales force.

### What is the most critical issue facing your business today and how are you addressing it?

Building products have been made of wood or other traditional materials for centuries. Growing awareness of non-wood options for trim and moulding, not to mention increasing awareness of the AZEK brand, is always a top priority for us. By introducing users to cellular PVC trim and mouldings, we will help to grow our business and the entire non-wood trim and moulding categories.

### What are the key selling points of your moulding and millwork products?

AZEK Mouldings are the best-looking, highest-performing wood replacement line of mouldings available in the market. Available in  
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# Get the railing that goes the distance

Only Symmetry Railing features 12-ft spans for better sight lines, fewer rail posts



Tranquil White



Serene Black



Simply Brown

## A stronger feel

Only Symmetry™ Railing from Fiberon® features an aluminum sub-rail for rail spans up to 12 feet. That means fewer rail posts and better sight lines, plus a strong, sturdy feel you won't find with other railing.

## A more stylish look

The elegant soft satin finish resembles finely painted wood, yet performs like a hard-wearing composite. There's hidden hardware for a clean look, and three colors to complement any outdoor space. An equally attractive warranty provides 25-year protection against staining, fading, and decay.

## Easier-than-ever installation

Center-punched balusters speed installation. Pre-drilled rails ensure code-compliant baluster spacing. Kits are available in lengths from six to 12 feet for both line and stair applications. Plus, Symmetry Railing qualifies for five-year labor warranty coverage when installed by an eligible FiberPRO.

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many of the most popular moulding profiles, AZEK Mouldings are known for their beauty, durability, and longevity with the same color, look, and feel of AZEK Trim. AZEK Mouldings have crisp, authentic architectural details and never required painting to keep their good looks. They are moisture and insect resistant, perfect for ground-contact applications, can be installed using traditional tools and fasteners, and are covered by a 25-year limited warranty.

## American Pro Building Products by Patwin

**Contact:** Mike Staryak **Phone:** 9+08 486 6600 **Email:** mike.s@patwin.com  
**Website:** www.americanprobuildingproducts.com



### What moulding and millwork products do you sell?

A complete line of standard items including, brick, crown, cove, scotia, quarter round, rake, and cap. Also specialize in custom items and transferring wood moulding profiles to PVC.

### Do you offer any special incentives or services to your customers?

All design and tooling for new products is done in house. Have the capability to 3D print prototypes to test fit and function prior to production.

### How do you attract new business?

Advertise in e-trade magazines, newsletters, and exhibit and attend trade shows like LBM Expo and JLC Live.

### What is the most critical issue facing your business today and how are you addressing it?

Keeping production costs down and competition from abroad.

### What are the key selling points of your moulding and millwork products?

Consistency in quality and delivery and excellent customer service.



## Boise Cascade



**Contacts:** Westfield, MA: Brett Churco / Greenland, NH: Dave George  
**Phone:** MA: 978.670.3828 / NH: 603.334.5650 **Website:** www.bc.com

### What moulding and millwork Products do you sell?

We carry the full Klear product line, including trim boards in both 4/4 and 5/4, molding profiles, panel products, corner boards, post wraps, and beadboard. We also carry a full line of Klear adhesives, sealants, and Cortex hidden fasteners.

### How do you attract new business?

We advertise in multiple publications within the building materials industry. In addition, we attend a wide variety of customer events and trade shows within our service area.

### What is the most critical issue facing your business today and how are you addressing it?

Retail lumber yards are lowering their inventory positions and leaning more on distribution for quick delivery for their customers. At Boise Cascade, we pride ourselves on our service and our ability to deliver product when we promise. Klear offers smaller unit sizes called KlearPacks, which offer dealers an opportunity to reduce inventory investment, increase turns, and reduce costs while still receiving a sealed, plastic-wrapped factory pack.

### What are the key selling points of your moulding and millwork products?

Klear is a leading brand in the building industry with a reputation for quality. Klear PVC products are field proven to deliver

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SHAKERTOWN

# Craftsman

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- Real Vertical Grain Western Red Cedar
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- 8-Foot Panels
- Available in 4 1/2", 7" or 14" exposures
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a low-maintenance value proposition. Kleer moulding and millwork products provide a uniform cell structure for outstanding workability and also offer the detail of traditional mouldings and millwork. Mouldings are available in 24 profiles and are available primarily in 16' lengths. Trim boards are available in 18' and 12' lengths for 4/4 and 18' and 20' lengths for 5/4. Panel products are stocked in 4-by-8 sheets in 1/4", 3/8", 1/2", 5/8", 3/4", 1", and 1 1/4" thicknesses. Long-length sheets are also available. Local manufacturing and short lead times ensure availability while minimizing transportation costs. Local, knowledgeable field reps support your business, your salespeople and your customers.

## Rex Lumber Company

**Contacts:** Tom Murray / Ed Godek **Phone:** 800.343.0567

**Email:** information@rexlumber.com **Website:** www.rexlumber.com

### What moulding and millwork products do you sell?

Rex Lumber Company is the largest wholesaler of lumber and millwork on the Eastern Seaboard. We have been serving the industry since 1946. Our moulding catalog contains over 1,000 of the industry's most common profiles. If none of these profiles meet your needs we can match any existing moulding samples, CAD drawings, or rough sketches, or start from scratch and design a moulding with you to match your specifications. Rex Lumber Company operates 12 moulders, we grind all our own knives, and we have more than 10 million board feet of kiln-dried inventory. We stock over 25 FSC-certified species, from which we can produce custom mouldings that retain their FSC Chain of Custody and are LEED point eligible. We can also offer full sanding capabilities on our profile sander or flat panel sander. For painted applications we offer priming and buffing on one of our two vacuum-coat priming lines; we can prime with both interior and exterior primer. With our automated finishing line we can apply water-based and solvent-based sealers, lacquers, stains, and top coats.

### Do you offer any special incentives or services to your customers?

We will work with you and your specifiers to help design a custom stocking program that meets your unique clientele. Our knowledgeable sales and millwork staff, many of who hold wood technology degrees, are available to hold seminars to help educate your staff and customer base.

### How do you attract new business?

Like many companies, we use a combination of print advertising, Web advertising, trade shows, and word of mouth. In addition to national and regional trade shows (LBM Expo), we frequently attend customer-initiated trade shows, and we are always willing to host technical seminars for our customers' staff and clientele.

### What are the key selling points of your moulding and millwork products?

Our years of experience have taught us what it takes to produce custom millwork for even the most demanding customers. Any mouldings purchased from Rex Lumber are run by our mills specifically for your order to your specifications. This combined with our state-of-the-art equipment and the industry's deepest inventory of hardwoods to draw from has made us the "King of the hardwood dealers, both tropical and domestic."



## Reeb Millwork

**Contact:** Nell Flowers, marketing manager **Phone:** 610.867.6160 **Website:** www.reeb.com

### What moulding and millwork products do you sell?

Reeb distributes Fypon polyurethane products including louvers, crossheads, moulding, decorative millwork and balustrades. Fypon can be used for both exterior and interior projects. It's virtually maintenance free and lighter in weight than wood or plaster, so there's job site savings on time and labor. In addition to Fypon, Reeb offers Therma-Tru fiberglass doors, Simpson

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wood stile and rail interior and exterior doors, Rogue Valley, Karona, ABS and Steves doors. Reeb also distributes a large assortment of residential and commercial hardware, columns, windows, fireplace mantles, stair parts and shutters.

#### **Do you offer any special incentives or services to your customers?**

Beyond the quality products that Reeb offers, we are proud to support our dealers with inventory levels second to none, extensive training programs on product and selling advantages and a highly experienced sales force. In addition, our industry leading, cloud-based guided selling system, 2g, makes configuring, quoting and ordering products from Reeb easier than ever. Reeb is committed to helping our dealers remain competitive and profitable in today's market. Our goal is to motivate our customers to think of Reeb first - for product and business solutions.

#### **How do you attract new business?**

The secret to our success is no secret at all, we simply work harder for our customers. We focus on creating selling advantages for dealers by stocking more product, offering shorter lead times, more options and better support. Reeb is proud to support and participate in regional shows such as the LBM Expo and IDEAS Show as well as local trade shows hosted by our customers. In addition, we advertise in many of the trade publications known to the industry.

#### **What is the most critical issue facing your business today and how are you addressing it?**

As new people join the industry, our challenge is to help our customers provide the training necessary to increase both their knowledge and comfort level with Reeb products. Each year we develop new comprehensive programs to expand our offering in core categories such as doors, columns, hardware, patio doors and more. This year we will be launching a Reeb Learning Center for our customers. The new site will include both instruction on new products and videos providing information on how to choose the right door for your home or business and other equally important subject matter.

Reeb also recognized the demand for prefinished doors was growing rapidly in our market. To address this growing demand, Reeb opened a brand new prefinishing operation in the Bethlehem market. Reeb Finish, working in partnership with Therma-Tru, has developed a state-of-the-art prefinish staining system that combines factory-applied precision with hand-brushed artistry, creating truly outstanding results. This new facility will allow Reeb to provide prefinished doors with a quality second-to-none along with the shorter lead times our customers demand.

#### **What are the key selling points of your moulding and millwork products?**

Fypon moulded millwork products resist rot, mildew, insects, warping and splintering. These are just a few of the reasons architects specify them and contractors use them. Fypon is virtually maintenance free and quick and easy to install. Whether you're creating an attractive wall treatment or adding simple crown mouldings to a room, Fypon offers a variety of ideas and solutions. New for 2016, Fypon has expanded its lineup of interior beams. These beams offer the look of handcrafted wood timber – at a fraction of the cost and installation time.

## **Weaber Lumber**

**Contacts:** Greg Haupt **Phone:** 800.745.9663 **Email:** ghaupt@weaberlumber.com

**Website:** www.weaberlumber.com

#### **What moulding and millwork products do you sell?**

Weaber Lumber now offers finish-coat and prime-coat poplar mouldings and risers. Weaber's oak, Poplar, and finger-joint mouldings are available in a large variety of upscale profiles to fit any contractor's or DIYer's specific needs.

#### **Do you offer any special incentives or services to your customers?**

We run show specials during trade show events.

#### **How do you attract new business?**

Magazine advertisements, trade shows (LBM Expo, LMC shows, NWFA EXPO, NAW-LA Traders Market, WMA Annual Convention, etc.), trade show sponsorships, one-on-one contact with new customers.



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# REACH YOUR CUSTOMERS WHERE THEY DO BUSINESS

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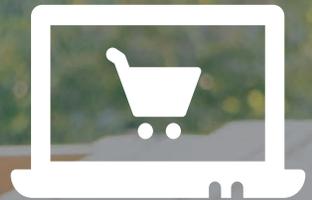
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### What are the key selling points of your moulding and millwork products?

We offer finish-coat and prime-coat Poplar mouldings and risers. All of our finish-coat products come with a cohesive film that protects the product until final installation. All finish-coat products can be installed, puttied, and then the cohesive film removed for a beautiful finished product.

High-quality manufacturing, large variety of upscale profiles made from solid oak, poplar, and finger-joint poplar, lengths ranging from 6' to 16' with finger joint poplar lengths primarily 16', "In Stock" moulding programs are available for oak and Poplar.

## Boston Cedar



**Contact:** Scott Babbitt **Phone:** 800.222.6255

**Email:** Sbabitt@bostoncedar.com **Website:** www.bostoncedar.com

### What moulding and millwork products do you sell?

Pearl Interior Trim is coated with a premium White PearlCoat finish that provides a consistently smooth, defect-free surface which makes top coating a breeze.

Royal® Exterior Decorative Mouldings add instant curb appeal with the added benefit of very low maintenance.

### Do you offer any special incentives or services to your customers?

On a daily basis Boston Cedar provides reliable truckload, full-unit or less-than-unit service to its partners throughout New England, New York, and Northern New Jersey. Our team of inside and outside sales representatives as well as our merchandisers and educators are

always available to work with a dealer, contractor, architect, or industry affiliate on any specific need or promotional or educational opportunity.

