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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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If you would like more information on how to become part of the Lumber Co-operator's Editorial Advisory Board, contact Andy Carlo at 518.880.6386.

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# Message from the President

Rita Ferris, CAE



## The Power of Asking the Right Questions

Hopefully you have cultivated a terrific base of customers and staff members who you undoubtedly want to stick around for the long haul. To foster engagement and longevity, it's important to talk with your customers and staff regularly to solicit feedback regarding their experience with your company.

At the NRLA, members are regularly solicited for feedback regarding our services, the convention, and most recently, the Lumber Co-operator. Internally, we've engaged our staff in a number of ways, such as large group discussions, one on one meetings, and surveys targeted to specific topics.

To prepare for an NRLA management retreat in April, I asked our facilitator, Jan Flynn, to provide me with questions to check in on how NRLA staff feel about our workplace. I was provided the following questions, which encouraged our team members to think about their positions and allowed them to bring up anything on their minds:

What I like about working at the NRLA is .... ?

One thing I have a concern about is .... ?

What I would like you to know is .... ?

Staff was asked to submit their responses anonymously. The responses I received were thoughtful and constructive, reflecting the commitment our staff has to the success of the organization. They also awarded our management team with insight on a variety of items we didn't know the staff noticed, motivation to build on the positive aspects that the staff most appreciates, and awareness of areas we can improve upon. Additionally, the feedback took the guess work out of where to focus NRLA's energy and resources.

As humans, it's our natural inclination to rush to address problem areas in our own way, but despite good intentions, your solution may not be what the customer or employee had in mind. When a concern is shared, it's important to ask one more question, which is, "How would you like to see this addressed?" With that, the areas for improvement and the solutions are provided: all you have to do is implement them.

Applying this concept to your customer and employee bases is not just smart, but easy. Some members are already doing this in one way or another, but there is

*(Continued on pg. 94)*



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# Near and Far

Andy Carlo, director of communications & P.R.



On a recent spring evening, a particular celestial object hovering just above the evening's rising moon caught my attention. It was a busy night with multiple planes traversing the sky. Where were all of those planes headed? A fishing trip? A business meeting? Vacation? What did the passengers or pilots of these planes know that I didn't? Then I noticed that the object drawing my interest seemed to move ever so slowly. Not at the speed of a plane or jet. Was it a satellite being repositioned? This required further investigation, so I raced inside to grab my best set of binoculars.

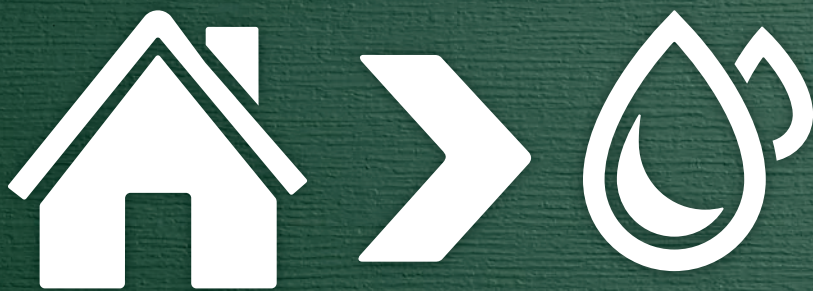
My investigation didn't go as planned. After finding my binoculars, I discovered that they were covered in a sticky mixture—most likely a composite of apple juice, yogurt, chocolate, and maple syrup produced by my 2-year-old daughter, Shelby, who had recently taken ownership of “my noculars.” Unable to get a clear, focused glimpse of the sky, my astronomy project was discontinued for the evening.

While I was trying to get a better picture of what was going on above the earth, this issue of the *Lumber Co-operator* gives you much more than a snapshot of the global and domestic economic factors impacting your business in 2016 and beyond. In this edition of the Business Barometer, Ruth Kellick-Grubbs—one of the leading LBM consultants in our industry—zeroes-in on many of these variables causing a direct impact on current market conditions. You'll have a better idea of how they culminate while providing new opportunities.

In regard to the economy and culture closer to home—much closer to home, I might add—the NRLA has introduced a “Summer Help Recruitment” package, designed to assist your company in finding summer help for your location. This packet will allow you to better connect your company with vocation and high schools in your region. For many more details about the program, please read Shannon Rabbett's column (page 66). Our industry often discusses trying to find the next generation of LBM employees and executives. This could be a golden ticket to finding these future players in your own backyard. **LC**

A stylized, handwritten signature in black ink, appearing to read 'Andy Carlo'.





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## NRLA Chair

Chuck Handley, Burke's Do It Best Home Center



Because you have taken the time out of your busy schedule to read my column, it might be safe to assume that you realize the true value of the *Lumber Co-operator*. For some time now we have all discovered what the *Lumber Co-operator* has to offer to the members of the NRLA with the vast amounts of informative educational resources provided. Our Associate Membership drives the *Lumber Co-operator* with first class advertising and the highlighting of quality products.

Also keep in mind our Associate Members continually and enthusiastically sustain all of our local and state events throughout the year. These events could not continue without their generous support. It truly is a beneficial working relationship between our Retail and Associate Members.

So the question is: Are you supporting these vendors that work so hard for the NRLA's retail membership? We all need to review our vendor purchases and ensure that we as a group are showing our appreciation by financially supporting the NRLA Associate Members. If you know of one of your primary vendors that is not yet a member of the NRLA you should ask your representatives why. You can explain to your vendor the vast benefits there are to being a member of this association.

At the same time, give Jim Reynolds, our associate membership and partnership director a call or send him an e-mail to let him know you have a great prospect. Jim will do the rest.

Now let's talk about the NRLA Career Center and job board. I have already talked to many of you, and most of our members have experienced a strong winter business season that is carrying over to the spring. I have noticed many retail outlets posting job openings all across our region. What better way to find industry specific employees than through the NRLA job board. Not sure how to use the job board? Give Shannon Rabbett, member programs manager a call today. You can even get your first job posting free of charge.

In closing, I hope to see many of you at the upcoming board meetings, golf outings, and other social events planned for this summer.

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## NYLE President

Jordan Russin, Russin Lumber Corp.



I recently went through an interesting exercise and I encourage you to do the same. I Googled the search term “millennials in the workplace.” Needless to say, I got a zillion hits. But an article written for Forbes by Rob Asghar caught my eye. He extensively quotes Jamie Gutfreund, the former chief strategy officer for The Intelligence Group and now the global chief marketing officer at Wunderman.

The following excerpt is a good summary of article’s points:

*Millennials are, in essence, “venture consumers,” Gutfreund says. They’re not looking to fill a slot in a faceless company, any more than a good venture capitalist is looking to toss money at a faceless startup. They’re looking strategically at opportunities to invest in a place where they can make a difference, preferably a place that itself makes a difference.*

The article goes on to list the most important things a millennial considers when making a career choice. Yes, money is important. But it’s only one of the factors on the list. Just as important are joining a community where they can feel they belong, being on a team where their input is valued, and being led by a coach rather than a boss. They’re sick of the term “work-life balance” but they feel strongly about “work-life integration” – this means they’re willing to work remotely, even outside of working hours, but they also expect that the lines between work relationships, friendships and even family may become blurred. They don’t consider emails at all hours to be an intrusion, but they also want to be able to go to the gym during lunch, since they have no problem working while they’re watching TV at night.

My point in all this is that for the next generation of leadership of our businesses, the worldview regarding work versus life outside of work has changed. And for us to attract and retain young people who can lead our businesses over the next several decades, we also have to be willing to change.

If you have a “no cell phone” or “no social media” policy, you may want to consider the impact that has on the job satisfaction of your millennial employees. If you’re unwilling to accommodate employees who are productive but need some flex time, you need to understand that they may look for an employer who will better meet their needs. And if you don’t view organizations like NYLE as a catalyst for bringing the next generation of leaders forward, you need to accept that your young

*(Continued on pg. 92)*





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# NLBMDA Pushes for Full Repeal of Health Insurance Tax

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



As part of President Obama's health care reform bill passed in 2010, the Affordable Care Act (ACA) created a new tax on a type of health care plan offered by many small businesses, including lumber dealers. The health insurance tax (HIT) is levied against companies offering fully insured plans that is then passed on to employers and employees in the form of higher premiums. The HIT first took effect in 2014 and was \$8 billion. For 2015 and 2016, the tax is \$11.3 billion annually.

The good news is that it has been suspended for 2017 as part of the Omnibus Spending bill passed and signed into law on Dec. 18, 2015. However, after the moratorium in 2017, the tax will be \$14.3 billion in 2018. In 2019 and beyond, it increases annually based on premium growth.

Although a temporary suspension of the HIT is a step in the right direction, full repeal is needed to ensure certainty and affordability for small businesses.

Health care remains a major expense for employers that offer coverage to their employees. In a recent Kaiser Family Foundation survey, the 2015 average annual premiums for employer-sponsored health insurance were \$6,251 for single coverage with employers paying \$5,180 on average. The average premium was \$17,545 for family coverage, with employers contributing \$12,590 on average.

Supporters of the ACA have opposed full repeal of the HIT on the grounds that it would add to the federal deficit. However, the HIT's primary public policy objective is as a revenue generator for other subsidies in the ACA.

Moreover, most of the tax is paid by those who can least afford it. Approximately half of the premium increase from the HIT is paid by those with incomes between \$10,000 and \$50,000.

The Jobs and Premium Protection Act (H.R. 928, S. 183) has been introduced in both the House and Senate to repeal the HIT. Reps. Charles Boustany (R-La.) and Kyrsten Sinema (D-Ariz.) sponsored the legislation in the House, while Sens. John Barrasso (R-Wyo.) and Orrin Hatch (R-Utah) are the sponsors in the Senate.

A majority of the House already supports the legislation as 235 lawmakers have signed on as cosponsors. Companion legislation in the Senate has 39 cosponsors.

At the 2016 NLBMDA Spring Meeting and Legislative Conference held in April

*(Continued on pg. 92)*





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## National Lumber Company Acquires Babel's Paint & Decorating

National Lumber Company, based in Mansfield, Mass., has acquired Babel's Paint & Decorating, a Benjamin Moore paint dealer with five locations in the state.

"The relationships that you have developed with the entire Babel's team and the service they provide meshes with what National Lumber has always believed in—everything starts with listening and treating each customer fairly," National Lumber said in a letter sent to customers.

Seven National Lumber retail stores are already Benjamin Moore paint dealers, which also offer interior decorating services and products. National Lumber operates nine lumberyards and stores, truss and wall panel manufacturing facilities, a custom millwork shop, and six Kitchen Views design showrooms, all located in New England, including Connecticut, New Hampshire, and Rhode Island. In addition, National Lumber has drywall, turnkey framing, and pneumatic tool divisions. **LC**



## U.S. LBM Buys ALCO Doors

U.S. LBM Holdings has acquired Baltimore-based American Lumber Corporation ("ALCO Doors").

Founded in 1904, ALCO Doors is one of the largest manufacturers of interior and exterior doors for commercial and residential use. ALCO Doors' main facility is located in Baltimore and boasts a state-of-the-art door fabrication shop. **LC**



## Huttig Acquires BenBilt Building Systems

Huttig Building Products has acquired BenBilt Building Systems, a wholesale distributor and door fabricator serving customers in the Mid-Atlantic region. "BenBilt complements our brand, product, and service strategies; expands our geographical coverage in Delaware, Maryland, New York, Ohio, Pennsylvania, Virginia, and West Virginia; and strengthens our position as the largest door fabricator and value-add millwork distributor in the country," said Jon Vrabely, president and CEO of Huttig. **LC**

## Housing Starts Fall 8.8%



Nationwide housing starts fell 8.8 percent to a seasonally adjusted annual rate of 1.089 million units in March, according to the U.S. Dept. of Housing and Urban Development and the Commerce Dept. Overall permit issuance was also down 7.7 percent.

"Single-family starts are off from their strong showing in February, but this slowdown represents a return to a long-run, gradual growth trend that is consistent with builder confidence levels, which are overall positive," said NAHB Chief Economist Robert Dietz. "While we are also seeing a monthly decline on the multifamily front, multifamily construction is expected to level off at a solid rate given the high level of rental housing demand."



Single-family housing starts fell 9.2 percent to a seasonally adjusted annual rate of 764,000 units in March while multifamily starts dropped 8.5 percent to 312,000 units. On a year-over-year basis, however, single-family starts were up 22.6 percent.

Combined single- and multifamily starts fell in three of the four regions in March. The Midwest, West, and South posted respective losses of 25.4 percent, 15.7 percent, and 8.4 percent. The Northeast registered a 61.3 percent gain.

Single-family permits fell 1.2 percent to a rate of 727,000 while multifamily permits dropped 20.5 percent to 359,000. All four regions posted permit losses in March. The Northeast, Midwest, South, and West posted respective drops of 17.9 percent, 3.1 percent, 3.2 percent and 15.4 percent. **LC**

(Continued on pg. 18)



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# NRLA Welcomes New Retail Member

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*Country Lumber President Phil Altieri.*


The NRLA welcomes new retail member Country Lumber, Inc. located in Cheshire, Conn. Country Lumber was established in 1975 as a full-service lumberyard for the contracting and building community.

It is a family-owned business with a commitment to quality and customer satisfaction, servicing all of Connecticut and parts of New York and Massachusetts.

The company's experience spans from single homes and developments to large commercial projects.

The dealer is known for its knowledge, experience, and service. 

## Existing-Home Sales Rise 5.1%

Total U.S. existing-home sales, which are completed transactions that include single-family homes, townhomes, condominiums and co-ops, jumped 5.1 percent to a seasonally adjusted annual rate of 5.33 million in March from a downwardly revised 5.07 million in February, according to the National Association of Realtors. Sales rose in all four major regions in the nation, led by the Northeast and Midwest. 

*(Continued on pg. 20)*

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

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### Fontrick Door, Inc.

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### Neuma Doors

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# Roe Brothers Celebrates 130 Years

New York dealer undergoes massive location and product expansion.



U.S.-made racking system that quadruples the interior storage of its already large lumber storage building. Roe Brothers says that the move differentiates the company from competitors. The dealer has had a reputation for carrying high-quality wood and now has all of its framing materials protected from the elements.

The 130-year-old business is preparing for a two-day Home Show 130th Anniversary and Customer Appreciation Weekend scheduled for June 3-4. The event will include over 20 LBM industry vendors focusing on both quality and environmentally friendly building techniques. Roe Brothers will also host a classic and antique car show, featuring food and live music in conjunction with

Roe Brothers Inc., a fourth generation-owned and operated dealer in the Village of Florida, N.Y., has undergone a major expansion and renovation. In addition to adding 3,000 square feet of showroom space in its Pratt & Lambert paint department, the company has added more than 5,000 new items in response to homeowner demand.

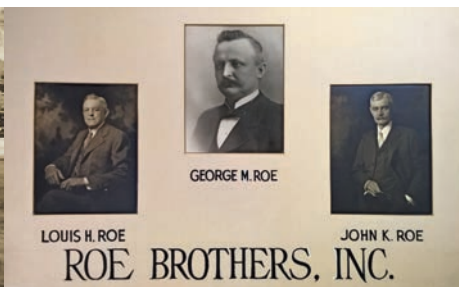
Now with more than 27,000 unique items in stock and more than 100,000 readily available, Roe has positioned its business to be a source for homeowners and builders. "Pratt & Lambert paints align our store with our quest to offer the highest of quality, selection, and durability. We now offer a full-service paint department with any custom color match and depth in inventory," says Tim Bieling, co-owner and CEO of Roe Brothers.

Additionally, the company has invested in an efficient

the anniversary celebration.

Founded in 1886 by John King Roe and his brothers George and Luis, Roe Brothers originally consisted of three locations in Pine Island, Chester, and Florida, with each operated by one of the founding brothers. The company began by selling coal and feed as well as lumber. Over time the Florida-based location evolved, and under the helm of John's only child, Elizabeth Roe Bieling, became a successful and prominent lumber yard in the 1950s.

In the 1960s, Arnold Bieling returned to Florida to work alongside his mother and eventually purchased the business. Tim and Scott are the sons of Arnold and Christina Bieling and are now the fourth generation involved, spearheading the future of one of Town of Warwick's oldest family-owned businesses. **LC**





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## WNYLDA Supports LIFT Fund



In support of the LIFT Fund, the Western New York Lumber Dealers Association's (WNYLDA) board of directors presented a check in the amount of \$1,830 to NRLA President Rita Ferris at LBM Expo '16 in Providence, R.I. The money was raised at the WNYLDA's 2015 Annual Meeting when the association auctioned off various paintings and event tickets in support of the fund. LIFT is an industry-specific fund and member benefit established to

provide immediate financial assistance and peer support to NRLA member employees impacted by a fire or natural disaster resulting in a loss of shelter. **LC**

## On the Move

**Russin Lumber** has announced the addition of **Mark DeMarco** to the company's outside sales team. DeMarco will cover the southern New Jersey and Delaware markets for the company. DeMarco is a former member of the executive board of the North American Deck and Railing Association.

**U.S. LBM** has named **Dale Carlson** as vice president of operations. Carlson spent the past 30 years with Minnesota-based Lyman Companies, a division of U.S. LBM, where he had been president since 2011. **Tim Liester** has succeeded Carlson as president of Lyman Companies.

**Fairway Building Products**, a leading manufacturer of architectural railing solutions, has added **Bill Marks** to its leadership team as sales manager-distribution.

**Huttig Building Products** has named **Oscar Martinez** as the company's new chief financial officer.

**Weyerhaeuser** has appointed **Jim Kilberg** as senior vice president, real estate, energy, and natural resources. **LC**

## In Memoriam

**John Ernest Belanger**, 69, of Marshfield, Mass., passed away on March 24. Belanger was in the wholesale lumber business, including Denison-Cannon, for over 30 years. He was a member of the Harry L. Folsom Club and the Silver Club.

**Paul R. Botello**, 78, of Hyannis, Mass., the founder of Botello Lumber, passed away on April 13.

**Paul A. Sullivan**, of Medford, Mass., formerly of DB&S Lumber & Home Improvement, passed away on April 10. **LC**

## Jackson Lumber & Millwork Celebrates 70 Years

Jackson Lumber & Millwork, based in Lawrence, Mass., recently celebrated the 70-year milestone. Serving contractors, remodelers, and homeowners throughout eastern Massachusetts and southern New Hampshire, the company has been owned and operated by the Torrissi family since 1946.



*Jay Torrissi, CEO/treasurer; Al Torrissi, chairman of the board; Mark Torrissi, president; and Joe Torrissi, executive vice president, celebrate Jackson Lumber & Millwork's 70th anniversary at an event for employees and retirees on March 12.*

Founded by Joe Torrissi, the company started at a small site on Jackson Street in Lawrence. Torrissi recognized the building materials supply opportunity created by the post-World War II building boom.

Named Jackson Lumber for the street where it was located, the company quickly outgrew its initial location and moved to Market Street, where it could spread out over an entire city block. Innovative for that time, the property included a drive-through lumber yard and a rail spur to facilitate lumber delivery by rail.



*Jackson Lumber & Millwork recently updated the exterior of its Lawrence building with a new façade, completed in March 2016.*

Throughout the ups and downs of the national, regional, and local economies, Jackson Lumber & Millwork enjoyed steady growth  
(Continued on pg. 94)



# 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.

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## L.J. Smith Introduces New Stainless Steel Cable Railing System

L.J. Smith, Inc., the stair parts manufacturer, has introduced a new, exclusive, modern stainless steel cable railing system that has many unique features and is unlike any other offering in the industry. This new Linear Collection features either stainless steel marine-grade cable or stainless tube balustrade infill into pre-cut and pre-drilled newel posts. The sleek cable fittings require no expensive special tools and there is no measuring, drilling, or cutting of the newels required. This system takes the complex and makes it simple. There is no other offering available in the industry that is a complete ready-to-install system. For more information, visit [www.ljsmith.net](http://www.ljsmith.net). 




### Simpson Strong-Tie CBTZ Concealed Beam

The new CBTZ Concealed Beam Tie combines structural strength with invisibility for applications that call for concealed joinery rather than standard beam-to-post connections. Whether you're designing for a custom indoor or outdoor living space, the tubular shape of the CBTZ allows an easy-to-install beam-to-post connection using common tools. The CBTZ is designed to connect beams and posts of a variety of sizes. The CBT2Z accommodates a minimum 4x4 post and 4x6 beam using four steel dowel pins (included) for installation. CBT4Z fits a minimum 6x6 post and 6x8 beam using six dowel pins (included). Each model will still achieve the listed load capacities even when installed in wood members greater than the minimum stated sizes. For more information, visit [www.strongtie.com](http://www.strongtie.com). 




### ECi Launches RockSolid MAX

ECi Software Solutions, a leader in industry-specific information technology solutions, has released RockSolid MAX software, a product developed specifically for small-to-medium sized hardware stores, home centers, and smaller LBM businesses. Residing in the cloud, RockSolid MAX will free up small businesses from having to purchase and maintain servers and required software; this will allow system owners to focus resources on growing their businesses while ECi manages their software, data backups, data security, software updates, administration, and disaster recovery. For more information, visit [www.ECISolutions.com](http://www.ECISolutions.com). 



### DensElement Barrier System

Georgia-Pacific has introduced a solution to the industry's water woes with the launch of the new DensElement Barrier System, a sheathing system for exterior wall construction that incorporates a water and air barrier directly onto a gypsum panel for an all-in-one solution. A separate weather barrier isn't needed, so it eliminates an entire step in the construction process. DensElement Barrier System offers architects, specifiers, and contractors a performance-tested solution for building construction. In rigorous lab testing and on job sites, the system has proven time savings, reduced skilled labor needs, and saved bottom-line costs. For more information, visit [www.buildgpc.com/DensElement](http://www.buildgpc.com/DensElement). 



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# BOSTON CEDAR AND U.S. LUMBER join forces!

Who exactly is U.S. LUMBER? Where are they, who are they, and what do they do?

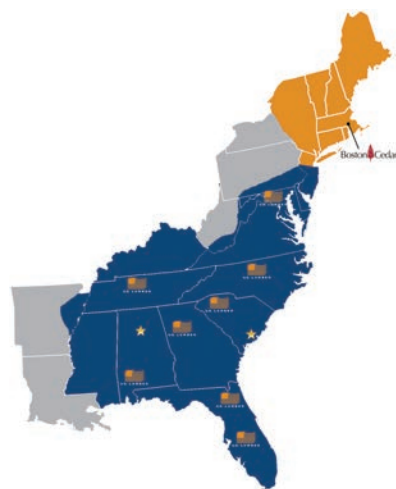
## **U.S. LUMBER Leadership Team**

Founder/CEO	Lawrence Newton
President/COO	Jeff McLendon
CFO	Ronnie Stroud
Director Sales/Ops	Bryan Lovingood
Supply Chain	Carl McKenzie

## **U.S. LUMBER and Boston Cedar Combined**

Year est.	1986
Corporate office	Atlanta
Annual sales	\$500,000,000+
Branches	9 centers/2 reloads
Trucks	85
Employees	400+

U.S. LUMBER is a wholesale distributor of specialty building materials founded 30 years ago in Atlanta, Ga. Today, U.S. LUMBER operates eight distribution centers across the Southeast and Mid-Atlantic states, as well as maintaining large inventory



positions in two company-managed reloads. Birmingham, Ala., acts as rail hub from the Pacific Northwest, and Charleston, S.C., is the seaport hub catching imports from South America, Europe, New Zealand, and China.

The company started in Atlanta with a small

inventory of spruce, pine, fir, and cedar boards. U.S. LUMBER carries the biggest, broadest, deepest specialty products

inventory in the United States. After boards, came pattern stock, then flooring and decking, high grade softwoods, a full line of mouldings, later housewrap, and flashing. Sidings and trim were next, and finally engineered wood. Wood fiber products, composites, MDF, PVC, fiber cement, and EWP are among U.S. LUMBER's offerings.

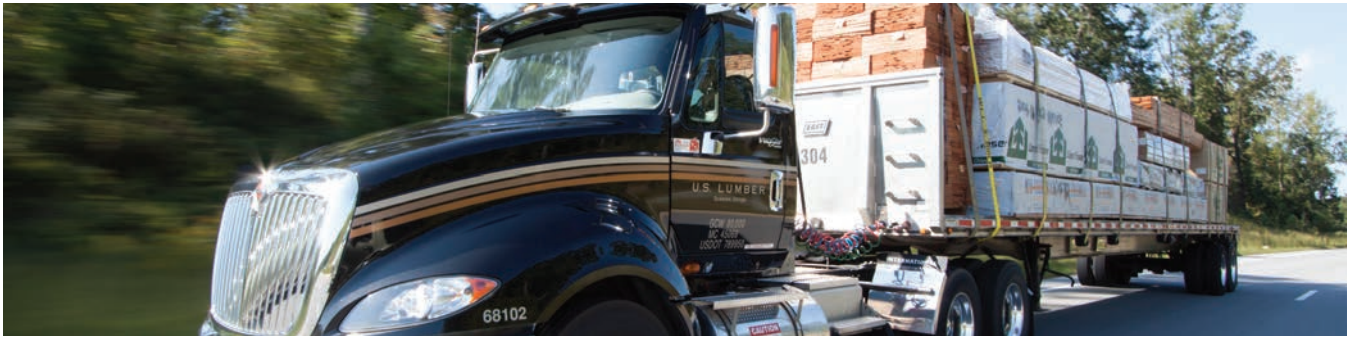


The company has enjoyed a healthy pace of growth through the years, supported by outstanding supply partners such as Trex, Allura, Arauco, Terminal Cedar, Royal Mouldings, Hancock Pine, Sierra Pacific, JELD-WEN, Watkins Sawmills, Ashton-Lewis, and many, many others.

Lawrence Newton, founder and CEO says, "Being a part of the building supply industry has made for a wonderful career. We've seen healthy growth, amazing changes in supply and product composition, lived through the great recession, and now, thankfully, seeing the industry really grow again. We have been fortunate to be in the right place at the right time in so many ways .... but most fortunate to have a group of people that genuinely like each other and look forward to coming to work."

U.S LUMBER chooses to lead with a strong moral compass, a "do the right thing" culture and is proud to refer applicants, customers and supply partners to the "Core Values" page of the company website: [www.uslumber.com](http://www.uslumber.com).





As individuals, U.S. LUMBER employees have nine core values that we live by. They didn't come from consultants, nor are they aspirational. They reflect what we actually believe and how we actually behave. They are WHO we are.

- Be Consistently Responsive to Customers and Suppliers.
- Always Do the Right Thing - Even When it is Hard.
- Don't Finish Fresh. Give Everything You Have Every Day.
- Live with Intentionality. Make Sure Your Progress is on a Well-Conceived Path.
- Give Credit Where Credit is Due. Most of the Credit is Not Due to You.
- Use Your Influence to Have a Uniquely Positive Impact on People.
- Develop People by Serving the Whole Person.
- Live out Idealism. Don't Settle.
- Lead with Influence; not Position, Title or Tenure.

Jeff McLendon, company president says: "The combination of great people, maintaining our moral compass, and embracing changes in both products and technology has allowed us to grow our organization. This growth has resulted in a wider array of products and services that we can offer our customers, as well as more opportunity for U.S. LUMBER people to grow their careers."

When asked about "why come to New England", Newton says, "we've long looked north at the great history, great construction, great buildings, and magnificent architecture in the northeast and dreamed one of these days. When the opportunity to partner with Rob Ankner and the people at Boston Cedar became a possibility, we immediately got to work on putting these companies together, giving us opportunity to bring the U.S. LUMBER product mix into New England. We believe the ability to serve the entire Eastern Seaboard will offer a competitive advantage to our supply partners and our current customers as well as those Boston Cedar is serving today."

Boston Cedar's founder, principal and CEO Rob Ankner says "Partnering with U.S. LUMBER cements Boston Cedars growth

strategy for the next generation. Lawrence has built U.S. LUMBER into one of our industries true success stories. Boston Cedar is proud to be part of that future. I can't imagine a better scenario for Boston Cedar's go forward strategy. The cultures of Boston Cedar and U.S. LUMBER are a perfect match. Combining resources enhances Boston Cedar and U.S LUMBERS ability to improve our value to customers and suppliers. Clearly, none of this would be possible if not for the hundreds of loyal customers, dozens of outstanding employees, and best in class suppliers. Most exciting about this merger is the competitive advantage it creates for our industry partners. I will never forget how Boston Cedar succeeded and the people that made it possible. I will spend the rest of my career trying to repay that trust.