### How do you attract new business?

Boston Cedar has a keen focus in delivering best-in-class products that generate problem-free results for the independent dealer. Thinking outside the box and generating strategically crafted solutions for a dealer are key to new business development.

### What is the most critical issue facing your business today and how are you addressing it?

With the rapid proliferation of big box outlets and consolidation in the independent space, the industry is constantly changing. To differentiate, consistent, accurate education is critical for the proper promotion, installation, and maintenance of the products that go into today's building projects. With a dedicated team approach, each Boston Cedar employee works diligently to be the best partner possible by keeping all parties involved in the design, selling and maintenance of new construction and remodeling projects as well informed as possible.

### What are the key selling points of your moulding and millwork products?

Pearl Interior Trim is a real wood moulding line that offers a superior painted finish over traditional primed mouldings. Installers and painters will immediately realize substantial time and labor savings.

Royal® Exterior Decorative Mouldings are made from 100 percent cellular PVC, offer reliable long-term exterior performance, and are perfect for the home remodeling, building, and municipal construction markets.



## Metrie



**Contact:** Justin Struth **Phone:** 800.355.0383 **Website:** Metrie.com

### What moulding and millwork products do you sell?

Since 1926, our dedication to creating high-quality, finely crafted architectural elements has helped Metrie grow to become the largest supplier and manufacturer of solid wood and composite mouldings, wall treatments, project materials and boards. Our products are offered in a variety of wood species and materials including: Poplar, Finger-Joint Poplar, Solid Pine, Finger-Joint Pine, Oak, Douglas Fir, West Coast Hemlock and MDF. Additionally, Metrie offers something not found anywhere else – our new Then & Now Finishing Collections of coordinated interior doors and mouldings, all perfectly designed and precisely proportioned to save selection and installation time.

### Do you offer any special incentives or services to your customers?

Metrie's knowledgeable and experienced sales team, coupled with our strong manufacturing and distribution capabilities, allow for great success in fulfilling the needs of our distributor partners. We offer vendor-managed inventory programs, knowledgeable staff that specializes in moulding and millwork, merchandising support, business development teams including AIA/CEU courses, and a user friendly website featuring product information and tools for trade professionals.

### How do you attract new business?

We are helping our customers target more end-users that are interested in our product category. The integrated marketing plan we have developed is creating awareness and demand through channels such as internet/blogs, home décor magazines, digital/social media, DIY networks such as HGTV, our website, and state of the art merchandising and collateral.

### What is the most critical issue facing your business today and how are you addressing it?

The most difficult issue facing our business today is that moulding typically takes a backseat when designing a house. The product class can also deter consumers in renovation projects due to a lack of understanding of the category and the chaos of choice. At Metrie, we have recognized this opportunity and launched our Then & Now Finishing Collections, which pairs interior doors and trim, allowing the consumer to get a consistent and professionally designed look. The Collections are supported by an extensive marketing and media relations program designed to help drive business through our valued channel partners.

### What are the key selling points of your moulding and millwork products?

Metrie is focused on providing solutions that make selecting interior finishings easy for the end user to create the look they are after for their new build or remodeling project. With an extensive library of more than 5,000 profiles and our domestic manufacturing and global sourcing network, the possibilities are endless. Our marketing and merchandising efforts help to educate and inform customers, creating more awareness and demand for the product category. With our leadership position in the market, paired with our passion for design and innovation, Metrie is positioned to be the recognized brand for interior finishings.

## China Cao County Hengda Wood Products Co., Ltd.

**Contact:** Ada Feng **Phone:** +86 158 5402 9075 **Email:** hengdawood\_feng@163.com / hengdawood@yahoo.com

**Website:** www.hengdawood.com / www.hdmoulding.com



### What moulding and millwork products do you sell?

Paulownia and pine, S4S, trim boards, baseboards, crown, T&G, bevel siding, etc.

### Do you offer any special incentives or services to your customers?

OEM (Original Equipment Manufacturer).

### How do you attract new business?

Our company is committed providing our customers with high-quality products and services, leading our customers with an elegant, luxurious, brief-but-not-simple home art, and creating for our customers a quiet, easy, and comfortable home lifestyle!

### What is the most critical issue facing your business today and how are you addressing it?

With years of fast development, our products are becoming more and more popular; thus, we enlarged our production in the year 2015. From July 2015 our actual supplying ability is more than 90-by-40' HQ containers per month. We will set up more exclusive agencies in the main states in the USA, and hopefully the sales will enlarge. We hope to find more exclusive agencies in every one to two states through the *Lumber Co-operator*.

### What are the key selling points of your moulding and millwork products?

Benefits of paulownia wood: Dimensionally stable, low shrinkage coefficient, light physical weight, high strength-to-weight ratio, high insulation properties, high fire and ignition resistance, low thermal conductivity, contains no measurable tannins, resin or pitch, easy to work with all tools, easy to glue, stain, and paint, naturally rot, decay, and insect resistant, and naturally termite-resistant wood material.

Mouldings made by paulownia are becoming more popular in the USA.



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## Holden Humphrey Co.



**Contacts:** Lance Humphrey **Phone:** 800.777.1053 **Email:** lance@holdenhumphrey.com  
**Website:** www.holdenhumphrey.com

### What moulding and millwork products do you sell?

HardieTrim™ moulding by James Hardie®, which offers 11 different moulding profiles including, crowns, sub sills, rams crowns, and historical sills. Also we stock 21 different moulding profiles by Kleer PVC.



### Do you offer any special incentives or services to your customers?

We offer marketing and sales support; product knowledge, sales, and installation training for retailers, contractors, and architects; and stocking dealer incentives.

### How do you attract new business?

Trade shows, road sales, and product-knowledge events are the primary generators of new business.

### What is the most critical issue facing your business today and how are you addressing it?

The biggest challenge we face is educating the consumer. To solve this, we work with our retail partners and suppliers to increase knowledge and awareness of our product lines through training events and targeted promotions.

### What are the key selling points of your moulding and millwork products?

They are durable, cost effective, and easy to order with whatever siding or trim products are needed for the job.

## INTEX Millwork Solutions



**Contact(s):** Mark Ouellette, New England / Chris Carbone, Long Island and New Jersey  
**Phone:** 856.293.4100 **Email:** mouellette@intexmillwork.com / ccarbone@intexmillwork.com  
**Website:** www.intexmillwork.com

### What moulding and millwork products do you sell?

We offer four Cellular (CPVC) Rail Systems with aluminum reinforcements and hidden stainless steel fasteners available in standard or custom profiles. These CPVC rail systems include our milled Nautilus Rail and three extruded rails: Dartmouth, Hampton and our new routed rail system, Liberty. We have an easy process to fabricate radius rails in our standard two week production schedule. We offer pergola systems that also incorporate aluminum reinforcements and hidden fasteners. We sell a wide assortment of standard and custom newels, columns, window surrounds, entrance trim, and an innovative CPVC gutter system that manages expansion and contraction in long lengths. We also produce milled CPVC mouldings in standard and custom profiles.



### Do you offer any special incentives or services to your customers?

We offer a very user-friendly website with product information, installation videos and a Quick Quote tool to easily quote many of our products. The website also includes photographs and design galleries to help homeowners, contractors and architects with their project design. We also have sales representatives in the field to help our customers on the jobsite or in the office. Our distributors carry many of our stock products for quick delivery to our customers.

### How do you attract new business?

We participate in many local, regional and national trade shows, home shows, contractor events, and retailer special events. We also provide an accredited AIA presentation on Understanding the Benefits of CPVC in Railings, Pergolas and Gutters.

### What is the most critical issue facing your business today and how are you addressing it?

We have grown very rapidly over the past four years and have added a number of people into the operation, as well as expanded

(continued on pg. 84)

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*B. HardieTrim™ 3.25" Crown Moulding*

*C. HardieTrim™ Rams Crown*

*D. HardieTrim™ Bed Mould*

*E. HardieTrim™ Drip Cap*

*F. HardieTrim™ Sub Sill*

*G. HardieTrim™ Brick Mould*

*H. HardieTrim™ Historic Sill*

**Also available:** Rake Mould, Shingle Mould, Base Cap (not pictured)

(continued from pg. 82)

our manufacturing and storage space. We have been fortunate to add some very talented people and have recently acquired a second facility right next door to our plant in Millville, which doubled our plant size to allow for increased production capacity.

#### **What are the key selling points of your moulding and millwork products?**

INTEX Millwork provides solutions. We offer a wide variety of low maintenance products that appeal to our customers at every level of residential and light commercial construction. We offer products in every range of budget and design possibilities in the Northeast, from a modest home or townhouse to custom homes, historical reproductions, and institutional work in schools and college campuses. We offer very unique products that provide solutions to many design and code issues, including 12' commercial span for railing and 25' spans on pergolas rated for uplift and snow and ice load. We strive to never say no to your special product requests.

### **Manufacturers Reserve Supply**

**Contact:** Tina Breen **Phone:** 973.373.1881 **Email:** sales@mrslumber.com

**Website:** www.mrslumber.com



#### **What moulding and millwork products do you sell?**

MRS proudly distributes Woolsey Mills PVC mouldings. We feature 21 of the most popular PVC profiles. Woolsey Mills is a brand that brings you quality and value from a distributor that you can trust.

#### **Do you offer any special incentives or services to your customers?**

We offer special pricing for unit quantities and the opportunity to combine units of different material to get special pricing on the entire order. We also offer a generous pick-up allowance for orders that are picked up at our facility.

#### **How do you attract new business?**

We are focused on creating a perfect blend of all media and advertising opportunities. We participate in print media, social media, radio, and all regional and national industry trade shows. We excel in direct-mail campaigns as we incorporate a little fun into our business! Others try to copy what we do but our exceptional service, first-in-class product lines, and decisions made by our moral compass are what bring customers to us. They trust us and know that we have their best interests at heart when we work together to grow their business through first-class distribution support.

#### **What is the most critical issue facing your business today and how are you addressing it?**

We are focused on listening to our customers and changing with their business needs. Our management team is on the road with our sales team staying in front of customers' to ensure the decisions we make are a direct win for our customers.

#### **What are the key selling points of your moulding and millwork products?**

Woolsey Mills Mouldings are made in the USA. Our mouldings can be routed just like wood, but don't need to be painted. PVC mouldings are easy to work with, they are lightweight, and durable. Our prices keep your profitable, while you are selling a product you can trust in—brought to you by a distributor that has your back!

### **GPI Millworks**

**Contact:** Ryan Chapman **Phone:** 404.791.2050 **Email:** ryan.chapman@gpimillworks.com

**Website:** www.gpimillworks.com



#### **What moulding and millwork products do you sell?**

Sills, sill pans, T-astragals, PVC and pultruded jambs, PVC and pultruded door sashes brickmold, sweeps, retractable screens, and a variety of door hardware.

#### **Do you offer any special incentives or services to your customers?**

We offer design and engineering services to help develop new products utilizing Solidwork's design platform.



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**GPI**MILLWORKS

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- **Entry & Patio Door Systems**

Find out what makes our innovative **VerSIX System™** a step above the rest!

(continued from pg. 84)

#### **How do you attract new business?**

We have very competitive pricing and cutting-edge products that help door manufacturers and pre-hangers reduce inventory and time to produce their final product.

#### **What is the most critical issue facing your business today and how are you addressing it?**

Meeting the new thermal and structural standards at a reasonable cost. We are working with engineers from Georgia to come up with the next generation of performance products for the industry.

#### **What are the key selling points of your moulding and millwork products?**

We focus on products that have high performance. Our products meet high thermal as well as structural ratings at an affordable cost.