*Lawrence Newtown, founder and CEO of U.S. LUMBER, and Boston Cedar founder and CEO Rob Ankner finalize their agreement.*



# NEW RAYS RISING

LBM dealers tap into solar equipment and the power of the sun.

By Andy Carlo



*Pictured above: National Lumber, New Bedford location.*

**T**wo years ago, Howe Lumber sold off its original yard in North Brookfield, Mass., to a local fuel oil company. During a drive past the facility not long after the sale, Howe Lumber President Scott Norrie noticed that the buyer had installed solar panels at the location and the facility was now generating its own electricity.







*Scott Norrie, Howe Lumber.*

Norrie was impressed, and soon after decided that the solar route might be an avenue worth pursuing for Howe Lumber. Fast forward to the spring of 2016 when Howe Lumber received its first electric bill since installing solar operations at its East Brookfield location and having the system activated on Jan. 11.

"We saw significant savings," Norrie explains. "Our bill for February was cut to one-fifth of our bill from February 2015. And that's with at least a week of snow covering over the panels."

Howe Lumber installed an 89-kilowatt-hour system on the entire back roof of its primary lumber warehouse. The company is among a wave of dealers in Massachusetts that have brought solar systems on board in an effort to reduce expenses while making the most of lumber storage facilities with plenty of untapped energy potential sitting on the roof. And staring at the sun.

In a recent study conducted in 128 U.S. cities, the National Renewable Energy Laboratory (NREL), found that the total potential for power generated by rooftop photovoltaic (PV) systems is 1,118 gigawatts and 1,432 terawatt-hours of annual energy. That's the equivalent of nearly 40 percent of U.S. electric sales. The NREL is the U.S. Department of Energy's primary national laboratory for renewable energy and energy research and development.

Findings from the latest study

approximately double a 2008 NREL estimate on U.S. rooftop solar potential. Take a quick drive around your community and you likely won't see as many solar panels on the roofs of homes and businesses as was promised in predictions about U.S. energy products 30 years ago. But some dealers in New England have caught on and are making the most use of their facilities.

Last October, National Lumber Company and its manufacturing division—Reliable Truss and Components, Inc.—completed a \$2.1 million project featuring the installation of solar panels on all three of its buildings in the Welby Park Industrial Park in New Bedford, Mass. The project is one of the largest of its kind in the state.

According to National Lumber Company spokeswoman Deborah Rowell, the ability to generate electricity through solar power at three commercial buildings, "adds to our existing company culture of solid 'green' initiatives."

The system will generate more than one megawatt of solar energy production annually. National Lumber's annual electric cost at the site had been \$135,000 per year. But with the help of tax credits, the company expects to recoup installation costs within four years. Additionally, the dealer will save about 75 percent of the annual electrical expenditures from running its manufacturing facility for wood trusses and structural components, as well as

its offices, a retail store, and drive-thru lumberyard. Since the store will have the lowest electric usage, the power generated will be shared with the manufacturing buildings.

Steve Kaitz, co-owner and co-CEO at National Lumber, says he is proud that when selecting panels for the facility, his company opted to go with a domestic product. National chose to work with SolarFlair, an Ashland, Mass.-based company specializing in cost-effective clean energy solutions for residential and commercial customers.

"These solar panels were made in America," Kaitz says. "We had the option to purchase foreign-made panels at a lower cost but we opted to support an American product."

Koopman Lumber, the seven-unit dealer based in Whitinsville, Mass., installed solar panels at its Sharon yard in 2014. According to Tony Brookhouse, co-owner of Koopman Lumber, the 328-kilowatt system "allows us to fix our electrical price at a lower cost since we are putting back into the grid."

The system is also allowing Koopman Lumber to save about 10 percent of its total company-wide electrical costs.

## **SOLAR EXPANSION**

With many dealers selling everything needed to build a structure, some have asked why aren't more dealers using solar

*(Continued on pg. 94)*



# The Stars Are Aligned

**Opportunities for dealers abound in 2016.**

By Ruth Kellick-Grubbs

2016 is a year of opportunity for the LBM industry. The stars are aligned for record-setting profits; those "stars" being incremental growth, disciplined cost control, and capacity/efficiency gains. Leveraging these can raise the bar on profitability. A mild winter for the Northeast has contributed to a profitable Q1 for many. And many have thought that profitability in the first quarter isn't achievable for the Northeast! It's a great start to the year.



Current conditions are similar to 2015—with a few notable changes.

**Unemployment** continues to improve. Arguments about the quality of employment and concern that the job growth has been in low-pay service jobs abound. And they're valid arguments. But we do have more people working—and that's always good. While the unemployment rate is declining, it's incremental. The overall growth in real dollars that go into the economy isn't changing at the same pace. We don't have a substantial increase in liquidity and discretionary dollars flooding the economy. That's not likely to change this year.

There is no global demand that will spur job growth for U.S. firms. Weakness in foreign economies continues to challenge U.S. companies. Limited or declining demand for U.S. goods and services with key trading blocs (Europe, China, India, and South America) is putting pressure on domestic firms. It also depresses the need for additional employees. There's no quick fix on the horizon for jobs.

**Credit** remains a constraint for our industry despite the "normalization of credit" touted by analysts. Access to credit is still difficult and takes more time to acquire. While big, national builders have enjoyed access to credit for the past several years, it's been a different story for smaller, regional builders. Though some requirements have loosened up, they still remain high. The result is that smaller builders have extremely limited access to credit, if at all.

Approximately \$1.3 trillion dollars in commercial real estate loans are coming due. These were taken out just prior to the Great Recession. Increasing loan-to-value (LTV) ratios will make refinancing

many of these very challenging. New York, New Jersey, and Connecticut have \$100 billion dollars in commercial real estate loans coming due this year and next. Multi family is typically the most well-positioned to weather the refinancing and higher LTV ratios. Retail and industrial are under more pressure to meet increasing LTV ratios. For markets with significant commercial real estate there could be customers with substantial challenges. Banks will also have to sustain some hits as a portion will go bad.

Individuals still face headwinds accessing credit. Mortgages remain difficult and time consuming to obtain while student loan debt continues to keep a significant number of potential homeowners out of the market. With the average student loan payment at \$340 per month, younger graduates will be out of the homeownership pool a bit longer, equating to as long as a nine-year delay in buying a home. Folks that graduated more than 10 years ago that still have substantial debt are likely never to become homeowners. And debt loads have increased for a significant portion of these people as interest mounts.

Talk about the "auto bubble" continues to grow: defaults grew seven percent year over year and indicate lending standards have become riskier—in both auto and home lending. We can do without this "normalization of credit."

**Housing** is the third pillar that drives our industry and that's improving overall. First and foremost, new construction is up. Existing home sales are also up. Yes, home prices are rising. On one hand that can limit the market due to housing becoming less affordable. On the other, it's increasing equity for owners and enabling some to sell and buy another home. Foreclosures are down to pre-recession levels. Labor

availability is a key constraint in several markets and represents a great area of opportunity for many.

Although much of the news is positive, there remain some concerns.

Truckload activity is always a great leading indicator for the U.S. economy. Truckload tonnage has strengthened recently, but looking at the details shows some weakness. Building products is the current driver. Exports have weakened due to demand. It clearly reflects the strengths (housing) and weaknesses (strong dollar impact on trade) of our economy at present.

## The Global Outlook

China is swimming in quicksand and sinking fast. Civil unrest is at record levels and social problems are mounting at an alarming rate. The China Labor Bulletin has recorded over 2,700 strikes and protests in the past 12 months, including more than 500 strikes in January 2016 alone.

Employees are petitioning for wages earned but not paid as factories are closing and leaving thousands jobless without notice or severance. Another year of capital flight from China at 2015 levels can't be sustained, so further restrictions and crackdowns appear inevitable. China will continue to contract as a demand market with negative impacts on the global economy.

Low oil prices, while enjoyed at the pump, come with a very high price tag. Close to home, the low energy prices are having a negative impact on bio-mass businesses in the Northeast, resulting in job losses rippling through the forestry industry. Energy sector job losses are cited for some of the growth in auto loan defaults. On the global scale, Russia depends on energy sales for at least 50 percent (some analysts claim 70 per-

*(Continued on pg. 32)*

(Continued from pg. 31)

cent) of its budget. The Russian break-even price on oil production is \$114 per barrel. Iran's break-even price is \$136 per barrel. With current prices at \$38 per barrel it follows that they can only live with low oil prices for so long. Both of these nations, among others, become more unpredictable and volatile at these numbers.

Overall, the global economy remains fragile—and beyond U.S. influence. Yet, it's important to have one eye on the global situation to inform contingency business planning. The U.S. economy is stronger and, thanks to the American consumer, remains the bright spot. As long as consumer confidence holds and Americans keep shopping, 2016 should be a bit better than 2015. And that means 2016 should be a very, very good year.

## More With Less

The LBM industry is inherently cyclical. Right now is the time to maximize profitability. There are few times in this industry where the stars (growth, cost controls, capacity utilization) align and afford this opportunity.

Most markets will have growth in 2016 and for many it will be substantial. Coming out of the recession, companies have achieved cost disciplines. If they can institutionalize them and make them part of their everyday operating procedures, they'll go forward with great success. The foundation of cost discipline, combined with an ability to tap into and utilize excess capacity, will drive record profits with any growth at all.

So where is all this excess capacity? It's in your people, your facilities, your

inventory, and your equipment. Shrinking to survive through the Great Recession meant companies did more with less. Go back and look at your sales/employee average from your most profitable year and compare that with current performance. Can you improve? The recession forced efficiency and we cross-trained more: everyone wore multiple hats and you made it work. Don't lose that on the upswing!

Inventory is typically heavy in the LBM business, and businesses are run with many months of supply on commodity items. The old refrain, "You can't sell from an empty wagon!" is oft repeated. Then sell more and sell faster—from that very full wagon. Generate cash with your inventory.

Most companies had peak sales higher than current sales. Your facilities can handle more business. In some cases they can handle much more. Yet the biggest area of opportunity is likely in equipment and sales/distribution practices. What were your average sales per truck for 2015? How full are your trucks before they leave the yard?

## More Bang for Your Truck

Try this exercise: write down your best guesstimate of how full each of your trucks are when they leave on the first run; do this for one week. Maybe it's 90 percent or 60 percent or 30 percent. My best guesstimate is that you'll find an enormous amount of unused capacity on your first runs. You have great influence over these runs, and they should be best utilized each day. Imagine what capacity utilization could look like for subsequent runs.

It's challenging to achieve high utilization. The business requires multiple types of equipment. Most locations have four different types of vehicles: a flatbed dump, a tandem with a piggy-back lift, a box truck, and a boom truck. Utilizing boom trucks or box trucks effectively is challenging as they're designed for specific products. So what. Use them anyway. Fill them up and send them out. A good target for many companies is \$1.75 million per truck. Yet that target will be low for many other businesses. Several LBM dealers average more than \$3 million per truck.

All of this means you can grow your business without adding additional cost. Therefore, any incremental growth should drop to your bottom line. If you can really capture and improve on utilization you can drop even more to the bottom line as you'll be lowering your costs significantly.

Effectively capturing capacity utilization requires the participation of the entire team from sales to purchasing to operations. It's a bit of work to achieve but the dividends are the biggest you can secure in this business.

The stars—growth, cost discipline, and excess capacity—are aligned. There are only a few times when you can make record profits in this industry. This is one of them: maximize it! 



*Ruth Kellick-Grubbs, president of Kellick & Associates, is an international speaker, trainer, and management consultant who has worked exclusively in the building supply industry for the past two decades.*



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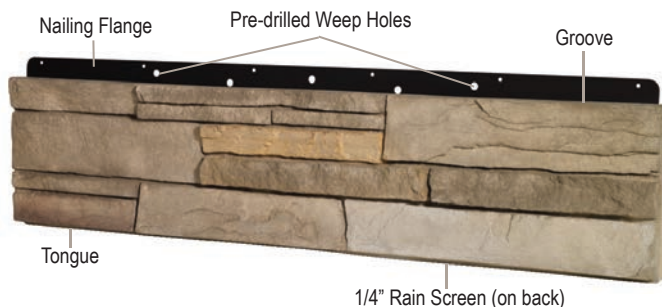


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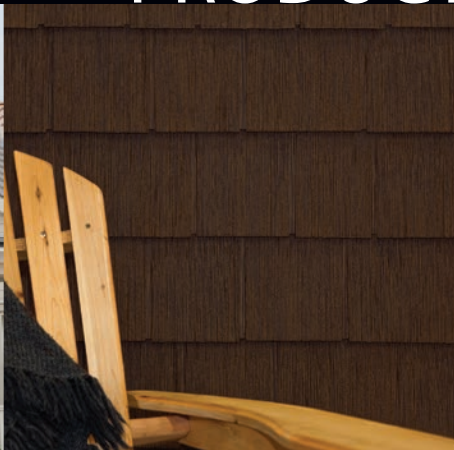


**Boise Cascade**

Westfield, MA 877-462-6473  
Greenland, NH 800-962-9961

# SIDING

## PRODUCT SHOWCASE



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### Boral

**Contact(s):** Nadine Sizemore **Email:** nadine.sizemore@boral.com

**Phone:** 770-645-4521 **Website:** www.boralamerica.com



### What siding products do you sell?

Boral TruExterior® Siding—six bold, full-thickness profiles made with the revolutionary new poly-ash material recreate the natural aesthetic of traditional architectural wood siding while addressing both moisture- and movement-related issues commonly seen with other materials.

Available in Bevel, Channel, Channel Bevel, Cove/Dutch Lap, V-Rustic, and Shiplap.

Boral Versetta Stone®—a mortarless stone veneer with a unique, panelized design that installs with mechanical fasteners, allowing carpenters and contractors to recreate the beauty and craftsmanship of authentic stone masonry using screws or nails. Available in five colors and two textures.