### Russin Lumber Corp.



**Contact:** Jordan Russin **Phone:** 845.457.4000

**Email:** jordan@russinlumber.com **Website:** www.russinlumber.com

#### **What moulding and millwork products do you sell?**

Russin Lumber's company-owned on-site mill shop can turn virtually any piece of lumber into any pattern or profile. Shiplap, tongue-and-groove, drop siding, moulding profiles...anything you can think of—we'll supply the raw material out of our inventory and guarantee the quality of our work with no middleman or outside sourcing. We also keep a full and complete inventory of high-quality PVC mouldings, with the ability to produce custom profiles as well.

#### **Do you offer any special incentives or services to your customers?**

Not only can we mill your custom wood and PVC profiles, we can factory finish these products in virtually any color you can think of. From clear coats to semi-transparent stains to solid paints through Benjamin Moore, Russin Factory Finishing is a one-stop source for finished products with warranties of up to 25 years. Plus, we can run almost any other brand of stain.

#### **What is the most critical issue facing your business today and how are you addressing it?**

Dealer inventories remain compressed, which translates into opportunities for companies that are quick and nimble. We have responded by adding delivery capacity to the guaranteed delivery days we offer across our service area and adding new and expanded product lines to give dealers faster access to a wide breadth of products. In today's challenging market, we are increasing our service levels to respond to the needs of our customers.

#### **What are the key selling points of your moulding and millwork products?**

Russin says yes! From stocked PVC moulding profiles to hard-to-find custom wood patterns, we can provide the raw material, the milling, and the finishing to help our dealers set themselves apart from the competition and win more projects.

### L.J. Smith Stair Systems



**Contacts:** Jimmy Coltharp-Director of Sales East / Tom Sabo-Director of Sales West

**Phone:** 740.269.2221 **Email:** sales@ljsmith.com **Website:** ljsmith.com

#### **What moulding and millwork products do you sell?**

Modern cable and tube stainless steel infill balustrade systems, wood and ornamental iron interior stair parts, stairway installation tools, and hardware. We also offer custom capabilities that include 15 species readily available.

#### **Do you offer any special incentives or services to your customers?**

We stock a huge inventory of stair parts at all of our strategically placed warehouses across the East. We have an exceptional customer



(continued on pg. 88)

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**Contact:** Keith Rogers

**Phone:** 978.684.2032

**Website:** www.bluelinxco.com

**What Moulding & Millwork products do you sell?** Clear pine moulding – 100% domestic Ponderosa pine; primed pine moulding – Arauco TruChoice jesso-coated primed pine; poplar Moulding – clear solid and FJP; PVC moulding – Royal “No Rot” extruded PVC; oak and SYP treads; and HB&G columns.

**Do you offer any special incentives or services to your customers?** BlueLinx Millwork & Moulding Division offers our customers a full-service millwork program. We specialize in custom marketing materials designed specifically for each customer’s needs. We also offer inventory management, multiple-day delivery and never minimum order requirements.

**What is the most critical issue facing your business today and how are you addressing it?** The slow economy is the biggest issue facing our entire industry. For our customers we focus on keeping their costs low by offering the best products at the best prices. Inventory management ensures that customers are not overstocked and keeps healthy inventory turns.

**Why should a retail lumber dealer purchase your Moulding & Millwork products?** Our customer service sets us apart from the competition along with superior products, custom marketing material and consistent delivery.

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service team and expert salespeople who can assist in doing jobsite stairway takeoffs as well as on-site training.

**How do you attract new business?**

We participate in nearly a dozen national and regional shows each year to build our brand through meeting new potential customers, strengthening existing relationships and building our reputation within the industry. Product knowledge training is being conducted every day by our expert salespeople to educate new dealers, stair builders, and trim carpenters on the features and benefits of our products. Our social media presence, website, and mobile app also drive new business to our company.

**What is the most critical issue facing your business today and how are you addressing it?**

The constant rise of the hardwood market over the past several years has created many challenges. We are looking at ways each and every day to combat the increases that we are absorbing. Since we have in-house manufacturing capabilities, we are able to overcome many obstacles and offer our customers more consistent service levels. As always, we are committed to bringing new and innovative products and installation methods to the marketplace.

**What are the key selling points of your moulding and millwork products?**

Lumber dealers value the knowledgeable customer service team specializing in a single product. Our product offering is presented in an easy-to-understand catalog, interactive website, and through our mobile app. L.J. Smith also has a great social media presence. All of these options allow our dealers’ customer, the homeowner, to easily access our product information. Many dealers take advantage of this, as well as the training seminars that our local factory representatives can conduct in an effort to “upsell” and improve margins. **LC**



*May/June Lumber Co-operator*

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## NHRLA Discusses Tech Trends

Technology trends were the focus on Jan. 12, as the New Hampshire Retail Lumber Association (NHRLA) hosted its annual breakfast roundtable at the Manchester Country Club in Bedford, N.H.

Pamela Lansing, of Computer Visions, LLC, was on hand to discuss a range of tech topics, including social media and how to use it to your advantage, data storage and security (cloud computing), electronic devices (including wearable devices), and how to use them to develop stronger business relationships. Lansing also presented new products and platforms, such as home automation systems and Houzz, during the roundtable. A lively discussion ensued among the 18 in attendance following Lansing's presentation. **LC**



*Pamela Lansing, of Computer Visions, LLC, presents on tech trends at the NHRLA breakfast roundtable.*

## Cape Cod Lawmakers Tour Area Yards

As part of the Massachusetts Retail Lumber Dealers Association's (MRLDA) efforts to build new relationships, while expanding existing bonds with legislators, retail members have invited lawmakers to tour their yards.

On Jan. 22, Mass. State Sen. John Keenan (D-Quincy) toured Cape Cod Lumber Company Inc. in Abington, Mass.

Harvey Hurvitz, owner of Cape Cod Lumber, spent more than an hour with the senator, introducing him to staff while discussing day-to-day operations. Keenan was greatly impressed with the operations and commented on how you don't realize what goes on behind the facades of a building until you go inside the business.

Mass. State Rep. Tim Whelan (R-Brewster) toured Shepley Wood Products in Hyannis, Mass., on Feb. 2. Shepley owner Tony Shepley and Rep. Whelan spent more than an hour and a half together observing operations while touring the Hyannis site. Along with meeting the staff at Shepley, topics discussed included the dealer's

commitment to the local community.

Yard tours serve as an opportunity for senators and representatives to get to know their area lumber yards and have a better understanding of the building materials industry. The tours will continue to be a major focus of MRLDA's legislative efforts throughout 2016. **LC**



*Mass. State Sen. John Keenan (D-Quincy) (center) toured Cape Cod Lumber Company Inc. in Abington, Mass.*

# NYLE Winter Outing

NYLE held its annual Winter Outing in Massachusetts on Jan. 7-8. The two-day event included tours of facilities at Truss Engineering and Klear Lumber, along with a board of directors meeting.

On Jan. 7, 34 attendees toured Truss Engineering in Indian Orchard, Mass. Truss Engineering is a leading manufacturer of wood roof and floor trusses. John Goodrich, a senior designer with Truss Engineering, greeted the group and provided information about Truss Engineering's products, distribution, handling, bracing, and connectors. The visit included seeing an automated truss jiggling table that reduces truss set-up time.

After the tour, attendees traveled to Klear Lumber in Westfield. Klear offers cellular PVC, trim board, moulding, decking, and accessories. Tom Demers, director of finance, supply chain at Klear, met with the group. He provided safety instructions along with information about Klear products as attendees enjoyed lunch.

Following the tour of Klear's facilities, a board meeting was held with Brad Campbell from the Home Builders and Remodelers Association of Western Massachusetts presenting  
*(continued on pg. 117)*



*Attendees gather outside of Klear Lumber.*



*Attendees, including NRLA Chair Chuck Handley (far right), listen to the presentation.*



*John Goodrich (Truss Engineering) explains truss techniques to attendees.*



*Tom Demers (Klear Lumber) goes over safety guidelines before heading on the plant tour.*



# The Year of Regulations

By Jeff Keller, director of legislative and regulatory affairs

**W**ith 2016 being the final year of the Obama administration, any regulations that they want to see put into place must be finalized this year. That being said, it's likely that 2016 will be a constant stream of regulatory proposals and final rules. The regulatory agenda for the Department of Labor itself includes a total of 31 regulatory entries for OSHA-specific actions, many

of which will affect the building material industry. There are two types of stages in regulatory issues: a proposed rule, which means the agency is looking for input on a change they want to make, and final rules, which mean all input has been reviewed, changes have been made, and the agency is ready to announce what the new regulatory rule is and when it will take effect.

**Below is a list of some regulatory rules expected in 2016 and how they will affect our industry:**

## **Occupational Exposure to Combustible Dust - SBREFA**

This summer, OSHA will ask to start the Small Business Regulatory Enforcement Fairness Act (SBREFA) process concerning combustible dust. This means that OSHA will ask the Small Business Administration to initiate a panel that will examine proposing more rules concerning the issue of combustible dust. This was a major issue for OSHA enforcement in 2014, and based off its findings during that year it appears to be returning to the table to seek further regulations on this issue.

## **Lockout/Tagout – Proposed Rule**

In spring of 2016, OSHA is expected to issue proposed new rules concerning the Lockout/Tagout procedures. At this point it's unclear what changes are expected, but one would imagine it will lean toward more stringent rules and added safety precautions.

## **Powered Industrial Trucks – Proposed Rule**

OSHA is expected to propose new rules this spring concerning powered industrial trucks. Since this is a category with high accident rates, there have been many states already looking to tighten rules by adding safety measures and additional training for operators.

## **Crane Operator Qualification in Construction – Proposed Rule**

This spring, OSHA is also expected to issue a proposed rule concerning qualifications to become crane operators. OSHA has previously worked on this issue and its original rule was delayed three years due to lack of available training. Boom trucks were excluded from the original crane rule under most conditions, but we will continue to follow this issue to make sure those exemptions are not altered or removed.

## **Walking Working Surfaces – General Industry (Subparts D and I) - Final Rule**

In April, OSHA is expected to issue new standards concerning working surfaces. This will mainly deal with safety issues concerning stacked materials, building anchors, fall protection, scaffolds, rolling stock on commercial vehicles, fixed ladders, and increased training of safety rules and personal protective equipment.

## **Improve Tracking of Workplace Injuries and Illnesses - Final Rule**

OSHA will also be releasing new rules to track workplace injuries and illnesses online. The reporting rules, expected this spring, were updated in January 2015, and OSHA is now working on making it

easier for companies to report their information and for OSHA to track trends.

## **Occupational Exposure to Crystalline Silica - Final Rule**

By spring OSHA is expected to issue a final, long-awaited rule for silica dust in the workplace that would cut exposure levels in half, revising standards set more than 40 years ago for workers in a range of industries, including shipbuilding, railroads, and construction.

About 1.8 million construction workers and 320,000 in general industry and maritime are exposed to silica dust, according to OSHA. Under the new standards, the limit for workplace silica dust concentrations in all industries would be 50 micrograms per cubic meter of air, averaged over an eight-hour workday. Until now, separate standards existed for the construction sector at 250 micrograms of respirable silica.

NRLA will continue to monitor the agencies and the regulatory process, work with NLBMDA to speak on behalf of the industry, and comment on proposed regulations. If there are any questions on this process or any of these issues, please contact Jeff Keller, director of legislative and regulatory affairs, at 518.880.6376 or [jkeller@nrla.org](mailto:jkeller@nrla.org). 

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# Spring Legislative Conference Is More Than Meetings

By Ashley Ennis, manager of government affairs

The National Lumber and Building Material Dealers Association (NLBMDA) annually hosts its Legislative Conference in Washington, D.C., and each year the NRLA's legislative department sends out a notice requesting your attendance.

This year the NLBMDA Legislative conference is being held April 18-20, which happens to be during spring vacation for many school districts in the Northeast. This is a great opportunity to bring your family with you—unless you are looking to take a break from your family—as there is much more to the Legislative Conference than just meetings and lobbying for the industry. It's not only an opportunity to participate in the democratic process, but it's also an opportunity to visit a great, family-friendly city with museums, monuments, parks, and a zoo. Here's just a few reasons why you and your family should join us in Washington, D.C., this year.

**Capitol Hill Meetings:** Every NRLA member has meetings scheduled with their representative, senators, and/or their staff members on Tuesday and Wednesday. These meetings are an opportunity for legislators to get to know you, your business, and our industry, and hear our concerns. Furthermore, it's an opportunity for you and your family to be a part of the democratic process. There's no greater lesson in U.S. government than visiting Capitol Hill and lobbying Congress.

**Networking:** Lumber dealers from all over the United States attend the



conference. NLBMDA and NRLA host several networking events, where lumber dealers can make valuable connections. NRLA's hosted dinner at a local restaurant just steps from the hotel on Monday evening is where members and their guests get to see new and old faces, and enjoy each other's company before meetings on Tuesday.

**The National Mall:** The Legislative Conference is being held at the Renaissance Dupont Circle Hotel, which is in the heart of the nation's capital. The National Mall is just a few blocks away and features a two-mile stretch of the nation's most iconic monuments: the Lincoln, Jefferson, and Franklin Delano Roosevelt memorials; the Washington Monument and reflecting pool; and the World War II and Vietnam Veterans memorials. All of the monuments and memorials are free to visit and are open 24 hours.

**The Smithsonian Museums:** There are 15 museums and the National Zoo—all free! Your family could visit the Air and Space Museum, where you can be a mock pilot; see the Constitution, Bill of Rights, and the Declaration of Independence at the National Archives; the Mammals hall at the Natural History Museum; and the National Museum of American History, home to the Star-Spangled Banner flag. Many of the museums are located on the National Mall, which makes them within walking distance of the hotel and monuments.

**Sporting Events:** Washington, D.C., is home to a number of major league sports teams, including the Washington Nationals. If you are not a fan of the Nationals, you can check out the Baltimore Orioles, just a short train ride from Washington, D.C. Both teams have home games scheduled for the week of April 17-23.

As you and your family will see, there is a lot to do in the Nation's Capital beyond lobbying and meetings. The Legislative Conference in Washington, D.C., is often described as a remarkable and worthwhile experience. NRLA members look forward to attending each year to support the industry's legislative efforts and to build camaraderie with retail lumber dealers and associate members. We look forward to seeing you and your family at this unforgettable experience.

If you would like to attend, please feel free to contact Ashley Ennis at 518.880.6350 or [aennis@nrla.org](mailto:aennis@nrla.org). 

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## Get to Know Your Lobbyist: NJBMDA

Scot Mackey, MBI-GluckShaw

I joined MBI-GluckShaw as a contract lobbyist focusing on detailed legislative lobbying and administrative negotiations in advancement of clients' issues, including what was then known as the New Jersey Lumber Dealers Association. Quickly being recognized for my leadership and knowledge, I was made the firm's youngest partner in 2005 and have continued to work with the New Jersey Building Material Dealers Association (NJBMDA) for the past 15 years. Over the years, the MBI-GluckShaw team has hosted legislative receptions, obtained political speakers for events, and lobbied countless issues on behalf of the association.

Most recently we have been successful in preventing the passage of legislation, which would have severely limited the use of lumber in multifamily dwellings. Stemming from the Jan. 21, 2015 AvalonBay fire in Edgewater, N.J., both the state Senate and Assembly introduced legislation that would have changed the building codes in multifamily housing. Specifically, it called for any multifamily dwelling and any attached housing to be constructed in accordance with the following fire safety requirements:

- Walls with a fire-resistance rating of not less than three hours shall be installed within any common area lofts, attics, and lofts between adjoining dwelling units or building sections.
- Structural frames shall be made



*Scot Mackey, NJBMDA lobbyist, speaks to lobby day attendees during the issue briefing on June 25, 2015 at the New Jersey Capitol in Trenton.*

of concrete or steel in buildings with more than three stories.

- Fire stops shall be installed on masonry walls at least every 30 feet.

NJBMDA worked closely with the American Wood Council, the New Jersey building community, and the New Jersey Apartment Association to develop a coordinated response. A team from the NJBMDA board of directors also met with the sponsors of legislation to voice their concerns.

To date, we have been successful in preventing this legislation from passing and have educated the state representatives on the fact that lumber played almost no role in the fire. Members were able to demonstrate the

outside factors that led to the magnitude of the fire and the limited role wood played in the fire's size. Additionally, members were able to demonstrate that the bill would significantly increase New Jersey's housing prices while not increasing fire security.

A similar version of this bill and other bills NJBMDA opposes, such as mandated paid sick time, are likely to be debated in the 2016 session. Only by remaining active in the political process, and a willingness of NJBMDA members to voice their concerns, can we hope to continue to prevail. The diligence of NJBMDA members will help make business in New Jersey better. **LC**

**Don't Miss NJLBMDA Lobby Day 2016!**  
Date and details to be announced in April.



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# Positive Proficiency

## General Skills Evaluation Test boosts employee LBM knowledge.

By Erin O'Connor, director of education and development

The NRLA Learning Management System (LMS) pilot program ran from Nov. 11-Jan. 31, with an anonymous NRLA member-company in New Hampshire volunteering to participate in the trial.

To begin the pilot, six sales employees were selected. I entered the employees into the LMS, assigned them the General Skills Evaluation (GSE) test, monitored results, established customized curriculum guides for each employee based on their performance on the GSE test, assigned courses to the employees by the due dates prescribed in the curriculum guides, emailed reminders, encouraged them throughout the program, and reported results to their manager.

After the General Skills Evaluation test was completed by all, depending on their individual results, courses were assigned to employees ranging from 2 to 15 courses. Four out of the six employees completed all courses, achieving test scores of 80 percent or better. One employee completed 75 percent of the assigned courses.

Another of the pilot employees who achieved the lowest score on the GSE test only completed 20 percent of the assigned courses. However, while they only completed three of the assigned courses, they improved their overall scores and went from a 52.17 percent to a 91.3 percent on the "Decks: Estimating Materials" course alone.

Employees improved their course scores by as much as 30 points per course in many cases, and improvements on the GSE test were as high as 20 points when retested. Comments from participants regarding the LMS and overall experience with the program were: "good exposure to general

## LEARNING MANAGEMENT SYSTEM

### Industry Orientation: Sales

#### Employee A - 74.67% General Skills Evaluation

Retested on 12/22/15 after completion of all assigned courses and achieved 94.67% on the General Skills Evaluation test.

#### Week 1: Nov 30 – Dec 4

Structural Design Principles – Completed, 95%

#### Week 2: Dec. 7 – 11

Framing 1: Foundation & Floors – Completed, 81.25%

#### Week 3: Dec. 14 – 18

Framing 2: Walls – Completed, 80%

#### Week 4: Dec. 21 – 25

Windows: Components and Principles – Completed, 100%

#### Week 5: Dec. 28 – Jan 1

Insulation 1: Principles & Materials – Completed, 82.35%

#### Week 6: Jan. 4 – 8

Vinyl Siding Systems – Completed, 100%

#### Week 7: Jan. 11 – 15

Wood & Fiber Cement Siding: Materials & Performance – Completed, 100%

For more information, please contact Erin O'Connor at [eoconnor@nrla.org](mailto:eoconnor@nrla.org).

building practices," "I was able to complete (assignments) at my own pace and convenience," "I think overall it is a very good platform," and "general testing was a good base for seeing what individuals needed (their strengths and weaknesses)."

As some of you may recall, a "challenge" was put forth in the last publication of *Lumber Co-operator* to "Tap into your employees' untapped potential" and take the first step by assigning the GSE test. We're thrilled that nearly

500 employees have completed the test (or appropriate sub-tests based on individual employees' responsibilities). We're pleased to announce that Liberty Cedar of West Kingston, R.I., won the challenge drawing and will receive 10 subscriptions (\$1,000 value) for one year of unlimited online education for 10 of its employees.

Thank you to all the companies that participated in the challenge, and congratulations Liberty Cedar! 



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# Solving Summer Staffing Needs

By Shannon Rabbett, manager of member programs

Spring is knocking on the door, and your company will soon face peak season.

Two critical components to LBM success are inventory and staffing levels. How many materials are needed? When is it needed? Where is it coming from, and how much lead time is required to process orders? Are the suppliers reliable? It is essential to know the answers to these questions, and to find the balance between having an abundance of inventory at the end of the season or risk losing customers because popular items are out of stock.

Staffing for peak seasons can be a bit more unpredictable. How many work hours are needed? Where will the workers come from? How much lead time is required for hiring and training?

Over the past several years the Internet has become a powerful tool in recruiting and training new employees. It is important to learn how to efficiently manage online recruitment initiatives, so that valuable time is not wasted. Most employers are familiar with the larger general job boards, but there are many effective tactics available online that tend to be underutilized.

Take some time to evaluate the options and find the best fit for each type of employee your company is looking to hire. Compare job site features such as cost, how long a job post remains active, and whether or not jobs are distributed across multiple sites to maximize visibility of a job post. Utilizing local and industry-specific job sites adds tremendous value for employers because they offer a targeted approach to finding the right candidate.



The NRLA has partnered with YourMembership to bring our members an online job board geared toward the LBM industry. Our goal is to assist your company in finding the right candidates to match the needs of your business. The mobile-ready service is free-of-charge for job seekers posting resumes, and NRLA members enjoy discounted pricing on job posting products.

The NRLA Career Center distinguishes itself from other job boards in a number of ways, including a highly-targeted focus on employment opportunities in the lumber and building materials industry and job posting assistance for employers from NRLA staff. For the job board to be most effective, it is critical to get participation from both employers and candidates. The association is offering each member company one free posting to get started. In addition, if members contact us and mention this article, the NRLA will provide a coupon code for 50 percent off any job posting package (a savings of up to \$875). Packages of multiple job postings are good for one year from date of purchase.

Aside from providing job posting assistance for our member companies,

the NRLA is actively working to recruit potential job seekers to NRLA Career Center. The NRLA has been reaching out to regional colleges, trade schools, and other organizations to promote our members' employment opportunities. This is an area your organization can participate in. Has your company developed relationships with schools in the community? Has a great candidate walked through the door, but there are no current, open positions available for them? Rather than lose that prospect, direct them to NRLA Career Center. By pooling our collective resources, we can increase the depth and breadth of talent and make that available to all our members.

Once the perfect candidate is located, how will they be educated and retained? The NRLA offers several options, including online and in-person trainings. Check out director of education Erin O'Connor's article in this issue, where she discusses the Learning Management System. For more information on NRLA Career Center or to take advantage of the free job posting, visit [www.nrla.org/careers](http://www.nrla.org/careers) or contact Shannon Rabbett, manager of member programs, at 518.880.6354. [LG](#)



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# The Beginners' Guide to Evernote

By Greg Branecky

**E**vernote is a great application, which you can “dump your brain” into so you don’t have to keep important information in your mind. Think of Evernote as your personal database. You can access it in any web browser as well as an application.

## HERE ARE SOME TERMS YOU WILL NEED TO KNOW ABOUT EVERNOTE:

**NOTEBOOKS:** These are collections of individual notes. You could just have one notebook and dump everything into it. However, most people establish different notebooks for different areas of focus or they can share notebooks with others. Examples of notebooks I currently use are LBMDF, LDAC, Lobby Day, and Personal.

**STACKS:** These are ‘collections’ of notebooks. For example, you could have a stack called “Work” that has separate notebooks for each customer, project, or area of responsibility.

**TAGS:** These are attributes that you can apply to any individual note. You can then view all notes with a specific tag,

regardless of which notebook it resides in. This provides the ultimate in filing flexibility though it can be confusing at times. I set up tags in the following ways: the source of information, author, or a quick description of the note. Some of my tags are education, personal development, managing people, and Excel.