**Boral Versetta Stone®**  
**Boral TruExterior® Siding**



(Continued on pg. 36)





panel products from patriot timber

**RevBead**® patent pending  
Reversible Plywood Beadboard

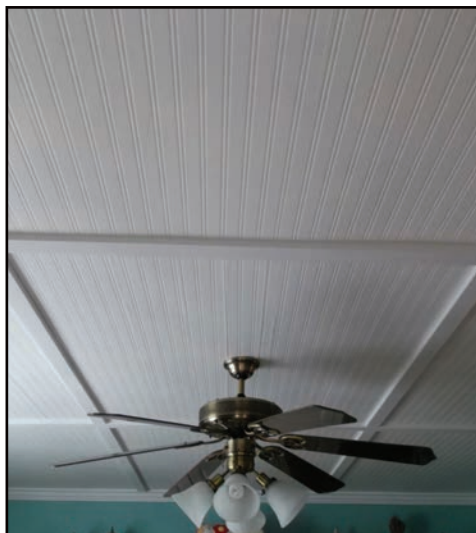
- Clear or primed, your choice
- 6-ply construction for added strength and improved stability
- Shiplap edges for easy installation
- Saves time, labor, and material costs for jobs that require priming
- 100% plantation and sustainable wood sources
- Patriot Primed® Moisture Shield Coating
- Intertek Green Leaf Certified
- Available in 5/16" x 4' x 8' sheets

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## American Lumber

**Contact(s):** Richard Paci **Email:** rpaci@americanlumberco.com  
**Phone:** 800-277-0222 **Website:** www.americanlumberco.com



### What siding products do you sell?

New this season: DassoXTR® Rainclad bamboo siding (pictured). We also offer the most realistic-looking wood-alternative on the market—low-maintenance NuCedar® PVC siding, including shingles, clapboard, shiplap, channel, and board & batten.

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

In traditional siding, we offer Western red cedar bevel, T&G and lap sidings in clear and knotty grades, both solid and fingerjoined/primed from Terminal Forest Products, along with Pine and Spruce sidings in a variety of patterns—shiplap, channel, log cabin, etc.

Rounding out our siding playbook we have Paulownia fingerjoined twice-primed bevel, and DuraTemp® engineered plywood siding from Roseburg.

In addition to whole-unit stocking orders, we deliver mixed-item and job-lot orders, keeping customer inventories right-sized. Our customers identify us as trustworthy, capable, and committed to their long-term success and profitability.



## Cellwood by Ply Gem

**Contact(s):** John Rivard **Email:** john.rivard@plygem.com  
**Phone:** 513-218-8254 **Website:** www.cellwood.com



### What siding products do you sell?

Today's consumer desires a variety of textures and colors on the exterior of their home, and Cellwood can deliver. We sell vinyl siding, polypropylene shake, and shingle siding and coordinating siding accessories.

### Do you offer any special incentives or services to 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.

*(Continued on pg. 38)*





Reputations are built  
on the jobsite.



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Get the facts about superior performance that  
proves as strong in the lab as it does in the field.

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## Boston Cedar

**Contact(s):** Rob Ankner

**Phone:** 800-222-6255 **Website:** [www.bostoncedar.com](http://www.bostoncedar.com)



### What siding products do you sell?

Since 1985 Boston Cedar has sold a variety of top-quality Western red cedar siding products from coastal British Columbia, many of which are produced by Terminal Forest Products. Whether it is raw or primed CVG bevel siding in 1/2 x 4, 1/2 x 6, 1/2 x 8, 3/4 x 10, or one of the many vertical patterns in CVG or sound tight knot, Boston Cedar values the highly coveted renewable resource offered by Western red cedar and the company works hard to ensure that all the siding products distributed are the very best available. Additionally, specialty Western red cedar profiles in primed and top-coated options are never a problem and can be taken from concept to reality in a very reasonable amount of time.

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

On a daily basis Boston Cedar provides truckload, full-unit, or less-than-unit service 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 an architect, contractor, retailer, or industry affiliate on any specific need, promotion, or educational opportunity. 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 the siding products distributed as well informed as possible.



## LP Building Products

**Contact(s):** Amy Lindholm **Email:** [Amy.Lindholm@lpcorp.com](mailto:Amy.Lindholm@lpcorp.com)

**Phone:** 615-986-5688 **Website:** [www.lpcorp.com](http://www.lpcorp.com)



### What siding products do you sell?

LP® SmartSide® Trim & Siding features treated engineered wood lap, trim, fascia, soffit, shakes, and panel, all of which offer beauty, durability, and ease of installation. LP SmartSide is one of the fastest-growing brands of siding materials in the U.S. LP SmartSide siding products offer an industry-leading 5-/50-year limited warranty. LP's proprietary SmartGuard® process provides additional strength to LP SmartSide siding products and helps them resist damage from water, termites, and fungal decay. Please visit [www.LPSmartSide.com](http://www.LPSmartSide.com) for siding warranty details. For more information, call toll-free 888-820-0325 or visit [www.LPSmartSide.com](http://www.LPSmartSide.com).

### Do you offer any special incentives or services to 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.

*(Continued on pg. 40)*



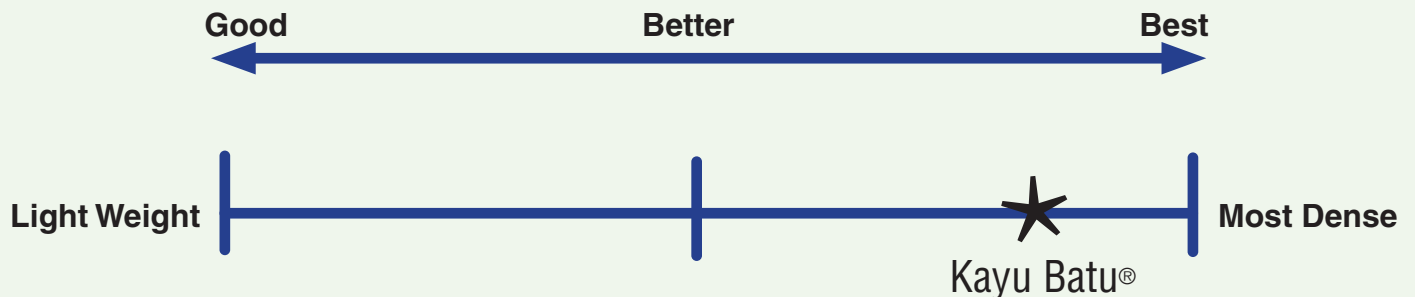


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## Rex Lumber Company

**Contact(s):** Ed Godek/Tom Murray **Email:** [information@rexlumber.com](mailto:information@rexlumber.com)  
**Phone:** 800-343-0567 **Website:** [www.rexlumber.com](http://www.rexlumber.com)



### What siding products do you sell?

We can run exterior siding or trim packages in Accoya®, Red Grandis® eucalyptus, cypress, Douglas fir, and Western red cedar. Other species are available.

We can offer a complete line of stock siding profiles. The profiles include trim boards, beveled siding, and tongue-and-groove profiles. Our beveled siding has one resawn face for those customers who prefer a rough face. If these profiles do not meet your needs then we can match any profile or create a custom profile.

Many of the species we offer can also be offered in FSC-certified material that qualifies for LEED points.

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

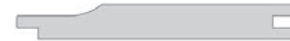
Rex Lumber can offer any of our siding or exterior trim products primed with an exterior primer, even exterior top coats. Our vacuum coater priming operations cover all four sides, which is recommended on exterior products. We can also spray custom exterior finishes through our finishing line. We can match any color or type of finish that is specified.



## Britton Lumber Company

**Contact(s):** Robert Moses/Dan Carrier  
**Email:** [dcarrier@brittonlumber.com](mailto:dcarrier@brittonlumber.com)  
**Phone:** 800-333-4388 **Website:** [www.brittonlumber.com](http://www.brittonlumber.com)

### Pattern 106



### E&CB/WP4



### What siding products do you sell?

Eastern white pine clapboards, shiplap, S1A2E, novelty siding, WP4, and edge and center bead, primed clapboards and primed edge and center bead/WP4, primed spruce clapboards, Eastern white cedar shingles (A grade, B grade, and C grade as well as shims).

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

We manufacture most of the pine that we sell, thus ensuring consistent quality and accountability. Our other siding products are sourced from regular and predictable suppliers who are proven performers that give us high quality and a steady source of supply. We offer a regular delivery service to all of our customers with our own trucks and drivers.

*(Continued on pg. 42)*





Accoya Siding on Citizens Savings Bank in Clarks Summit, PA.



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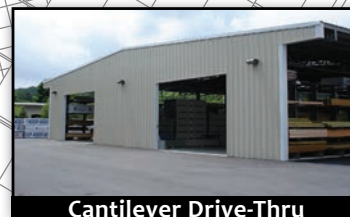
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[mark@ks-ka.com](mailto:mark@ks-ka.com)



**Boise Cascade**

## Boise Cascade

### Contact(s):

Westfield, MA: Heath Samuelson—Hardie Siding, Brett Churco – SBC Shingles, Boral Versetta Stone, Grayne Engineered Shake and Shingle

Greenland, NH: Amanda Galarneau—Hardie Siding, Matt Butler – SBC Shingles, Grayne Engineered Shake and Shingle

Michaela Franey—Boral Versetta Stone

**Phone:** Westfield, MA: 877-462-6473

Greenland, NH: 800-962-9961

**Website:** [www.bc.com/distribution](http://www.bc.com/distribution)



### What siding products do you sell?

James Hardie fiber cement siding, SBC white cedar shingles, Boral Versetta Stone, Grayne engineered shake and shingle.

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

We offer volume pricing discounts on these products. Our manufacturer reps are equipped to make presentations to contractors, installers, and homeowners, as well as the retail lumber dealers. Our siding products are high-quality items manufactured by leaders in the siding industry. We offer quick delivery of job-lot packs that allow the dealer to limit the amount of inventory on the ground while making a respectful margin.

**NOVIK**

SHAKES, STONE AND ACCENTS

## Novik

**Contact(s):** Maureen Murray **Email:** [precise2@optonline.net](mailto:precise2@optonline.net)

**Phone:** 973-993-1570 **Website:** [www.novik.com](http://www.novik.com)



### What siding products do you sell?

NovikShake and NovikStone from Novik reinvent luxury with shake, stone, and accessory products that replicate the natural beauty and texture of wood and stone materials. Defining new categories, these products feature stunning realism, style options, and a variety of colors and textures. A partnership with Style Crest also features NovikShake's Rough Sawn 8 ft. profile, matched to 23 Style Crest colors. The partnership also includes NovikStone and NovikShake's StainNatural wood-stain look in six colors. Novik products are impervious to moisture and very easy to install, for lasting luxurious looks and low maintenance.

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

Novik features in-person, on-site Spring Training that conveniently educates your entire team on Novik products and applications. Staff members can receive Novik-branded high-end wearables for completing training. And, Novik has a great way to display its products on your own building. Novik will donate up to 10 squares of Novik stone or shake products to enhance your location's exterior. To be eligible for the program, dealers must place a minimum 20-square stocking order and have a unique outdoor location for the installation. Novik has also developed an aggressive, comprehensive trade advertising and trade show program for 2016.

*(Continued on pg. 44)*





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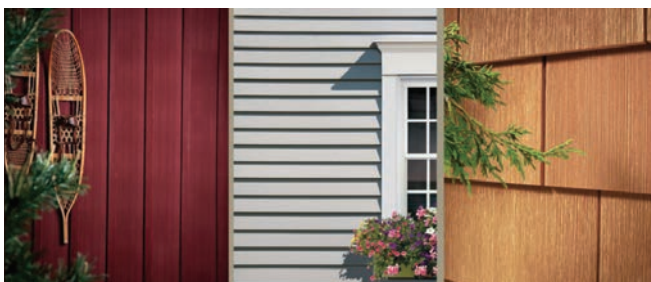
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# CAPITAL FOREST PRODUCTS

## Capital Forest Products

**Contact(s):** Curt McLeod **Email:** cmcleod@capitalforest.com  
**Phone:** 800-542-3327 **Website:** www.capitalforest.com



### What siding products do you sell?

Teal Cedar, S&W Forest Products, G&R cedar, Shakertown, SBC white cedar shingles, NuCedar Mills, Grayne engineered shake & shingle, full line of Slicker family by Benjamin Obdyke.

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

A breadth and depth of inventory that is unsurpassed paired with extensive product knowledge. Additionally, inventory is offered at mill-direct pricing when our customers have direct orders on the books.

# holden humphrey

## Holden Humphrey Co.

**Contact(s):** Lance Humphrey **Email:** lance@holdenhumphrey.com  
**Phone:** 800-777-1053 **Website:** www.holdenhumphrey.com



### What siding products do you sell?

James Hardie fiber cement siding, Henry Blueskin Residential Building Envelope System, WFP Western red cedar beveled siding Totem Pacific cedar siding primed and unprimed, and clear and estate knotty patterns from Selkirk, Camco, and WFP.

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

We offer marketing and sales support; product knowledge sales and installation training for retailers, contractor, and architects; and stocking-dealer incentives. We also offer quality, service, value, and a wide range of choices of product. Finally, we offer dependable service and friendly, knowledgeable product experts to work with you from inquiry to delivery and beyond.

# GENESEE RESERVE SUPPLY, INC.

"Wholesale Distributors to Building Materials Dealers"

## Genesee Reserve Supply

**Contact(s):** Mark Tudor **Email:** mtudor@geniseereserve.com  
**Phone:** 585-292-7040 **Website:** www.geniseereservesupply

### What siding products do you sell?

Celect Cellular Exteriors by Royal, Exteria Building Products, Exterior Portfolio by CRANE, James Hardie Building Products, wood sidings, and premium bevel siding.

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

Stocking dealer programs, job-lot orders, small drop-ship minimums, show specials, custom colors, knowledgeable sales staff and support, product training, and free displays and literature.

*(Continued on pg. 46)*



## James Hardie® Fiber Cement Siding

- Excellent Performance
- Easy on the Eyes
- Engineered for Climate®
- Ideal Siding for the Northeast

Holden Humphrey is the Premier Distributor of James Hardie® Siding in the Northeast.

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Siding | Trim



800.777.1053  
[www.holdenhumphrey.com](http://www.holdenhumphrey.com)  
easthampton, mass



## Nutmeg Forest Products, Inc.

**Contact(s):** Bill O'Brien **Email:** billobrien@nutmegforest.com  
**Phone:** 800-695-3864 **Website:** www.nutmegforest.com



### What siding products do you sell?

Cedar sidewall shingles—natural, primed and factory-finished in Eastern white cedar from Waska, Western red cedar and Alaskan yellow cedar from some of the finest mills in the industry.