## THE TOP SIX REASONS I LOVE EVERNOTE:

- 1 **CUSTOMER RELATIONS MANAGEMENT/PROJECT MANAGEMENT**  
It can be used to clip maps to jobsites, archive text messages from customers, and enter field notes or pictures.
- 2 **CHECKLISTS**  
Store checklists that you can use over and over as needed, such as a travel packing list, window and door checklist, and task/to-do list.
- 3 **NOTES/JOURNALS**  
I’m an avid note taker. All my notes are in Evernote, so it’s easy to search and quickly locate my notes. I also like to collect solutions to problems.
- 4 **BOOKMARKS/COLLECTIONS**  
Evernote has a web clipper, you can bookmark or clip a page or save content to read later.
- 5 **AGENDA**  
This can be used to track meeting notes with action items or improvements. Also, I add notes and reminders for the next meeting.
- 6 **BLOG POST & COLUMN IDEAS**  
I’m a big RSS (Rich Site Summary) feed reader. I use an RSS to keep up with the latest news and alerts. Any blogs or news I want to keep, I clip to Evernote.

There are other applications that are similar to Evernote: Google Keep, Microsoft OneNote, SimpleNote. I highly recommend Evernote if you want to simplify your life. 



*Greg Branecky is from Miner's Inc. in Canton, Conn., and president of the Lumber and Building Material Dealers Foundation. Greg can be followed through his blog, [lumber-tribe.wordpress.com](http://lumber-tribe.wordpress.com).*

# What's Love Got to Do With It?

By Kylie Fay, employee resources associate, HireElements

Love; it's not a word you often hear around the workplace. In fact, it's a topic we often shy away from. Although the topic of love in the workplace has become somewhat taboo (especially for managers), in actuality love is something that should be shown and promoted every day, even in the workplace. I'm not talking about romance, but instead companionate love: a less intense yet equally important form of love. Companionate love derives from connection, warmth, and affection instead of passion, and it is a key component of a highly functioning workplace.

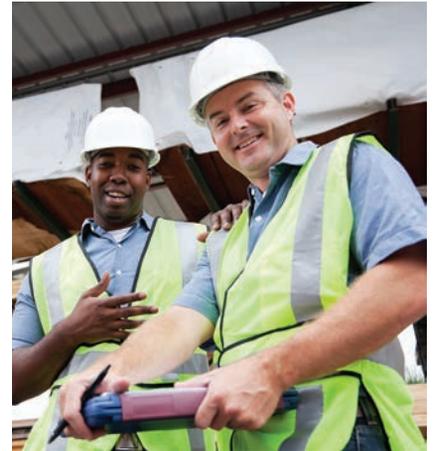
You may be asking, "Why is love so important in the workplace?" There is a pretty simple answer. Author Elie Wiesel put it best when he said, "The opposite of love isn't hate, it's indifference." When employees feel love from a connection with a manager or co-worker, they have a higher sense of teamwork, devotion, and overall engagement to the company, which results in a higher productivity level. When employees don't feel a special connection in the workplace they may feel less inclined to go the extra mile when needed. In fact, a study done by Sigal Barsade and Olivia A. O'Neill found that employees who felt that their company promoted a warm, loving environment had higher levels of teamwork and satisfaction and showed up for work more often. So suffice it to say, love in the workplace is pretty important.

So how do you go about showing companionate love within your workplace? Here are a few tips on how to start.

**Create an open environment:** It's extremely easy to get caught up in day-to-day work and not really interact with your coworkers outside of work-re-

lated matters. To combat this, many managers adopt an open-door policy. This can be done by literally keeping a door to an office open or by other simple gestures, such as having a candy or snack bowl on a desk for everyone to enjoy. These types of gestures encourage employees to feel comfortable to stop and chat for a time. While spending most of the day conversing with coworkers is not necessarily productive, a few minutes here and there while taking the time to ask about an employee's family, pets, or hobbies can go a long way in making the employee feel appreciated. On a similar note, keeping employees in the know about where their team and company are headed can help them to trust you and become more engaged in their jobs.

**Pay your employees specific compliments:** Sure, hearing "great job!" is nice and always welcomed, but for greater impact you can go the extra step. Instead of a simple "great job," add a personal touch that shows you know exactly how great of a job they did. For example, "Bob, I really appreciate all the work and effort you have been putting into this project. This is a



big project for us and you have really stepped up to complete it. It is a huge win for not only you but our team and entire company as well." That's a pretty solid compliment. Who wouldn't love to hear that?

**Say thank you:** This one is pretty simple but it is tried and true. The best way to show your employees that they are loved and appreciated? Say thank you! It can be as simple as saying "Thanks for all the hard work!" in the hall or offering them a little treat such as an order-in lunch or a happy hour. Regardless of how you do it, a thank-you goes a long way.

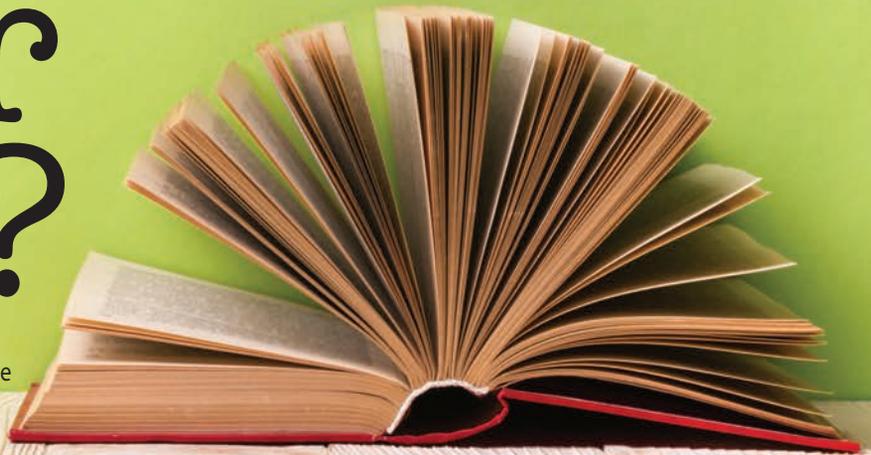
These gestures might seem small but when done every day, month after month, they grow into a culture that promotes and shows, you guessed it—love! 

*Kylie Fay is an employee resources associate with HireElements, the recruitment network for A.W. Hastings & Co. As a strategic partner, HireElements aligns people and opportunities, leveraging a thorough understanding of its clients' corporate environment to provide the best human resources services for its culture. For more information, visit [www.birelements.com](http://www.birelements.com).*



# What is your story?

By Steve Frawley, president and CEO of Emery-Waterhouse



I recently returned from a family visit to Ireland where quite a bit of Guinness is consumed. Sometimes referred to as “Genius Juice,” this dry stout has been inspiring wisdom since 1759. My own Guinness brainstorm has to do with another of Ireland’s well-known treasures: The art of storytelling.

The Emerald Isle holds its storytellers in high esteem. As is the case in many cultures around the world, Ireland’s local narrators keep traditions and special stories alive through generations. While listening to a few seasoned storytellers during my visit, I thought about the aspects of storytelling that are particularly relevant to our independent businesses.

**People enjoy and remember a good story.** Do you have a story that keeps your customers coming back?

**A story only succeeds if you capture the heart, mind, and ears of your listener.**

Are your employees trained and comfortable telling customers your story?

In an increasingly fast-paced and competitive world, consumers have seemingly endless opportunities to purchase most of the products you stock. The importance of a clear differentiation story and the ability to communicate its benefits is more critical than ever.

## Crafting your story:

**Highlight your greatest value:** For most independent retailers, your shoppers value a high level of service. Focus on relevant benefits and avoid less impactful features, even if they are unique.

**Be careful of too much differentiation:** Your business can’t be all things to all people. Target one or two strong story lines and communicate them effectively.

**Avoid too big of a price premium:** Shoppers will pay for differentiation—within reason. Set your premium too

high and you lose customers, too low and you lose margin. The goal is to keep tabs on the market and define your premium in a way that serves you and your customers well.

**Focus on the shopping experience, not the product:** Remember, shoppers can buy product anywhere. What they can’t buy at big box stores or online is an earnest, personalized experience. Wall Street can outspend Main Street on flashy advertising and exuberant customer service, but they can’t sell a well-told, one-of-a-kind, face-to-face story.

**Make sure your story is non-fiction:** A story that connects your store to your community and builds customer relationships by delivering on its promises will be a best seller. A fairytale, while entertaining, does nothing to promote longevity or trust among your patrons.

Once your story is crafted, tell it. Make sure your employees buy in and understand the importance of differentiation in the market. Train them to commu-

*(continued on pg. 115)*



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**E**very year, dozens of decks collapse and make the local news. Last July, a wood deck collapse in North Carolina resulted in 24 injuries, making national headlines.

Many of these collapses are the result of poor construction or maintenance of the structure. But in this extreme case, deteriorating materials in the surface of the deck are what led to its failure. After nearly 30 years of exposure to coastal weather conditions, the nails and the boards around the deck had corroded near the point of disintegration. In cases like this, moisture can be a deck board's worst enemy.

Although deck structures may be inspected at regular intervals for moisture damage, deck boards are often overlooked. When water penetrates the wood fibers in a deck board and experiences a freeze/thaw cycle, that board will expand and contract, creat-

ing problems like splitting or breaking. This expansion and contraction can also cause unsafe gaps between boards and threaten the integrity of the deck surface. Rot and decay caused by high exposure to harsh weather conditions can greatly compromise the structural safety of a deck surface and put a homeowner at risk.

Moisture ends up being the main cause of most problems with wooden decks, and weather conditions in the Northeast tend to be more wet and humid than other areas. Although there are a few simple ways to protect a wooden deck, many of these strategies will not produce continued results over a long period of time. Painting and sealing deck boards will not

provide protection against conditions above the average amount of rainfall. Whether a deck is built on the coast or further inland, the exposure to rain and freezing temperatures can be extremely detrimental.

Aluminum and PVC decking are two moisture-resistant options, but these materials lack the traditional "wood look" that many contractors and homeowners are seeking. The best way to avoid damage like warping or splitting, but also maintaining the look of traditional wood, is to use an alternative decking material such as a high-performance wood-plastic composite. Not all wood-plastic composites are completely water resistant, however.

There are brands of high-performance composite decking, like MoistureShield, that are completely resistant to moisture because wood fibers

*(continued on pg. 118)*



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# Killer Cash Flow: Part II

## How to Build the Cash Reserves You Need Against the Next Downturn.

By Scott Simpson, president and CEO, BlueTarp Financial



The building supply industry is a notoriously cyclical industry. But this can be used to your advantage. The reason is simple: companies that survived the Great Recession, and emerged in a good position to thrive, enjoyed healthy cash flow and prudent accounts receivable management practices that buffered them against risk. That kind of positioning shows a discipline and focus that is the hallmark of the most-admired and successful companies.

The reason that these best practices are top of mind today is that after seven years of recovery from the Great Recession, the next cyclical downturn may not be too far in the distant future. Are you prepared?

You can prepare in several ways, including prudence with new hiring, delaying speculative purchases, and minimizing infrastructure investment. But the old adage “cash is king” should really be the guiding maxim for action today. Conservative business managers suggest that you should have three to six months of operating cash on hand at all times. That cash represents a hedge against unplanned expenses, which are inevitable in the life of any business. But more importantly, cash reserves can provide you with the edge that you need to outlast less-prepared companies that might crash in a down economy.

How do you improve cash flow management so you can build up a cash reserve? Here are four areas to focus on, all aimed at reducing risks and preparing for when even your best customers start going out 45 or 60-plus days.

**Receivables:** Shrink the gap between AR and AP. As uncomfortable as it may be to have these kinds of conversations, request that all customers pay down or entirely clean up their delinquencies. Move customers with severe delinquency payment trends to COD.

**Credit Management:** Consider using a B2B credit management company that will fund you up-front for your sales and protect you from credit risk. Companies like BlueTarp offer this service as part of a customizable program that frees up cash flow and offers credit monitoring, billing, and collections.

**Credit Insurance.** Consider obtaining credit insurance for customers in the high-risk quadrant of your customer quality profiles. Ask yourself: Will the delinquency of one or two customers sink your business? If so, you need to address that before the economy turns south, and if the economy doesn't slow, you'll be thankful for your new positioning.

**Credit Monitoring:** Credit monitoring services like Experian, D&B, or Cortera can provide valuable insight into the

financial condition of your customers. Prepare to pull credit reports three times a year, with a special focus on customers that are the most risky.

If any of these suggestions seem more aggressive than what you want to take, imagine yourself back in 2006 prior to the Great Recession. What actions would you have taken had you known the chaos that was to come? We all hope the next cyclical downturn is not as bad as the one we recently experienced, but the point is to take thoughtful action to ensure the health and growth of your business in good times and bad.

Good cash flow enables you to run a successful business, one that offers superior customer service, a rich inventory, new product introduction programs, and stellar staffing and equipment. Anything less, and you are selling yourselves and your customers short. **LC**

*Scott Simpson is president and CEO of BlueTarp Financial, a leading provider of B2B credit management services to the building supply industry.*



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# Protecting Your Company From Retaliation Claims By Your Employees

By Robert Heiferman, Esq., a shareholder in the White Plains Office of Jackson Lewis, P.C.



## The Rise in Retaliation Claims

Retaliation claims have increased substantially over the past decade, more so than any other discrimination claims such as sex, age, race, or disability discrimination. In fact, they comprise more than 25 percent of the claims filed at both the Equal Employment Opportunity Commission (EEOC) and state human rights agencies. And persons filing such complaints are having a great deal of success, perhaps because unsophisticated employers often believe that if the underlying complaint of harassment or discrimination is bogus, then the employer has a free pass to hold the employee accountable for the time and expense his employer incurred defending itself.

## Overview of Retaliation

Many federal and state statutes, including federal and state human rights law and Occupational Health and Safety Administration, prohibit retaliation by employers because an individual has alleged a violation of the law. To be successful on such a claim, generally an employee must show that he engaged in protected activity (opposed and complained about discrimination or participated in the complaint process), that he or she suffered some adverse action (e.g., was disciplined, fired, given a smaller raise, or denied a promotion), and that there is a connection between this protected activity and the adverse action taken.

According to the EEOC Compliance Manual, opposition to an employment practice may include a simple threat by an employee to file a

A few years ago, a retailer fired a store employee after he reluctantly testified in a co-worker's discrimination case about workplace sexual remarks and actions that he had witnessed at work. The president of the company told the employee, at the time of his termination, that his testimony was "the most damning" of all the evidence against the company. In another case, a yard employee, disabled by a severe knee injury, was terminated by the lumber yard after requesting various accommodations due to her lifting restrictions. In yet another instance, an employee's work was scrutinized more closely leading to his demotion for poor performance after complaining to his employer about what he perceived were certain unsafe conditions in the yard.

In each of these situations, the complaining employee eventually filed a retaliation claim against his or her employer, despite the fact that underlying complaints or requests and the companies' responses to them were not found to violate the law.

charge or other formal complaint with a federal or state agency or court. It also includes a protest (either verbal or written) that an employment practice is discriminatory.

### Defending Against Retaliation Claims

As in any discrimination claim, to refute a claim of retaliation an employer must prove that the action taken was for a legitimate business reason. Obviously the timing of the alleged retaliatory action and the specific employee action that prompted it is key. So too is the ability or inability of the company to show that others who have engaged in similar conduct have been treated the same. It is also important to be aware that state statutes may provide for individual liability for members of management or the owners of a company for retaliation claims and that employees may be entitled to punitive

damages, in addition to compensatory damages (pain and suffering) when a retaliation claim is successfully made.

### Avoiding Liability

The crucial thing to ask yourself is whether you are in whole or in part reacting to an employee's prior complaint of harassment or discrimination, as opposed to the employee's recent misconduct or mistake. To prevent against retaliation claims, retail employers should consider doing the following:

1. Treat all complaints confidentially.
2. Have and distribute your harassment, discrimination problem-solving complaint policies/procedures to all employees, preferably in your employee handbook, and make sure it contains a non-retaliation pledge.
3. Thoroughly investigate all complaints in a timely manner.
4. At the conclusion of your investi-

gation, get back to the complaining employee with the results, thank them for bringing it to your attention, and tell them to let you know if a recurrence or any form of retaliation occurs in the future.

5. Follow up periodically with the employee to see if there have been further incidents or any type of retaliation, and document such follow-up.
6. If there is retaliation, deal with it swiftly and severely. Otherwise, no one will bother trying to solve problems internally in the future, but may seek assistance outside the company, perhaps from an attorney or a union.
7. Educate your supervisory team on the importance of your problem-solving procedure and the role they play in it.

### Conclusion

Retaliation claims are not only one of *(continued on pg. 112)*

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### NEXT IN LINE...

(continued from pg. 42)

“getting the right product to the right place with the right price in the right condition at the right time with the right invoice the first time—all day, every day,” it will attract more buyers and potentially higher prices.

**Trust the pros:** No matter what your succession plan, Kellick-Grubbs recommends hiring a transaction professional to aid in the due diligence. “They might not help you make more money,” she cautions, “but they’re going to save you a lot of dollars in mistakes.” **LC**

### NATIONAL LEADERS...

(continued from pg. 36)

for opportunities to combine their technology, purchasing power, and best practices with local businesses that know how to succeed in a relationship-driven business. “We want to be the best in each market or we’re not going to be in those products,” Gibson explained. “We’re going to look, act, and feel like a specialty dealer.”

Looking ahead to the industry outlook for 2016, both predicted modest growth. “2016 will look a lot like 2015: slow and steady,” said Gibson. He pointed to green products, a resurgence of R&D, and innovations in fasteners as trends for the coming year, while Swinney noted that growth opportunities combined with labor shortages may lead to a renewed interest in installed sales. However, he cautioned on that front, noting that Kodiak only pursues installed sales in areas where they feel it adds value. “Labor is a problem right now, and where we can help solve that problem it’s a win for us,” he explained. “I don’t know that we’ll ever go out and just be building homes for anyone, but we’ll take an active role.”

Neither Swinney nor Gibson saw major reasons for concern over big box retailers’ efforts to move into the pro

### THE NEW PERFECT 10...

(continued from pg. 50)

Every step of the home building process impacts the efficiency of the structure, and getting it right requires the involvement of “all the people who will bring their skill to allow that house to get built properly,” LaLiberte said. He even advocates showing rather than telling, by building portable, reusable displays to demonstrate best practices to contractors and workers: “You bring them out to the jobsite and show people. That’s what we do.” **LC**

contractor market. Gibson again returned to the notion that relationships are the key to success in the contractor business. “Big boxes are good at driving prices down, but they’re not good at relationships,” he said. “They do well with remodelers, but once remodelers get big enough they come to us.” Swinney, a former Target executive, added, “Home Depot’s business looks a lot more like Target than us.”

Returning to the discussion of the labor market, Swinney emphasized the importance of retaining skilled people as the first line of defense.

“The biggest thing for us is retaining the great people we have by creating a culture that people want to be a part of,” he explained. “If we can keep the people we have we don’t need to hire as many.” When recruiting is required, he said Kodiak often looks outside the industry for people with transferrable skills.

Meanwhile, Gibson framed the loss of so many experienced middle managers during the downturn in terms of opportunity. “We don’t have people who remember what it was like in 2006. We don’t have people waiting for the recovery to save us,” Gibson said. “That gives us an opportunity to innovate and think differently.” **LC**

### RETALIATION CLAIMS...

(continued from pg. 111)

the most common discrimination claims brought by employees, but also create significant exposure to liability. How you treat and respond to employees who file complaints will go a long way to increasing or hurting your bottom line. Remember, it’s a lot more efficient to solve problems within the organization than in court or before a human rights agency. Encouraging employees to complain to you and preventing retaliation for doing so will go a long way toward achieving this objective. **LC**

*This article is provided for informational purposes. Readers should consult counsel of their own choice for advice as to how these matters relate to their own problems or situations.*

### TAKING THE LONG VIEW

(continued from pg. 48)

One potential cloud Baker did see on the horizon is the workforce, where he said, “The construction labor shortage is shaping up as a serious concern.” The construction workforce lost over 2 million workers between 2007-2013, and demographic issues are slowing its comeback. Uncertainty in immigration could be a factor; as Baker pointed out: “Construction almost more than any other industry in our economy has relied on foreign-born workers.”

Furthermore, the share of workers in the construction industry with more than a high school education (30.9 percent) is less than half of the average across all industries (63.8 percent), and while the total workforce is over 47 percent female, women represent only 2.5 percent of construction labor. While the market remains strong, finding people to do the work may prove to be a significant challenge. **LC**



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### VRLDA LIFETIME ACHIEVEMENT... (continued from pg. 67)

pine, hemlock, hard maple and red oak. A fledgling wholesale distribution division started up in 1972 with George Armstrong performing the sales and purchasing duties. Its humble beginnings featured one warehouse building and two straight trucks. During the '70s, Doug drove a forklift, worked in inside and outside sales, did some purchasing for the wholesale division, and also started to manage the manufacturing division.

In 1984, Allen decided to scale back his work responsibilities, and he sold the company to Doug. Wholesale was growing nicely in 1988 when Sterling Golder joined the company providing further expertise and exposure in the marketplace, which helped to

accelerate that growth. During the late 1980s the manufacturing division started producing only white pine boards and added a planer mill, dry kilns, and wood-fired boiler. Both divisions of the company continued to grow through Doug's leadership and management and the work of a very strong and talented staff.

Doug and Britton Lumber have been long-time supporters of the VRLDA and NRLA. Under the recent guidance of Bob Moses, that relationship has increased, as the company had a booth at the LBM Expo for the first time last year. Doug reflects, "The Wholesale Division, the Company's direct contact with VRLDA, owes much of its success to a steady and long-term commitment to developing strong partnerships with the independent

lumber yards and home centers."

Doug has been active in the industry and the community. He is a former board member and board chair of the Northeastern Lumber Manufacturers Association, and president of the NeLMA Institute. He was on the Lumber Mutual Insurance Company national advisory board, State of Vermont Forest Stewardship Committee, and Wildlife Habitat Council's National Ad-Hoc Committee on the Forest Industry. He has served as Chair of the Norwich Planning Commission and as the Vice Chair of the Development Review Board.

Doug is married to Katharine Fisher Britton, who has two published novels, "Her Sister's Shadow" and "Little Island." His son, Jeffrey, lives outside of Boston and is a consultant at Boston Benefit Partners. **LC**

### RLDAM LIFETIME ACHIEVEMENT... (continued from pg. 67)

Howie believes because of that day, Arnold promoted him to inside sales and then outside sales. He found that he loved selling—and the industry. Within a year, Howie was the No. 1 salesman for Superior Column and has never looked back, "I thank Dad every day for the punishment!"

Howie worked for Superior Column for 12 years, becoming the first salesman to make the "Million Dollar Club." Arnold then sold Superior Column to a holding company. So, in 1981, when Carl Dennis, owner of DJ, was looking for someone to help him open up all of Maine, Howie jumped at the opportunity. After two years, Carl opened up a warehouse in Augusta and made Howie one-third owner. Howie would also become the number one salesman at DJ. Eventually, though, Carl sold DJ to Bunzl, which after a few years was sold to Rugby, which was ultimately purchased by Huttig. Howie has achieved the President's Club and

Chairman's Club Award for sales and profit every year with Huttig.