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

We partner with our lumber dealers, using our expertise and long-standing mill relationships, to help ensure that they can quote every job competitively. In addition to our extensive inventory, we offer mill-direct shipments and custom color options with reasonable shipment times. We offer competitive pricing on all our cedar shingle products with an even greater discount for pick-up orders.



## Timber Trading Group

**Contact(s):** Becca Dellenbaugh **Email:** rdellenbaugh@tribalvision.com  
**Phone:** 203-520-5324 **Website:** www.timbertrading.com

### What siding products do you sell?

LIFESPAN SOLID SELECT. Clear solid 1/2x6 bevel siding is the core element of an exterior siding system that includes 4/4 & 5/4 trim boards, patterns, and mouldings. LIFESPAN's EPA-approved preservative treatment ensures its durability and offers superior water resistance. Two coats of alkyd primer add to the beauty and appeal of clear solid wood siding. Don't cut corners...it's your reputation.

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

Timber Trading Group brings a fresh approach to a timeless industry. We use our resources to develop and stock a full complement of value-added products designed to help customers increase market share. Listening to you we learn about the challenges unique to your business. With that knowledge, our team develops comprehensive alternatives that anticipate your needs and provide you with custom resources. We are committed to your success.



## Robbins Lumber Inc.

**Contact(s):** Alden Robbins/John Ritz/Tonia Tibbetts/Peter Kinney/  
Ken Lamberston **Email:** lumbersales@rlco.com  
**Phone:** 207-342-5221 **Website:** www.rlco.com



### What siding products do you sell?

Eastern white pine clapboards, both raw and primed, in 1/2"x6" up to 3/4"x8" and 3/4"x10". Log sidings, 2x8, and shiplap and tongue-and-groove siding such as novelty and channel rustic.

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

We stock a number of sidings on the ground for quick delivery, both primed and raw. We also have the ability to custom mill new profiles, either to match historic restorations or create something brand new. We operate our own 60,000-square-foot coatings facility with the ability to flow coat or spray a number of different oil and latex coatings, as well as run custom coatings on our products or our customers' products.



## Huttig Building Products

**Contact(s):** Cory Pelissier **Email:** Cpelissier@huttig.com  
**Phone:** 603-624-0543 x 53164 **Website:** www.huttig.com



### What siding products do you sell?

Maibec, Cellwood, Stone Craft, Clipstone, Foundry, and Mid-America.

(Continued on pg. 48)



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## Manufacturers Reserve Supply

**Contact(s):** Tina Breen, sales manager **Email:** sales@mrsmlumber.com  
**Phone:** 973-373-1881 **Website:** www.mrsmlumber.com



### What siding products do you sell?

MRS distributes Western red cedar shingles and shakes. We stock more than 80 SKUs featuring a large selection of certigrade material from the finest mills. We are also the premier distributor of Maibec Eastern white cedar shingles. With more than 30 years' experience working with Maibec, we are experts on this product line. Have questions on any cedar products? Call us today and schedule your "Back to basics" cedar training today!

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

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.



## Coastal Forest Products

**Contact(s):** Ed Linehan/Wes Robichaud  
**Email:** elinehan@coastalfp.com/wrobichaud@coastalfp.com  
**Phone:** 800-932-9663 **Website:** www.coastalfp.com

### What siding products do you sell?

Allura fiber cement, Interfor cedar clapboards, Iron Woods Vanish Rainscreen (ipe, garapa, cumaru), LP SmartSide, TruGrain Siding, Western red cedar (clapboards, patterns & shingles), Western hemlock (clapboards & patterns), white cedar shingles (green, KD, bleaching stain)

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

Coastal runs a pre-stain operation that will stain custom colors as well as prime siding. Milling capabilities are also available. From a few boards to a few truckloads, Coastal's service platform is second to none.



## Russin Lumber Corp.

**Contact(s):** Jordan Russin **Email:** jordan@russinlumber.com  
**Phone:** 800-724-0010 **Website:** www.russinlumber.com

### What siding products do you sell?

We offer Eco-Side by KWP, an engineered wood siding that represents the latest technology in alternative siding materials. We stock 10 colors in multiple sizes and textures and have access to many other special order profiles.

We also offer the Thermory PaCS system—this is the industry's fastest installation on a gorgeous, game-changing wood substrate.

Finally, we are the market leader in Western red cedar siding and paneling products. We keep the industry's largest assortment of sizes and grades for prompt shipment to our 13-state trading area.

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

Any of our siding products can be custom coated at Russin Factory Finishing, our in-house coatings operation. We are a Benjamin Moore authorized prefinisher and can offer thousands of color options inclusive of clear coats, semitransparents, semisolids, and solid stains. No job is too large or too small—whether pine, cedar, or fir siding and paneling, alternative sidings such as KWP Eco-Side, or hardwood products such as Thermory and Island Decking, we have the expertise to do the job right and drive more revenue through your lumberyard. Your customer is going to stain or paint the product anyway—you might as well make money on it!

*(Continued on pg. 50)*



# Princeton Forest Products®

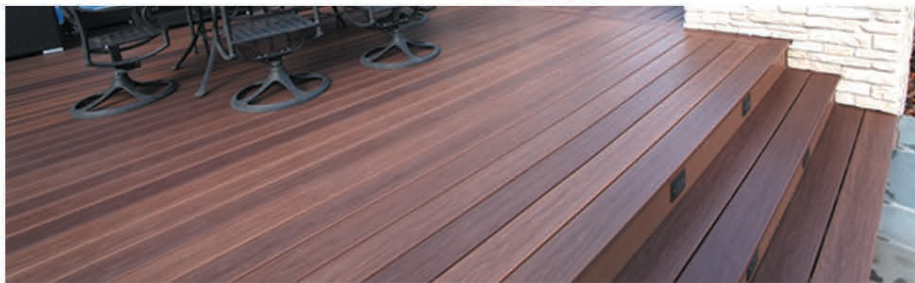
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## BlueLinx

**Contact(s):** Dave Wing/Scott Jones

**Phone:** 800-839-2588 **Website:** [www.bluelinxco.com](http://www.bluelinxco.com)

### What siding products do you sell?

Select solid PVC siding by Royal, GP vinyl siding, Fraser prefinished shingles and siding, Nichiha commercial fiber cement siding, Ply Gem stone siding.



## Grayne Engineered Shake and Shingle (The Tapco Group)

**Contact(s):** Becky Duffy **Email:** [becky\\_duffy@tapcoint.com](mailto:becky_duffy@tapcoint.com)

**Phone:** 248-668-6366 **Website:** [www.grayne.com](http://www.grayne.com)

### What siding products do you sell?

Shake and Shingle.

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

Prefinished Grayne plain-sawn shingles are the ideal replacement for natural cedar. Grayne engineered composite cedar offers the variation and grain patterns of real cedar shakes and shingles—from every angle. Even better, they are moisture proof and maintenance free. Ten years from now, they'll look as spectacular as the day they were installed. **LE**



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**By Melena Henzel**

Manager,  
Convention &  
Meetings

mhenzel@nrla.org  
518-880-6342

## LBM Expo '17 Points System

**B**ooth placement for LBM Expo '17 will be awarded by a points system through two phases. During the first phase, completed applications received by June 30, with a 50 percent booth deposit, are placed by the number of points held by each company. If the 50 percent deposit is not received with the application, the booth will be assigned upon receipt of the deposit.

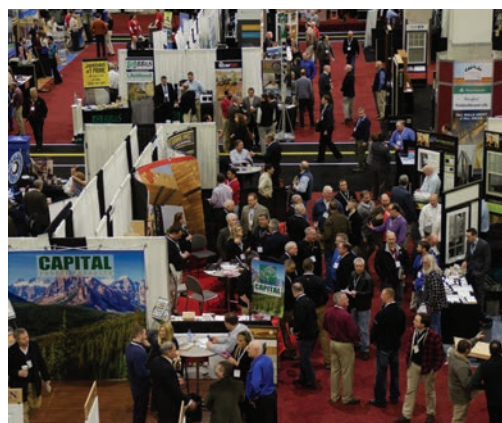
In the second phase, all applications received after June 30 are placed on a first-come, first-served basis. If two applications requesting the same booth space are received on the same date during this period, the points system will be used to determine placement.

### How the Points System Works

Each exhibiting company is awarded points in several categories:

- Number of NRLA shows since 1996 in which a company exhibited (one point per year).
- Total number of NRLA convention booths the company reserved at LBM Expo '16 (one point per 10' x 10' space).
- Number of years since 1996 during which the company was an exhibitor, as well as an NRLA member in good standing (50 points allotted per year).
- Two percent of total sponsorship dollars spent on the 2016 show (dollar amount assigned in points).
- Two percent of total advertising dollars spent in the *Lumber Co-operator* from March/April 2015 through January/February 2016 (dollar amount assigned in points).
- Two percent of total NYLE membership dues paid from January 2015/December 2015. Members must be in good standing with dues payments (dollar amount assigned in points).

The points in each of these categories will be added together. In the event that two or more companies with equal points request the same space, the space will be assigned to the company based on two percent of the total advertising dollars from the LBM Expo '16 Show Guide (dollar amount assigned in points). If the companies are still tied, the date the application was received by the NRLA will be the deciding factor.



- If two companies merge, the new entity will be awarded the higher of the individual company's points.
- If two companies merge, the new entity can only receive a maximum of 50 points per year for membership.

If you have questions or for more information, please contact Melena Henzel, manager, convention & meetings at 518.880.6342 or mhenzel@nrla.org.



**BOLD REPRESENTS LBM EXPO '16 EXHIBITORS**

Rank	Company	Total Points	Rank	Company	Total Points	Rank	Company	Total Points
228	20-20 (CP Technologies)	188.50	347	ARMTEC	8	352	BricoLamine	3
<b>189</b>	<b>A&amp;B Wood Design</b>	<b>280</b>	353	Art-tech Mfg. Inc.	2	<b>52</b>	<b>Bridgewater Wholesalers, Inc.</b>	<b>1316.65</b>
353	A&H Window Co.	2	302	Atlantic Plywood Corp.	54	353	Brite Manufacturing, Inc.	2
351	Abatron, Inc.	4	197	Atlantic Pre-Hung Doors	264	<b>236</b>	<b>Britton Lumber Co., Inc.</b>	<b>163.20</b>
353	ABTCO Vinyl Siding	2	335	Atlantic Quote Systems	18	<b>5</b>	<b>Brockway-Smith Co. (BROSCO)</b>	<b>5549.60</b>
<b>38</b>	<b>Acadia Insurance</b>	<b>1575.96</b>	<b>209</b>	<b>Atlantis Rail Systems</b>	<b>228</b>	148	Brodie Toyota-Lift	429
353	Acan Window Systems, Inc.	2	353	Atlas Roofing Corp.	2	340	Bruce Hrdwd Flrs fmly Patriot	15
352	Accra Wood Products	3	353	Attic Access Hatch/Battic Door Energy	2	351	Buchanan Lumber Sales	4
352	AccuTrack	3	353	B.E.A.R. Solutions Inc.	2	353	Buckland Sales Company, Inc.	2
128	ACE Hardware Corp.	579.90	89	B.W. Creative Wood	866.59	349	Buffelen Woodworking Co.	6
323	Acorn Mfg & Tremont Nail	28	348	Balmer Studios & Lawrence Group	7	304	Builderlink	52
352	Acousti-Tech, Inc.	3	347	Baltic Lumber & Moulding	8	353	Builders Club	2
218	Advanced Building Products, Inc.	210.51	<b>311</b>	<b>Banner Doors Corporation</b>	<b>36</b>	217	BuilderWire, Inc.	212
113	Advanced Trim Wright, Inc.	673.52	316	Bardobec, Inc.	32.12	304	Building Components of NE	52
303	Advanta Platinum Business Cards	53	246	Barrette Outdoor	135.14	350	BuildNet.com	5
<b>332</b>	<b>AGS Stainless, Inc.</b>	<b>22</b>	264	BASYS Processing	104	341	C & S Door Corporation	14
351	Air Vent	4	<b>42</b>	<b>BB&amp;S Treated Lumber &amp; Distribution</b>	<b>1547.36</b>	179	C W Ohio Inc./Turncraft (Cascade Wood Products)	304.20
305	Akzo Nobel Coatings Inc.	48.80	348	BC Wood Specialties Group	7	304	The Cable Connection	52
319	Alco Home Exteriors- Retail Distribution Group	31	<b>187</b>	<b>Beland Forest Products, Ltd.</b>	<b>282</b>	50	Cabot	1324
<b>84</b>	<b>Alexandria Moulding</b>	<b>912.24</b>	240	Belknap White-United Hardwood Distributors	156	351	Caddyshack Golf Co.	4
278	Allsco Building Products	74.97	147	Benchmark Door	430	<b>242</b>	<b>Cadsoft Corporation</b>	<b>152.93</b>
<b>178</b>	<b>All-Time Manufacturing Co. Inc.</b>	<b>305.64</b>	<b>299</b>	<b>Benjamin Obdyke</b>	<b>56.60</b>	304	Cambia by Greenleaf, LLC	52
<b>332</b>	<b>Allwood Industrials</b>	<b>22</b>	304	Bentley Sales & Marketing	52	177	Cambridge Street Metal (CSM Pkg.)	312
264	Alpine Forest Products	104	345	Bernier Kitchen Cabinets	10	<b>332</b>	<b>Camger Coatings Systems Inc.</b>	<b>22</b>
345	American Bldg. Components	10	<b>282</b>	<b>Berry Plastics</b>	<b>72</b>	239	Canadian Consulate General-Boston	158
188	American Business Consulting	280.76	245	Better Brand	135.66	302	Canadian Plywood Association	54
<b>332</b>	<b>American Express OPEN</b>	<b>22</b>	216	Better Cabinets	213	<b>39</b>	<b>Capital Forest Products, Inc.</b>	<b>1555.83</b>
302	American Forest & Paper Assoc.	54	<b>116</b>	<b>BIK Hydraulics Ltd.</b>	<b>669.62</b>	349	Capital Ornamental Concrete Spec.	6
<b>29</b>	<b>American Lumber Co., Inc.</b>	<b>1818.51</b>	311	Bilco Co., The	36	264	Capitol Marketing Concepts	104
298	American Pacific/Fire Free	57	195	Black Millwork	266	353	Carbon Street Inc.	2
353	American Pacific/The Clark Group	2	<b>10</b>	<b>BlueLinX</b>	<b>4282.15</b>	315	Cardinal Logistics Management, Inc.	32.52
111	American Saturated Felt, Inc.	681	<b>119</b>	<b>BlueTarp Financial, Inc.</b>	<b>623.58</b>	353	Carefree Building Products	2
343	American Stairways, Inc.	12	304	BMBJ Marketing	52	353	Carolina Stair Supply	2
352	American WeatherSeal	3	347	Bois Aise De Montreal	8	121	Cedar Shake & Shingle Bureau	614.90
151	American Wood Moulding, LLC	420.37	<b>7</b>	<b>Boise Cascade</b>	<b>4882.81</b>	353	CeilingMax	2
353	Americana Hardwood Flooring	2	353	Boiseries Rousseau	2	163	Cellwood by Plygem	368
194	Amerimax Home Products/ Berger Building Products	267	296	Bolection Door	58	348	Cemplan Inc.	7
<b>282</b>	<b>AmTrust North America</b>	<b>72</b>	90	Bonneville Windows & Doors	865.50	304	Center-Line Trailers	52
<b>47</b>	<b>Andersen Windows, Inc.</b>	<b>1448.51</b>	<b>67</b>	<b>Bonsal American/Sakrete</b>	<b>1112</b>	347	Central Precast Inc.	8
<b>332</b>	<b>Angel-Guard Products, Inc.</b>	<b>22</b>	140	Boro Sawmill & Timber Co.	465.34	350	Century Drill & Tool Co.	5
268	Anthony Forest Products	93.60	<b>1</b>	<b>Boston Cedar</b>	<b>11135.66</b>	264	Cepco Tool Company	104
304	Aqua Wood Pool & Deck	52	353	Boulder Creek Stone	2	<b>85</b>	<b>CertainTeed Corporation</b>	<b>912.09</b>
<b>313</b>	<b>Arauco-USA</b>	<b>34</b>	353	Boundary Fence and Railing Systems	2	264	Certegy Check Services	104
<b>332</b>	<b>Arbec Forest Products Inc.</b>	<b>22</b>	160	BPB	380	347	Champion	8
60	Arch Wood Protection	1147.64	353	BPB America Inc.	2	289	Channelinx	65
351	Armstrong Building Products	4	330	BPCO (EMCO Limited)	23	338	Chemcrest Architectural Products	16

(Continued on pg. 54)

(Continued from pg. 53)

**Rank.....Company ..... Total Points**

351	.....ClarkDietrich Building Systems.....	4
<b>11</b>	<b>.....Cleary Millwork .....</b>	<b>3948.56</b>
353	.....Clip Stone.....	2
304	.....Closure Systems, Inc.....	52
336	.....Clyvanor Ltd. ....	17.60
123	.....CMI-CraftMaster Manufacturing, Inc.....	604.60
<b>6</b>	<b>.....Coastal Forest Products.....</b>	<b>5018.46</b>
347	.....Cobblestone Mill Woodworks .....	8
<b>251</b>	<b>.....Collis Crane Works .....</b>	<b>127</b>
349	.....Color Guard Fence Co.....	6
264	.....Column & Post, Inc.....	104
<b>232</b>	<b>.....Combi-Lift Ltd. ....</b>	<b>170.80</b>
175	.....The Combination Door Co.....	324
304	.....Command Credit Corp. ....	52
353	.....Composatron Manufacturing, Inc.....	2
352	.....Concept SGA.....	3
304	.....Consolidated Distribution Services, Inc.....	52
352	.....Continental Construction Co. ....	3
353	.....Contractor Products Int'l.....	2
329	.....Cor-A-Vent Inc.....	24
353	.....Cordstrap USA Inc.....	2
352	.....Cosella-Dorken Products Inc.....	3
<b>16</b>	<b>.....CPG Building Products</b>	
	<b>(AZEK Trimboards).....</b>	<b>3049.79</b>
304	.....The Creative Companies.....	52
293	.....Creative Door & Woodwork.....	61
293	.....Crestline Windows & Doors .....	61
235	.....Crown Column and Millwork Co. LLC.....	166
194	.....Crown Heritage Stair Co. (ECMD).....	267
343	.....Crown Hill Stone .....	12
262	.....Crystal Window & Door Systems LTD.....	108
353	.....CSA Certified Forest Prod.....	2
<b>22</b>	<b>.....CT Darnell Construction</b>	
	<b>(formerly Sunbelt) .....</b>	<b>2509.51</b>
<b>154</b>	<b>.....Culpeper Wood Preservers.....</b>	<b>398</b>
352	.....Cushman Lumber.....	3
334	.....Custom Decorative Mouldings .....	19
304	.....Cybergnostic.net .....	52
<b>48</b>	<b>.....D.C. Bates Equipment Co., Inc. ....</b>	<b>1430.85</b>
<b>145</b>	<b>.....Dean Column Co., Inc. ....</b>	<b>433.29</b>
197	.....Decatur Hopkins.....	264
348	.....Deck One.....	7
318	.....DECKorators .....	31.92
338	.....DECRA Roofing Systems.....	16
202	.....The Delaney Co.....	247.32
108	.....Denison-Cannon Company.....	741
264	.....Department of Economic Development, New Brunswick.....	104
294	.....Design House .....	60

**Rank.....Company ..... Total Points**

304	.....Desmark Doors LLC .....	52
135	.....Developpement PME Chaudiere-Appalaches .....	528
346	.....DeWalt Power Tools.....	9
353	.....Diamond Windows & Doors.....	2
<b>227</b>	<b>.....Digger Specialties.....</b>	<b>188.96</b>
348	.....Dixie Pacific Mfg. Co.....	7
304	.....DJC Wholesale LLC.....	52
<b>40</b>	<b>.....DMSi Software .....</b>	<b>1555.18</b>
<b>61</b>	<b>.....Do It Best Corp.....</b>	<b>1146.80</b>
<b>158</b>	<b>.....Doormerica .....</b>	<b>389</b>
<b>75</b>	<b>.....Dow Building Solutions.....</b>	<b>1012</b>
279	.....Downes & Reader Hardwood .....	74.50
345	.....DQ Technologies .....	10
351	.....DSA Master Crafted Doors .....	4
184	.....DuBois Associates, Inc.....	292.61
<b>273</b>	<b>.....Duchesne et Fils Ltée.....</b>	<b>83</b>
353	.....DVE Manufacturing .....	2
303	.....DW Lift Sales .....	53
348	.....Earthwise Vinyl Windows and Doors/PVC Industries .....	7
262	.....Eastern Engineered Wood Products.....	108
<b>21</b>	<b>.....Eastern Insurance Group, LLC.....</b>	<b>2522.16</b>
304	.....Eastern Region Associates LLC.....	52
353	.....Eastern Tools & Equipment.....	2
351	.....Eastern Wholesale Fence.....	4
353	.....Ébénisterie Lavoie.....	2
99	.....ECi Advantage .....	801.65
352	.....Econo Moulding .....	3
304	.....EcoShel, Inc. ....	52
353	.....EcoStar .....	2
<b>304</b>	<b>.....Elite EXTRA .....</b>	<b>52</b>
353	.....Elite Windows Inc.....	2
323	.....Elk Premium Building Prod.....	28
353	.....Embassy Wood Importers .....	2
353	.....EMCO Storm Doors .....	2
<b>32</b>	<b>.....Emery-Waterhouse Co. ....</b>	<b>1710.77</b>
263	.....Empire Company.....	106
353	.....Emtek Decorative Hardware .....	2
200	.....Endura Products, Inc.....	258.49
136	.....Enterprise Computer Systems Inc.....	524
353	.....Envirosafe Wood Treatment Prod.....	2
352	.....EON Outdoor/CPI Plastics .....	3
<b>33</b>	<b>.....Epicor Software.....</b>	<b>1706.55</b>
264	.....Equipfax.....	104
<b>304</b>	<b>.....EuGenie Door Solutions .....</b>	<b>52</b>
351	.....Eurobuilt.....	4
304	.....EuroTec GmbH .....	52
333	.....Everlast Roofing, Inc.....	20

**Rank.....Company ..... Total Points**

<b>323</b>	<b>.....Evermark-LNL.....</b>	<b>28</b>
336	.....e-Wood.com Inc.....	17.60
303	.....Exteria Building Products.....	53
264	.....Extreme Adhesives Inc.....	104
223	.....F & S Manufacturing Inc.....	204.35
351	.....Fairway Building Products .....	4
349	.....Fairway Wholesale Corp.....	6
352	.....Farley Windows .....	3
<b>62</b>	<b>.....FastenMaster (OMG, Inc.) .....</b>	<b>1142.05</b>
244	.....Feldman Wood Products .....	148.36
353	.....Felix Huard, Inc.....	2
269	.....Ferche Millwork.....	86.20
298	.....Fiber Composites, LLC.....	57
353	.....Fidelity Payment Services .....	2
338	.....Fine Homebldg. (Taunton Trade).....	16
353	.....FINI UV International Inc.....	2
345	.....Finish Line (Virginia Abrasives) .....	10
351	.....First Line Sales .....	4
<b>142</b>	<b>.....Fitts Stair Components.....</b>	<b>448.50</b>
<b>37</b>	<b>.....Flagship Forest Products.....</b>	<b>1600.02</b>
<b>282</b>	<b>.....Fleetmatics .....</b>	<b>72</b>
353	.....Fletcher Wood Solutions .....	2
353	.....Flexia Corp.....	2
<b>332</b>	<b>.....FLIR Systems.....</b>	<b>22</b>
353	.....Flotera.....	2
304	.....Flushing Supply Corp.....	52
<b>138</b>	<b>.....FLW International Inc.....</b>	<b>503.81</b>
351	.....Foard Panel, Inc.....	4
239	.....Footing Tube, The .....	158
348	.....Ford Motor .....	7
339	.....Forester Moulding & Lumber.....	15.60
351	.....Fortifiber Building Systems Group.....	4
351	.....Fortress Railing Products.....	4
110	.....Fraser Specialty Products .....	696.45
234	.....French Timber .....	166.84
353	.....Freud Inc.....	2
302	.....Frontline Marketing.....	54
338	.....Full House Company.....	16
135	.....Futter Lumber Corp.....	528
337	.....Fypon Inc.....	17
<b>64</b>	<b>.....GAF Materials Corp.....</b>	<b>1136</b>
196	.....Garden State Lumber.....	265
353	.....Gardner-Gibson .....	2
350	.....General Motors Corp.....	5
<b>312</b>	<b>.....GenFlex Roofing/Gentite RRS.....</b>	<b>35</b>
243	.....Genova Products.....	152.15
<b>139</b>	<b>.....Georgia-Pacific .....</b>	<b>499</b>
304	.....Gillies & Prittie.....	52



**Rank.....Company..... Total Points**

349.....	Glacial Energy .....	6
353.....	Glass Block Co.....	2
353.....	Glenroy Inc.....	2
349.....	G-M Wood Products .....	6
<b>265.....</b>	<b>Goliathtech New England .....</b>	<b>103</b>
<b>51.....</b>	<b>Goodfellow, Inc.....</b>	<b>1321.31</b>
<b>332.....</b>	<b>Gossen Corporation.....</b>	<b>22</b>
<b>256.....</b>	<b>GPI Millworks .....</b>	<b>114.53</b>
346.....	Grabber Washington.....	9
<b>332.....</b>	<b>Gracious Living Innovations .....</b>	<b>22</b>
353.....	Graco Inc.....	2
351.....	Grant Forest Products, Inc.....	4
210.....	Great Northern Docks Inc.....	227.42
353.....	Green Building Initiative .....	2
253.....	Green Mountain Window, Inc.....	121
353.....	Green Tree Composites.....	2
<b>76.....</b>	<b>GRK Fasteners .....</b>	<b>985.35</b>
290.....	GSE & E Co. Inc.....	64.10
337.....	GSW Thermoplastics (GSW Building Products) .....	17
<b>69.....</b>	<b>Guardian Building Products, Inc. 1092</b>	
352.....	GW Lumber & Millwork.....	3
304.....	Haas Architectural Millwork.....	52
353.....	Hampton Lumber Sales Co.....	2
118.....	Hancock Lumber Co.....	631.60
353.....	Harold Kay Associates.....	2
353.....	Hartline Products/Rockite Div.....	2
255.....	HB&G Building Products.....	117.44
353.....	HBS Group Inc.....	2
351.....	Headrick Building Products.....	4
<b>124.....</b>	<b>Henry Co. ....</b>	<b>602</b>
<b>73.....</b>	<b>Hiab USA, Inc. (Cargotec USA) ..</b>	<b>1015.18</b>
353.....	Hide-A-Board .....	2
<b>352.....</b>	<b>HIDfast, Inc.....</b>	<b>3</b>
<b>352.....</b>	<b>Hi-Dow Professional.com .....</b>	<b>3</b>
338.....	The Hillman Group.....	16
117.....	Hoboken Floors.....	645
<b>2.....</b>	<b>Holbrook Lumber Co. ....</b>	<b>8800.93</b>
<b>20.....</b>	<b>Holden Humphrey Co. ....</b>	<b>2555.12</b>
<b>320.....</b>	<b>Holt + Bugbee Co. ....</b>	<b>30</b>
120.....	Homasote Company .....	620
345.....	Home Design Alternatives .....	10
<b>271.....</b>	<b>HomeTops.....</b>	<b>85</b>
333.....	Hoo Hoo's Int.....	20
<b>13.....</b>	<b>Hood Distribution- McQuesten Group.....</b>	<b>3519.57</b>
285.....	Hoover Treated Wood Products.....	67.29
353.....	Horizon Pre-Finished Moulding.....	2
<b>31.....</b>	<b>Huber Engineered Woods .....</b>	<b>1797.72</b>