Howie's customer-first approach made him very popular among his customers. "Over my sales career, I always put the retail lumber dealer first—even before myself at times. Without a retail lumber dealer, there would be no place for Howie Jones."

Howie was born Jan. 4, 1946, in Waterville, the son of Robert and Doris Jones. He was the youngest of three boys; older brothers Bruce and Deane are now deceased. Howie met his wife, Linda, on a blind date in 1967. He recalls, "She didn't particularly care for me at first." But undaunted, Howie asked her out again and soon they were inseparable. They were married a year later. They have a daughter, Carol, who is married to Eric Bridges of Hammond Lumber.

When asked about his mentors, Howie replies that his entire customer base has mentored him through the years: "My mentors are all the lumber people I have called on for 40-plus years. I got guiding principles from

every one of them. They all had a lesson for me, and I can't thank them enough!"

Howie offers these words of wisdom for the industry: "Be yourself...do the best you can...never give up...and ask for the order!"

When asked when he is going to retire, Howie responds, "Good question! I can't leave something I love so much. The day will come, and I'm not looking forward to it!" **LC**

### NEW PRODUCTS (continued from pg. 28)

The partner page provides information on the integration's benefits for Spruce users, supported models, and customer support. Now fully integrated with Scriptel signature pads, SpruceWare. NET users are able to move toward a paperless business environment by effectively and efficiently capturing electronic signatures while combining them with documents to complete orders and manage transactions. For more information, visit <http://scriptel.com/partners/spruce-computer-systems/>. **LC**

**ENYLDA LUMBER PERSON...**  
(continued from pg. 60)

tive committee, is chair of the education committee, is a member of the investment committee, and sits on the LBMD board.

“My fondest memories are of growing up next to a working lumber yard in Norton Hill, N.Y.,” Hagan says. “I grew up being an active part of the yard—always wanting to ride along on deliveries, saying ‘hi’ to the countless employees that I felt were a part of my family.”

Genn describes her father as her “guiding light throughout my life.”

“I’ve always had a very close connection to him, and I often look to him for direction. He’s been a constant unwavering support in my life along with my step-mother, my sister, and brother—I wouldn’t be who I am today,” she says.

Genn has other wisdom for friends and colleagues, especially during turbulent times. “My words of encouragement are from my favorite quote that I often think of when life gets challenging,” she says. “When everything feels like an uphill struggle just remind yourself that the view from the top is breathtaking.” **LC**

**WHAT IS YOUR STORY?**  
(continued from pg. 104)

nicate your story clearly, consistently, and in an entertaining way. Good storytellers appear naturally comfortable and engaging, but the art of verbal communication takes preparation and practice. And never underestimate the value of eye contact and a smile, two qualities independent merchants will always have over Wall Street.

An Irish proverb says, “Eaten bread is soon forgotten.” Don’t become complacent about telling your story. If you need to generate new ideas and spark enthusiasm, I suggest a trip to your local pub for a pint of liquid inspiration. **LC**

**MHLDA LUMBER PERSON...**  
(continued from pg. 61)

steen, and John F. Kennedy.

Among his earliest childhood and family memories are being perched on his father’s shoulders in New York and seeing Kennedy ride by in an open convertible. Fond memories also include seeing his grandfather and father working together at the lumber yard.

Steve met Ellen, his wife, after being introduced by a friend in 1976. They were married two years later and have been married for 37 years. Together they have three children: Nolan, Blake, and Jacqueline. His family includes his mother, Charlotte Levine; along with his brothers, Lenny and Rich; and his sister, Lynda.

Steve says he is most proud of all three of his children finishing college, with Nolan joining his father, his brother Rich, and himself in the family business in 2002. Blake and Jacqueline also have successful careers. Steve also has two grandchildren, Braydan and Arya.

When it comes to living life, Steve advises others to “stay active in your community.”

When it comes to Steve’s philosophy in life, he says, “You can’t do it all at once. Take it one step at a time.” **LC**

**LDAC LUMBER PERSON...**  
(continued from pg. 60)

in the mail several days later. “How things have changed,” Tom says.

Giving back to the community continues to be one of Tom’s passions. He currently serves on the Town of Sharon board of finance and was a town selectman during the late 1990s and early 2000s. Tom presently serves on the Salisbury-Sharon Resource Recovery Authority, providing joint municipal solid waste and recycling services for the two towns. **LC**

**MRLDA LUMBER PERSON...**  
(continued from pg. 61)



and unused tickets and then sell them at face value from the back of the ticket line. Then he would sell popcorn or concessions, sometimes making more than \$100 on a single Saturday.

Paul graduated from Newton Catholic High School in 1976 and went on to earn a bachelor of science in business in 1981.

Paul met his friend and wife, Anabelle, at the Academy Twin Cinema in Newton Centre, Mass., where she worked. They eventually married and raised four fine children: Donald, Daniel, Jessica, and Caitlin.

Paul has been influenced by many and will only cite the names of a few elders: Jim Stewart, Bob Kolikoff, Don Johansen, John Desimone, (Bob Bracchi and Paul Mulligan, deceased), Frank Quinn and family, Bob Keiver and family, Bob McNamara Sr. and family, Jack, Mike and Gerard Moynihan and family, Al Torrisi and family, Joe Cusack and family, Frank Chalmers and family, the Flanagan family, the Burgoyne family, the Kaitz Family, the Hurvitz family, and the Boston Cedar family particularly.

Paul firmly believes in the saying “Say what you do and do what you say!”

Lastly, Paul advises “Never pass anyone by! You never know where some roads will go or where your good words will be rewarded and how the best relationships grow! God bless!!” **LC**

**NHRLA LUMBER PERSON...**  
*(continued from pg. 62)*

Mark was introduced to his wife, Sheila, by her brother Bill, who besides being a good friend is also a remodeler. He has a son, Matthew, age 20, and daughters Erin, age 10, and Bridget, age 7. Mark spends most of his time either working or with his family, but also enjoys the occasional round of golf, reading, and watching the New England Patriots.

Mark has continued the Torrissi family commitment to community service though his dedication to several local groups. Mark served on the board of directors for EMMAUS Inc., a non-profit supporting the homeless in the Greater Haverhill area from 2002 to 2014, serving as treasurer in 2012-2014. He also continues to serve on the Greater Lawrence Revolving Fund's board of directors, which he joined in 2001. In addition, Mark currently serves on the Greater Lawrence Vocational School's advisory board and on the board of directors of the Lawrence Boys & Girls Club.

Mark credits his father, Al, and his grandfather, Jackson Lumber founder Joseph A. Torrissi, as being the two biggest influences on him when it comes to being a responsible business person and a good steward of your community and industry. Mark encourages, "We have a responsibility to get involved because it comes back to you. The more you put into something, the more you get out of it." **LC**

**WNYLDA LUMBER PERSON...**  
*(continued from pg. 64)*

Russ has served the WNYLDA as board member since 2008. In his capacity on the board he has served on the membership committee and also on the very prestigious and progressive advertising committee.

Russ married his beloved wife,

**NNYLDA LUMBER PERSON...**  
*(continued from pg. 62)*

elect of the NRLA and has been a member of the NRLA executive committee since 2011.

"Involvement with NNYLDA, LB-MDF, and the NRLA have enlightened and broadened my knowledge of our industry," Bob says. "The people I have met, the places I have visited, and especially the friends I have made are an asset that has immeasurable value that can never depreciate."

Away from the office, Bob has been passionate about playing golf since early childhood. His wife, Connie Thomaris Bicknell, was also born in Potsdam. She also has a passion for golf. "I watched her play golf and knew she would be a great partner!"

Bob and Connie raised two children, Rob and Erin. Rob is currently the vice president of the Bicknell Corporation.

With a long career in the industry, along with decades of giving back to the industry, two school mottos remain etched in his mind. From Potsdam High School, "Non Progredi Est Regredi," which translates into "to not go forward is to go backward." From Clarkson University, "A workman that needeth not to be ashamed."

"Being presented with this award is most definitely a highlight of my career, but certainly not the end," Bob says. "I'm looking forward to many years actively involved in business and next year becoming chairman of the NRLA." **LC**

Jennifer, in 1991—the same year he started at Trus Joist. Their daughter, Rebecca, was born in 1993 and will graduate from SUNY Oswego in the spring of 2016. Russ and Jennifer run West Wind Farm, boarding dogs and cats. They are proud of their home and land where they harvest and manage their own hardwood timber.

He is an avid hunter and fisher-

**RILBMDA LUMBER PERSON...**  
*(continued from pg. 63)*

June 13, 1970, when he was 15 years old. He took over the business in 2000 as his father retired, and sons Ray and Eddy are currently learning the ropes to take their turn at the reins someday.

Ted is a lifelong Rhode Islander, born in Providence in 1955 and moving to Lincoln as a child, and currently lives in Smithfield. Ted was the only boy in the family, and with six sisters, he notes he was very well taken care of by his parents and siblings. The Angell family history can be traced back to the Mayflower and Thomas Angell, who helped establish the settlement of Providence in 1636.

The Angell's are a close-knit family that is happiest spending time together. Ted has been married to his wife, Janie, since 1981 and they are very proud of their four children. Their eldest, Eddy, works at L. Sweet, daughter Maribeth is a critical care nurse in Providence, followed by Pam, a special education teacher in Putnam, Conn., and youngest son Ray, a Bryant College grad who also works at L. Sweet.

Ted is proud his company has been around for 130 years, and he has survived the lumber business for more than 45 years. His parents have been his lifelong mentors, and he is committed to his philosophy of working hard and playing harder. In closing, Ted's words to future generations are, "Our industry provides one of the three basic needs of life, 'shelter.' We will always be around." **LC**

man, and enjoys woodworking in his woodshop. Russ has even been seen on a few golf courses recently. He also enjoys competing in the "Game of Logging" in the landowner division, winning second place nationally in 2015.

With his dedication to the industry, community involvement, love of his family, and a great friend to all, Russ epitomizes what this award is about. **LC**

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## MRLDA LIFETIME ACHIEVEMENT... (continued from pg. 66)

Ply Gem Manufacturing, Millionaire's Club with USG, and both Sales Builder Awards and President's Award from Huber Engineered Woods.

The biggest highlight of Bob's 45-year career was establishing Huber's Zip System Brand in the New England states. Another highlight was hosting the NYLE Timber Tour in Vancouver while representing Weyerhaeuser.

Bob met his wife, Joyce, while playing baseball on Cape Cod for the Orleans Cardinals. They married in 1967. An accomplished artist focusing on printmaking and oil painting, Joyce has exhibited throughout the U.S., and London and Paris. They have two sons: Jon resides in California, and James in Hawaii.

Sports have played a huge role in Bob's life. His athletic career started on the sand lots of New Haven, playing

baseball (PAL and Little League). At The Gunnery, Bob earned 10 varsity letters, then spent 3 summers in the Cape Cod League where he made the All-Star team twice. At Bucknell, he captained the baseball team his senior year and was subsequently drafted by the Cincinnati Reds. He was voted Most Outstanding Multiple Sport Athlete at Bucknell, and is a member of The Gunnery Sports Hall of Fame. Bob is also an avid golfer, learning from his father, who was a greenskeeper most of his career.

Bob urges present and future industry members to do their best, respect people, be honest, do the right thing, and be a better listener than talker. He also stresses the values of education. Never underestimate the importance of staying ahead of all the technical changes in products and building codes. It is essential in keeping all dealers and builders tuned into the ever-changing industry. **LG**

## NYLE WINTER OUTING (continued from pg. 91)

NYLE's long-range goals for 2016. NYLE is looking to increase membership, create new education opportunities, and improve its branding and communication strategy.

Following the board meeting, 22 attendees traveled to Jiminy Peak for a group dinner at John Harvard's Restaurant & Brewery.

On Jan. 8, NYLE and guests hit the slopes for a fun day of skiing and snowboarding.

NYLE would like to thank their sponsors, hosts Truss Engineering and Klear Lumber. A special thank you goes out to NYLE 2nd vice president Mike Duval, Huber Engineered Woods, for planning and organizing this year's Winter Outing. **LG**

### RLDAM LUMBER PERSON... (continued from pg. 63)

During his time with Hancock Lumber, John found time to support the LBM industry, serving on the RLDAM board of directors for eight years. He started out as a retail director in 2000, advanced to vice president in 2003-2004, elected president in 2005-2006, and served as ex-officio in 2007-2008. John also served on the NRLA Board of Directors in 2005-2006.

The son of Frank Sr. and Stella Yazwinski, John was born in Deerfield, Mass., and grew up on a dairy farm in the region. Regarding his childhood days, along with brothers Frank and Tom, John remembers, "I quickly learned what hard work and discipline were all about. It was a great learning experience for balancing chore responsibilities with school and athletics." He graduated from Deerfield Academy in 1966 and went on to earn a bachelor's degree in marketing from Nichols College in 1970.

### VRLDA LUMBER PERSON... (continued from pg. 64)

Born in Newport, Vt., in 1978 to Peter and Diana Poulin, Cory recalls having an excellent upbringing and feels fortunate to have been raised with a good balance of work ethic and an ability to enjoy life as well. Cory graduated from North Country Union High School in 1996 but really was educated in the business. He spent many hours in the lumber yard, learning lots of life lessons and hearing "interesting" stories from the guys in the yard. As Cory puts it, "I was born, raised, and educated in the business. No outside theorists got in the way of business or reality."

Today, Cory is supported fully by his wife, Julie, daughter Sydney and son Ryder.

John is married to Diane, who he was introduced to by her brother, a baseball teammate of John's at Nichols. John is quick to credit Diane for helping him balance family life with work: "You can't over-emphasize the importance of your spouse to pull off the correct balance." They have two sons, John and his wife, Marci, and Michael and his wife, Jenn, and five grandchildren.

John would become a mentor and a role model for not just his sons, but for many of the "next generation" of store managers and account managers at Hancock Lumber. "It's been very rewarding to see fellow employees develop."

Regarding the resiliency of independent lumber dealers, he provides this encouragement: "If it was easy then anyone could do it; you have to be on your game. I've been through three downturns. The downturns would get my juices running; you have to dig in and get in the game. Everyone left now is good at their game. Our industry has several strong years coming up. Enjoy the ride!" 

Cory carries a hard-work/hard-play philosophy and explains, "I am happy to put in the time and effort needed, but also know that life is a balance, and recreation and family are vital to keeping one's mind focused and happy. I have also concentrated on learning to truly appreciate the little things such as cool mornings, good coffee, and a great laugh. Life is far too short to not stop and enjoy along the way."

Regarding the industry, Cory expounds, "The LBM industry is a great place to call home. People are more honest and straightforward than any other group I have met. You will always know where you stand, what it will take to get to the next level, and who is there to support you along the way." 

### DECK SAFETY... (continued from pg. 106)

in the boards are fully encapsulated by plastic. This total encapsulation is made possible by specific manufacturing processes, and the result is a board that can be installed with ground or water contact without voiding its warranty. When a board can be installed with water contact, exposure to a few feet of rain each year should be no threat at all.

When the surface of a deck can be completely trusted, homeowners can spend more of their time and energy enjoying their deck with friends and family and less time worrying about the possibility of boards collapsing under their feet.

*Brent Guatney is senior vice president for sales and marketing for MoistureShield composite decking, and serves on the North American Deck and Railing Association (NADRA) board of directors. Contact him at [bgwatney@moistureshield.com](mailto:bgwatney@moistureshield.com)*

### NATIONAL POLICY AGENDA... (continued from pg. 14)

Dealers are encouraged to come to the nation's capital to discuss legislative issues affecting the lumber and building material industry with their lawmakers at the NLBMDA 2016 Spring Meeting and Legislative Conference, April 18-20, 2016 in Washington, D.C.

To read the entire NLBMDA 2016 National Policy Agenda, please visit [www.dealer.org](http://www.dealer.org). 

### NEWS AND VIEWS (FERRIS) (continued from pg. 6)

Knock, knock.  
Who's there?  
Opportunity.  
Don't be silly - opportunity doesn't knock twice. 

Thank you for the opportunity to serve you,

*Rita*

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Term: 8/15-8/17

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April

<b>6</b>	<b>6</b>	<b>4</b>	<b>12</b>	<b>12</b>	<b>13</b>
<b>VRLDA</b> Blueprint Reading & Estimating Basic/Beginner White River Junction, VT	<b>NRLA/LBMDF</b> Roundtable #12-Spring 2016 Lancaster, PA	<b>NRLA/LBMDF</b> Roundtable #3-Spring 2016 Mt. Arlington, N.J.	<b>VRLDA</b> VRLDA Lobby Day Montpelier, VT	<b>ENYLDA</b> Board of Directors Meeting Rensselaer, NY	<b>VRLDA</b> Load Securement & Reasonable Suspicion Training Williston, VT
<b>13</b>	<b>14</b>	<b>20</b>	<b>21</b>	<b>27</b>	
<b>NRLA/LBMDF</b> Roundtable #11-Spring 2016 Utica, NY	<b>NRLA/LBMDF</b> Rising Women in the Lumber Industry Roundtable Woodstock, VT	<b>NNYLDA</b> Board of Directors Meeting Gouverneur, NY	<b>CNYRLDA</b> Board of Directors Meeting Cortland, NY	<b>NYLE</b> NYLE 2016 Spring Leadership Conference Portsmouth, NH	

For more details on the events listed here, please go to [www.nrla.org](http://www.nrla.org).

**IN MEMORIAM..**

*(continued from pg. 26)*

He was a longtime member of St. Michael's Parish and a longtime member of the former St. Andrew's Catholic Church where he served on the building committee and the finance committee and served as a collector and usher. He was also a lifetime member of Le Club Calumet. He served as a board member at Kennebec Savings Bank. He was also co-owner of Lapointe/St. Onge Development LLC.

He was known for his generosity in giving people a helping hand by offering them "in store" charge accounts so that they could make monthly payments. This simple gesture is what helped make the business a successful family business. Normand was always there if someone needed a hand. He was known for his generosity when it came to donating to area youth sports.

Normand retired from the family business in 1999. He enjoyed spending his summers at his camp at Three Mile Pond with his wife and camp neighbors.

Normand was predeceased by his parents and four brothers, Romeo, Robert, Armand, and Maurice Lapointe, and five sisters, Florence Beaudoin, Alcea Lavalle, Rita Chapman, Arlene Lahaye, and Joanne Lapointe, and son-in-law Ernie Warren.

**NYLILA LIFETIME ACHIEVEMENT...**

*(continued from pg. 66)*

was working with his father, riding in the back of the pickup truck making deliveries, earning 25 cents per day, plus a free lunch. After graduating from Erasmus Hall High School, Sam served in the U.S. Army, returning to New York in 1964. He returned home to a surprise: his family had moved, and Sam never received the letter they wrote to tell him about it.

Sam and his wife, Gina, have been married for 48 years. They are not only spouses but friends, companions, and, as Sam notes, Gina has been his voice of reason throughout their marriage. They have two daughters, Abbe Katz

and Audra Zane.

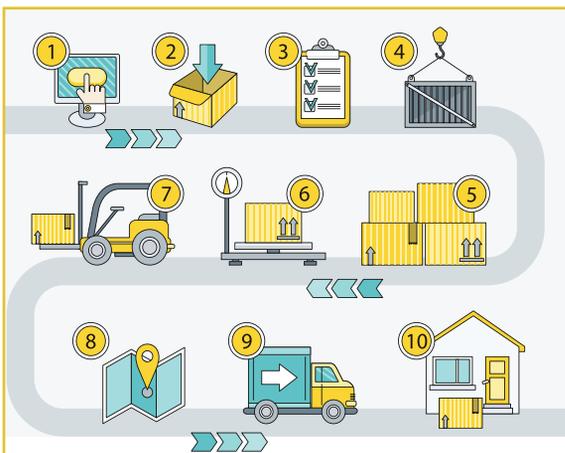
In his down time, Sam plays billiards and pool, makes furniture, and, now that he is retired, anticipates spending more time as an all-around fixer and handyman, when he isn't filling in part-time back at Feldman Lumber. Sam is also in the bowling hall of fame for the outstanding accomplishments of bowling several perfect games.

As he reflects on his happy, successful years working in the lumber industry, Sam shares his philosophy and guiding principles, which apply to life as well as career: "Work hard, use your head, and, most importantly, be on time! Apply yourself to whatever you want to do and you can do it!" 

He is survived by his wife, Theresa; his daughters Joyce Lapointe of Augusta and her companion Wes Kimball, Margaret "Peggy" Lord and her husband Tim of Augusta, Linda Lapointe of Vinalhaven, Elsie St. Onge and husband Robert of Augusta; one son, Normand Lapointe Jr. and wife Lisa of Vassalboro; his grandchildren, Bo Garside and wife Lori, Tim Lord and wife Jen, Laura Bower and husband Adam, Jessica Turcotte and fiancé Ryan Grimes, Joshua Turcotte, Roger Lapointe, Ethan Warren and partner Jess Sanborn, and Andrew Lapointe

and partner Alexandria Thomas; step grandchildren Jeremy St. Onge and wife Kim, Adam St. Onge and partner Christina Brochu; and great grandchildren Selena Garside, Hannah Lord, Alex Bower, Josephine Turcotte, Luke Lord, and Callum Grimes; Parker, Anderson, Emery, Ayla, and Bryce St. Onge; two brothers, Roland Lapointe and wife Anita of Vassalboro and Henry Lapointe of Augusta; one sister, Teresa Larochelle of Augusta; and many nieces and nephews. 

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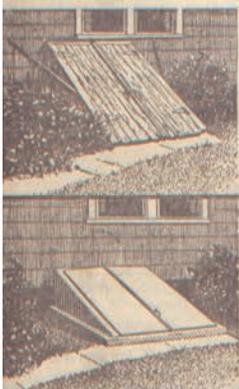
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*Satin-Lux* SEMI-GLOSS ENAMEL

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## Celect is perfect behind the scenes

- Patented interlocking joints\* make seams virtually disappear – and make Celect faster to install than fiber cement
- Keeps boards straight and aesthetically stunning means it doesn't degrade like wood and fiber cement
- Gravity lock design wipes out warping, buckling and shifting while boosting wind resistance to more than 130 mph

\* Patent No: US 8,402,707 B2 (2013)

## Gorgeous on its own. Plays well with others.

- Complements all architectural styles and designs
- Rich, deep palette of 18 factory applied, designer-inspired colors
- Full line of matching accessories – crafted from the same state-of-the-art cellular materials as our premium siding

## The natural, beautiful looks of real cedar without the ugly maintenance

- Kynar Aquatec coating withstands all kinds of weather conditions and climates
- Fade-resistant colors backed by a 25-year color-protection warranty
- No painting, repainting, caulking, re-caulking or delamination – unlike fiber cement
- Resists chipping, cracking, chalking, flaking and decay
- Withstands impact
- Repels mold, mildew, dirt, debris and insects

## Recyclable and sustainable perfection

- Panels and packaging are 100% recyclable
- Kynar Aquatec coating provides superior UV resistance and reflects energy back into the atmosphere – reducing the energy demands of heating and air conditioning
- Manufacturing and installation emit low VOCs
- Each panel cuts cleanly, with no harmful residue or dust

## Seriously green

- Unique white substrate helps lower heat absorption
- Insulates 70% better than wood
- Has almost twice the R-value of fiber cement and wood

## Even the small details come up big: trim and moulding

- Crafted from the same state-of-the-art cellular materials as our siding
- Kynar Aquatec-coated corner, trim and moulding options are finished in matching and complementary siding colors
- Zero rot or replacement issues
- Trimboards can be bent and customized

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