**Rank.....Company..... Total Points**

<b>9.....</b>	<b>Huttig Building Products .....</b>	<b>4484.06</b>
303.....	HWF Wholesale .....	53
342.....	Hy-Lite Block Windows.....	13
<b>8.....</b>	<b>Ideal Concrete Block Company ..</b>	<b>4499.24</b>
351.....	Ideal Roofing Co. Ltd.....	4
307.....	Ideal Stair Parts.....	42
<b>329.....</b>	<b>Ideal Stair Parts .....</b>	<b>24</b>
<b>59.....</b>	<b>IKO Manufacturing, Inc. ....</b>	<b>1149.50</b>
353.....	Imaging Technology Group .....	2
309.....	Impact Building Products.....	37.30
349.....	Inde Pane Ltd.....	6
353.....	Industrial Fleet Management .....	2
335.....	Innovative Energy .....	18
186.....	Installed Sales Technologies (The Luxwood Corp.) .....	282.62
146.....	Integrity Composites (formerly GAF Decking Systems)....	430.30
224.....	Integrity from Marvin Windows and Doors.....	200
150.....	Inteplast Group .....	426.62
302.....	Intercontinental Forest Products .....	54
<b>329.....</b>	<b>International Beams .....</b>	<b>24</b>
353.....	Interstate Communications.....	2
<b>353.....</b>	<b>Intex Millwork Solutions .....</b>	<b>2</b>
304.....	Iron Dog Tool Gear/European Tools N.A.....	52
122.....	Island Post Cap.....	606.41
353.....	J. Gibson Mcllvain.....	2
353.....	J.W.S. Distributing.....	2
353.....	Jackson Sales Co.....	2
353.....	Jager Building Systems .....	2
185.....	James Hardie World Leader in Fiber Cement.....	285
351.....	Jarrett Inc.....	4
<b>63.....</b>	<b>JELD-WEN .....</b>	<b>1140.79</b>
335.....	Johns Manville.....	18
353.....	Jokay Industries, Inc.....	2
353.....	Joseph Trading.....	2
351.....	JR Metal Frames/Insul-Hold.....	4
353.....	JT Sales.....	2
276.....	Just Cabinets, Inc.....	78.80
349.....	Karnak.....	6
<b>86.....</b>	<b>Kasson &amp; Keller, Inc. ....</b>	<b>912.02</b>
230.....	KathodeRay Media Inc .....	184.19
<b>326.....</b>	<b>Keene Building Products.....</b>	<b>26</b>
<b>43.....</b>	<b>Keiver-Willard Lumber Corp....</b>	<b>1509.44</b>
353.....	Kennebec Lumber Co.....	2
353.....	Keymark.....	2
351.....	Keystone Northeast.....	4
286.....	Kheops Group Inc.....	66.10

**Rank.....Company..... Total Points**

267.....	Klausner Group/ New South Companies, Inc.....	97.18
345.....	Klean-Strip (formerly Spec. Enviro.) .....	10
54.....	Kleer Lumber, LLC.....	1269.26
<b>114.....</b>	<b>Kohltech Windows and Entrance Units .....</b>	<b>672.17</b>
247.....	Kolbe & Kolbe Millwork Company...	134.99
<b>191.....</b>	<b>Kömmerling USA, Inc. ....</b>	<b>271.80</b>
352.....	Komodoor Hardwoods .....	3
352.....	KPF Corporation.....	3
335.....	Kraftmaid Cabinetry.....	18
<b>18.....</b>	<b>Krauter Auto-Stak .....</b>	<b>2962.61</b>
351.....	Kushlan Products.....	4
<b>101.....</b>	<b>KVAL, Inc. ....</b>	<b>790.25</b>
<b>352.....</b>	<b>KWP Engineered Wood Products .....</b>	<b>3</b>
161.....	L R McCoy.....	371
304.....	L. Thibeault & Associates.....	52
285.....	L.J. Kennedy Trucking.....	67.29
<b>156.....</b>	<b>L.J. Smith Inc. ....</b>	<b>391.51</b>
229.....	Lafarge North America.....	184.60
303.....	LaForge Doors Ltd. ....	53
<b>181.....</b>	<b>Lamb &amp; Ritchie Co. ....</b>	<b>302.10</b>
353.....	LAMCO Forest Products.....	2
302.....	Langevin Forest Products.....	54
314.....	Larson Manufacturing Co. ....	33
353.....	Laurey .....	2
<b>80.....</b>	<b>LBM Advantage.....</b>	<b>957.40</b>
353.....	Leafilter LLC.....	2
159.....	Ledco, Inc.....	381
259.....	Lemieux Doors Inc. ....	111
<b>19.....</b>	<b>Leonard Lumber Co. ....</b>	<b>2669.40</b>
130.....	Lepage Millwork .....	549
353.....	LI Industries .....	2
353.....	Life-Time/Pre-formed Millwork.....	2
352.....	Lifttruck Parts & Service Inc. ....	3
<b>81.....</b>	<b>Lincoln Windows.....</b>	<b>943</b>
264.....	LJI Technologies, Inc. ....	104
266.....	LMC.....	101.50
303.....	Load Lifter Manufacturing Ltd.....	53
297.....	Lockheed Window Corporation.....	57.68
346.....	Logix Insulated Concrete Forms .....	9
353.....	Lomanco, Inc.....	2
<b>104.....</b>	<b>LP Building Products (Louisiana Pacific Corp.) .....</b>	<b>768</b>
301.....	The Lumber Pack .....	55
173.....	Luxwood Software Tools .....	328
341.....	LWO Corp.....	14
300.....	Lynn Ladder & Scaffolding.....	56
287.....	Madawaska Doors Inc. ....	66

(Continued on pg. 56)

(Continued from pg. 55)

**Rank.....Company ..... Total Points**

<b>249</b>	<b>Madison Wood</b>	<b>130.50</b>
91	Maibec Ind., Inc.	856.99
274	Maine Ornamental Woodworkers Inc.	82.84
78	Maine Wood Treaters	975
233	Majure Data	168
174	Makita Power Tools	326
347	Malaysian Timber Council	8
353	Management Planning Inc.	2
301	Manufacturers Reserve Supply	55
338	Marbre Granite International	16
<b>323</b>	<b>Mariotti Building Products</b>	<b>28</b>
304	Marketing & Sales Associates	52
<b>34</b>	<b>Marvin Windows and Doors</b>	<b>1634.87</b>
303	Marwood Ltd.	53
<b>95</b>	<b>Masonite International Corp.</b>	<b>825.96</b>
353	Massachusetts Dept. of Agricultural Resources	2
345	Master Mark Plastics	10
353	Mastergrain	2
260	Mathews Brothers Co.	110
288	Matriarch Doors	65.21
353	Maxcraft Doors, Inc.	2
70	Maze Nails	1064.02
221	McElroy Metal, Inc.	208
198	MCS Inc. (ProfitWorks)	262
352	Medieval Glass	3
304	Meier & Zapata Associates	52
346	Menuiserox Inc.	9
304	Merrill Lynch Wealth Management	52
304	Merrill Millwork	52
317	Metal Sales Manufacturing Corp.	32
<b>83</b>	<b>Metrie</b>	
	(formerly Moulding & Millwork)	<b>927.98</b>
264	Metromedia Energy, Inc.	104
192	MI Home Products	271
353	Mid Continent Cabinetry	2
<b>17</b>	<b>Mid-State Lumber Corp.</b>	<b>2986.85</b>
323	Midwest Fasteners	28
285	Millbrook Lumber	67.29
92	Millennium Millwork Corp.	849.32
353	MillSource	2
303	Modern View Window Systems	53
350	Mohawk Industries	5
291	Monarch Mfg. Comp. (aka Monarch Windows)	63
304	Mon-Ray Inc.	52
353	Moore Handley	2
196	Moore Store	265

**Rank.....Company ..... Total Points**

304	Moore Wallace— an RR Donnelley Company	52
129	Morgan Wholesale Bldg.	577.86
264	Mr. Spindle, Inc.	104
353	Murphy Plywood	2
353	Mustang Company	2
353	MVP Health Care	2
304	N.R.F. Distributors, Inc.	52
350	Nailite International	5
349	Nantucket Post Cap Company	6
353	National Fiber	2
206	National Forest Products Ltd	235.54
87	National Gypsum Co.	886
<b>252</b>	<b>National Nail Corporation</b>	<b>124</b>
171	National Vinyl Products	333.05
353	Natural Resource Research Inst.	2
212	NE Shoreline Millwork	223
72	NELS, Inc. (dba New England Lumber Specialties, Inc.)	1033.58
352	NetAppsID	3
<b>282</b>	<b>Neuma Doors</b>	<b>72</b>
351	New Brunswick Building Product Companies	4
254	New England Industrial Truck	120.50
233	New England Surfaces	168
353	New Image Coatings	2
351	New South Lumber Company	4
264	Newbury Sales Group	104
<b>282</b>	<b>NewTechWood, Ltd</b>	<b>72</b>
353	Nextel	2
<b>65</b>	<b>NITCO</b>	
	(Northland Industrial Truck Co.)	<b>1124.96</b>
349	Norandex/Reynolds	6
166	Norbord Inc.	345.81
<b>82</b>	<b>Nordic Engineered Wood</b>	<b>934.32</b>
320	Norfield Ind.	30
304	North American Pellet Company, Inc.	52
109	North Pacific (Saxonville USA)	711
167	Northeast Lumber Sales Inc.	345.10
<b>88</b>	<b>Northeast Treaters, Inc.</b>	<b>873.28</b>
<b>77</b>	<b>Northeast Wholesale Nail &amp; Fastener</b>	<b>983.12</b>
<b>93</b>	<b>Northeastern Lumber Manufacturers Association (NELMA)</b>	<b>847.06</b>
347	Northern Elastomeric Inc (NEI)	8
264	Northern Marketing	104
350	Norwood Windows & Doors	5
<b>250</b>	<b>Novik</b>	<b>129.84</b>
127	NRF Distributors	591.55
<b>231</b>	<b>Nutmeg Forest Products Inc.</b>	<b>183.50</b>

**Rank.....Company ..... Total Points**

<b>144</b>	<b>NYLE</b>	
	(Northeastern Young Lumber Execs)	<b>442</b>
143	Nyloboard, LLC	446.32
353	NYS Builders Assoc. Research & Education Foundation	2
335	OFIC North America, Inc.	18
302	Old Saybrook Dors, LLC	54
348	Ontario-Canada	7
351	Open Joist 2000	4
353	ORD Products	2
<b>79</b>	<b>Orgill, Inc.</b>	<b>961.82</b>
280	OSI / Henkel (OSI Sealants)	74
345	Osmose Wood Preserving	10
304	Otto Trading Inc.	52
96	Owens Corning	821.02
264	P & R Truss, Inc.	104
303	P.H. Tech, Inc.	53
<b>12</b>	<b>PA and IN Lumbermens Mutual Ins. Co.</b>	<b>3874.20</b>
349	Pacific Coast Cedar Products, Ltd.	6
<b>325</b>	<b>Pacific MDF Products</b>	<b>26.50</b>
190	Pacsoft USA	273.08
<b>15</b>	<b>Parksite</b>	<b>3113.34</b>
157	Parrett Mfg., Inc.	390
344	Patriot Manufacturing	11
<b>208</b>	<b>Patwin American Pro</b>	<b>230</b>
261	Paychex	109.90
141	Payment Processing Consultants Inc.	449
264	PDJ Components	104
102	Peachtree Doors & Windows	779
353	Pella Entry Systems	2
<b>282</b>	<b>Penske Truck Leasing</b>	<b>72</b>
352	Perdue	3
353	Perfect Products	2
342	Perma Door	13
264	Petrocelli Marketing Group	104
324	Philips Products	27
351	Phillips & Turman Tree Farms	4
353	Piers-port Import	2
<b>329</b>	<b>Pin Foundations, Inc.</b>	<b>24</b>
304	Pinnacle Surfaces	52
352	Pioneer Millwork	3
353	Pit Viper Pumps	2
353	Pittsburg Corning	2
353	Plastic Components, Inc.	2
327	Plastival Inc.	25
349	Plastmo Ltd.	6
283	Plastpro Inc.	71
226	Pocopson Industries	192.72



**Rank.....Company..... Total Points**

353.....	Pole-Wrap, Inc.....	2
<b>57.....</b>	<b>Pollard Windows, Inc.....</b>	<b>1181.69</b>
349.....	Pollyglass USA Inc.....	6
353.....	Polymer Engineering Co.....	2
349.....	Polytech Products LTD.....	6
<b>115.....</b>	<b>Ponderosa Software.....</b>	<b>671.07</b>
353.....	Portatec Inc.....	2
<b>112.....</b>	<b>Portland Stone Ware Co., Inc.....</b>	<b>677</b>
263.....	Potomac Supply.....	106
284.....	Poulos Advisors.....	70.21
303.....	PPDoor Enterprise, Inc.....	53
<b>56.....</b>	<b>PPG Machine Applied Coatings...1186.96</b>	
<b>326.....</b>	<b>Prazi U.S.A.....</b>	<b>26</b>
304.....	Prebena North American Fastener.....	52
172.....	Premier Mantles.....	331.40
<b>332.....</b>	<b>Primax and Odyssey Merchant Services.....</b>	<b>22</b>
<b>94.....</b>	<b>PrimeSource Building Products, Inc.....</b>	<b>826.97</b>
68.....	PrimeTECH (Churchill Coatings Corp.) ..	1107.48
232.....	Princeton Delivery Systems, Inc.....	178
<b>199.....</b>	<b>Princeton Forest Products.....</b>	<b>259.46</b>
304.....	PrintComm.....	52
353.....	Pro Games, Inc.....	2
133.....	Progressive Solutions, Inc.....	531.56
219.....	Prudential Bldg. Materials.....	210
<b>273.....</b>	<b>Putek, Inc.....</b>	<b>83</b>
352.....	PVC Fence, Deck & Rail Systems.....	3
353.....	Qual-Craft Industries.....	2
257.....	Quarrix (formerly Trimline Building Products) ..	114
298.....	Quebec Lumber Mfrs Assoc.....	57
353.....	Quebec Wood Export Bureau.....	2
353.....	Quickstyle Industries.....	2
<b>24.....</b>	<b>The Quikrete Companies.....</b>	<b>2229.15</b>
351.....	Quoter Estimating Software.....	4
103.....	R.A. Graham Co.....	777.91
352.....	R.J. Industries.....	3
353.....	Rand Mfg. Inc.....	2
304.....	Rayonier Wood Products.....	52
<b>282.....</b>	<b>Red Horse USA, Inc.....</b>	<b>72</b>
<b>26.....</b>	<b>Reeb Millwork Corp.....</b>	<b>1966.96</b>
222.....	Regal Ideas.....	207.13
353.....	Regency Fireplace Products.....	2
349.....	Rehau Inc.....	6
149.....	Remodeling News.....	427
352.....	Resisto Waterproofing Solutions.....	3
264.....	Retirement Alliance, Inc.....	104
<b>49.....</b>	<b>Rex Lumber Co.....</b>	<b>1418.54</b>

**Rank.....Company..... Total Points**

220.....	RFT Associates.....	209
353.....	RGM Products, Inc.....	2
292.....	RhinoDeck by MasterMark Plastics..	62.07
303.....	Richelieu Hardward Ltd.....	53
180.....	RISI.....	304
335.....	RiteScreen.....	18
331.....	RLC Technologies.....	22.62
248.....	Robert Bosch Tool Corporation.....	132
302.....	Robertsons GMC-HINO Donkey Forklift...54	
183.....	Rochester Colonial.....	295
221.....	Rocky Top Building Products.....	208
<b>58.....</b>	<b>Rogue Valley Door.....</b>	<b>1164.85</b>
263.....	Romaro Structures.....	106
182.....	Rose & Kiernan, Inc.....	298.68
<b>169.....</b>	<b>Roseburg Forest Products.....</b>	<b>341.52</b>
165.....	Roto Frank.....	360.16
<b>311.....</b>	<b>Roxul, Inc.....</b>	<b>36</b>
<b>277.....</b>	<b>Royal Building Products.....</b>	<b>78</b>
203.....	Royal Mouldings Limited (formerly Marley).....	245.87
353.....	Royal Wood.....	2
351.....	Ruco Equip. Co.....	4
<b>3.....</b>	<b>Russin Lumber Corp.....</b>	<b>5740.79</b>

**Rank.....Company..... Total Points**

353.....	Ryzex Re-Marketing.....	2
176.....	Saginaw Lumber Sales, Inc.....	318.48
<b>232.....</b>	<b>The Sales Group.....</b>	<b>178</b>
353.....	Sandell Manufacturing.....	2
341.....	Sandy Neck Traders (was Northeast Pine) ..	14
308.....	Sawbucks.....	41.14
353.....	Saxon.....	2
345.....	SBC Inc.....	10
348.....	Schlage Lock Company.....	7
304.....	Scientific Certification Systems.....	52
134.....	Scorpion Fastners Inc.....	528.17
<b>193.....</b>	<b>Screw Products Inc.....</b>	<b>269.95</b>
351.....	Security Lock Distributors.....	4
137.....	Seljax International.....	517.97
126.....	Senco Products Inc.....	601.44
353.....	Serpentine Cedar Ltd.....	2
<b>105.....</b>	<b>Seven D Wholesale.....</b>	<b>766.15</b>
345.....	Shakespeare Composites.....	10
<b>46.....</b>	<b>Sherwood Lumber Corp.....</b>	<b>1456.76</b>
27.....	Sierra Pacific (Superseal & Hurd) ..	1915.04
353.....	Signature Building Systems, Inc.....	2
264.....	Silk Systems, Inc.....	104

(Continued on pg. 58)



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(Continued from pg. 57)

**Rank.....Company ..... Total Points**

155	Silver Line Windows	392.50
41	Simpson Door Company	1554.69
<b>30</b>	<b>Simpson Strong-Tie Co.</b>	<b>1799.04</b>
353	SJS Components	2
353	Smart VENT, Inc.	2
304	Smith Barney	52
302	Snug Cottage Hardware	54
326	SoftPlan Architectural Design Software	26
345	Solatube International	10
349	Somerset Door & Column Co.	6
213	Sound Footings LLC	222.47
341	Southern Pine Council	14
214	Sovebec Inc.	221
<b>321</b>	<b>Spectrum HHI</b>	<b>29</b>
304	Spireon	52
343	SpotNails	12
<b>55</b>	<b>Spruce Computer Systems Inc.</b>	<b>1257.42</b>
196	Stair Parts, Inc.	265
349	Standard Building	6
304	Stanley and Stanley-Bostitch	52
<b>282</b>	<b>StanPak LLC</b>	<b>72</b>
98	Star Marketing, Inc.	803.13
<b>100</b>	<b>Starborn Industries</b>	<b>795.50</b>
240	Stedt Hydraulic Crane	156
280	Steel & Wire Northeast	74
<b>277</b>	<b>Stergis Windows and Doors</b>	<b>78</b>
353	Stevens Business Service, Inc.	2
353	Stoneyard.com	2
353	Straightedge	2
352	Style Crest	3
343	Style Mark	12
353	Style Solutions Inc.	2
353	Sun-Mar Corp.	2
350	SUPA Doors, Inc.	5
275	Supseal Construction Products USA	80.80
281	Sure-Wood Forest Products	72.13
343	Swan Secure Products	12
<b>326</b>	<b>Swanson Group</b>	<b>26</b>
353	Swing n Slide	2
295	Syron Industries	59.61
201	Taiga Building Products, Inc.	255
302	Tajima Tool Corporation	54
349	Takagi Tools Inc.	6
225	TALPX	193.10
97	TAMKO Building Products, Inc.	813.10
<b>28</b>	<b>Tapco Group</b>	<b>1850.77</b>
302	Task Tools & Abrasives	54
310	Taupo Wood Solutions	36.06
153	Teal-Jones Group (Teal Cedar)	414

**Rank.....Company ..... Total Points**

185	Telford Fifty-Five Enterprises	285
353	Tendura	2
<b>53</b>	<b>Therma-Tru Doors</b>	<b>1305.21</b>
304	Thompson Mahogany Company	52
168	TIBO Lumber	344.10
347	Tiger Claw, Inc.	8
170	Timber Tech/Crane Products	335
<b>45</b>	<b>Timber Trading Group</b>	<b>1478.56</b>
352	Timbergate Interior Doors- Div. of Bertch Cabinet Mfg.	3
264	Timbr Travel Incentive Motivating Builders	104
<b>351</b>	<b>Tiny House</b>	<b>4</b>
304	Todd Drummond Consulting	52
303	Tommy Docks	53
353	TradeTec Computer Systems Ltd.	2
353	Trent Timber Treating Ltd.	2
241	Trex Company	153.18
346	Trimline Roof Vent. Systems	9
263	TrimLine Windows, Inc.	106
353	Trout River Lumber	2
353	Tru Stile Doors, Inc.	2
106	True Value Company (Tru-Serv Corp.)	747.20
353	Trus Engineering	2
349	TRW Truck & Equipment	6
353	Tulip Products	2
352	Turncraft Columns	3
353	U.S. Block Windows	2
351	U.S. Greenfiber LLC	4
353	U.S. Plastic Lumber Co.	2
353	Union Products Corp.	2
353	United Building Products	2
341	United Window & Door	14
272	Universal Consumer Products	84.92
125	Universal Forest Products	601.79
<b>270</b>	<b>Upstate Door, Inc.</b>	<b>86</b>
<b>36</b>	<b>USG</b>	<b>1605</b>
<b>25</b>	<b>USI</b>	<b>2096.85</b>
<b>205</b>	<b>USP Structural Connectors</b>	<b>240</b>
<b>74</b>	<b>V&amp;H, Inc.</b>	<b>1013.50</b>
353	VAI	2
353	Vehicle Tracking Solutions	2
350	VEKA/ATRIA	5
<b>108</b>	<b>VELUX America, Inc.</b>	<b>741</b>
164	Versys	365
132	Vetter Windows & Doors	535
353	VIB L.P.	2
351	Vicwest	4
351	Vinyl Associates	4

**Rank.....Company ..... Total Points**

197	Vinyl Concepts and Design	264
263	Vision Planning	106
353	Vision Screens	2
258	W.B. Lambot Lumber & Supply	113
<b>332</b>	<b>W.R. Grace</b>	<b>22</b>
353	Wainscot Solutions Inc.	2
302	The Walden Group	54
263	Walsh Associates	106
<b>14</b>	<b>Warren Trask Company</b>	<b>3183.84</b>
353	Warrior Roofing Manufacturing	2
211	Wasco Products, Inc.	226
<b>306</b>	<b>Waska Clair Industrial Development Corp. Ltd.</b>	<b>44</b>
<b>311</b>	<b>Watkins Sawmills, Ltd.</b>	<b>36</b>
353	Wausau Insurance Co.	2
44	Weaber, Inc.	1491.55
152	Weather Shield Windows & Doors	415
322	WeatherBond Pro	28.73
353	wedi USA	2
237	Weiss Group	162
296	Westech Building Products, Inc.	58
323	Western Red Cedar Lumber Association	28
343	Western Wood Prod. Assn.	12
353	Westfield Coatings Corp.	2
<b>4</b>	<b>Weyerhaeuser</b>	<b>5658.69</b>
345	Wheeling Corrugating Company	10
345	White River Hardwoods- Woodworks, Inc.	10
351	Whitehall Products	4
<b>23</b>	<b>Wholesale Doors, Inc.</b>	<b>2376.75</b>
353	Wickham Hardwood Flooring	2
351	Willamette Industries	4
304	Willard Financial Group	52
350	WindowSmith/Atlantic Windows	5
<b>35</b>	<b>WindsorONE</b>	<b>1612.44</b>
204	Wine Rack Co., The	242.52
353	Wise Corporation	2
<b>131</b>	<b>WM Coffman (Coffman Stairs LLC)</b>	<b>545.58</b>
353	WM Zinsser & Co.	2
<b>66</b>	<b>Wolf</b>	<b>1112.18</b>
352	Wood Flooring Design	3
352	Wood Products Prince Edward Island	3
353	Wood Ridge Vent.	2
107	Wood Structures, Inc.	741.20
351	Wood Truss Council	4
<b>162</b>	<b>Woodbrowser, Inc.</b>	<b>370.35</b>
353	Wood-Ex Inc.	2
351	Woodfold-Marco Mfg. Inc.	4

(Continued on pg. 92)



# SAVE THE DATE

## LBM EXPO '17 | FEBRUARY 15-17, 2017

Rhode Island Convention Center, Providence, R.I.

# WHAT ARE DEALER-ATTENDEES SAYING ABOUT LBM EXPO '16?



*"I had a great time and saw lots of viable products."*



*"The variety of vendors was very informative for current products being used as well as getting new ideas and information."*



*"Able to visit multiple vendors in one area."*



*"Good trip and well worth it."*



*"Attended for supplier meetings and negotiations—it always is a good venue for industry interaction."*



## And what did they take away?

- 89% of respondents participated in networking opportunities and made new business contacts.
- 69% of respondents identified a new product that may be useful to their business.
- 49% of respondents were able to identify new industry trends.
- 90% of respondents would recommend LBM Expo to a friend or colleague.

Ultimately, the most important thing those who didn't attend LBM Expo '16 missed was the opportunity to learn what others are doing to thrive in today's economy.





**By Jeff Keller**

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Legislative &  
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## Know What You're Signing

**T**he reality is that no one likes reading contracts. From the mundane, 30-plus page Apple iTunes agreement, to one of the largest purchases of people's lives—a mortgage—most people do not comb through every detail of a contract.

Businesses have to sign even more contracts, which are more complicated and carry potential liability. For example, businesses must carry various forms of insurance ranging from unemployment insurance and disability insurance, to property and casualty insurance.

Owners become so used to signing documents, renewing their insurance, and changing carriers that they often don't read the contracts anymore or review what is in the fine print. But reality hits home when problems occur and suddenly they are not covered in the ways they thought.

We've recently heard more stories of members having issues with liability from their old workers' compensation (WC) policies, especially those that were self-insured. WC policies can be very expensive and companies are always looking for ways to reduce costs through policies offered at a lower rate or the potential for a premium rebate.

As businesses switch carriers looking to reduce costs, the devil can be lost in the details. One such detail in insurance policies is called joint and several liability. What this means is that if the carrier goes bankrupt, everyone who is part of the policy – both present and past – are still liable for paying any debts on claims or settlements that the carrier is liable for.

Joint and several liability does not disappear when you move to a new carrier either. For example, if you were with a WC carrier (we will call them ABC Insurance) from 2004-2008 you maintain joint and several liability for any liability that occurred during those years in perpetuity. If



ABC insurance goes bankrupt in 2018, the state Workers' Compensation Board (WCB) will take over the claims from that carrier and likely conduct a forensic audit to see why the carrier went bankrupt and if there is enough money to pay out the life of the claims. If ABC Insurance was keeping rates artificially low, the audit will show where the deficiencies were and the WCB will issue an assessment to all members of ABC Insurance during the years found to have raised deficient funds.

The WCB can go back as long as necessary and all companies still in business become responsible for these debts. As you can imagine, this can be a scary and expensive scenario to be involved in.

It should be noted that clauses, such as joint and several liability, are often universal in programs and will be included. So while there may be details on contracts you cannot avoid, you should still review and understand what liability is included in contracts you sign.

While the new contract may result in savings right now, knowing the details of the contract will allow you to also think long-term and ask: is the company you are signing a contract with managed properly? Do they have a strong reputation? Have you researched the company beyond the details

*(Continued on pg. 92)*

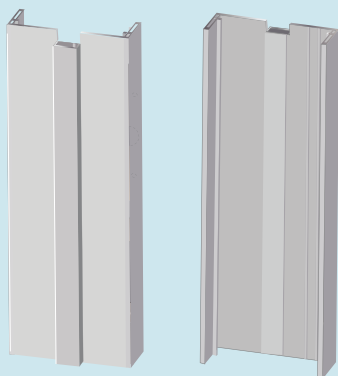




## Interior Aluminum Frames



Knockdown frames and stock length glazing material are available to accommodate a wide array of design possibilities.



Type II Frame System

### *In Stock and Available Here*

ASSA ABLOY has partnered with Wholesale Doors to inventory and distribute Frameworks product. This program provides immediate availability of knockdown frames, boxed sidelite units, and stock length glazing components.

WDI is stocking three of the most common frame locations – Steelcraft, Ceco and Curries.

WDI's shop is up and running for special fabrication requirements. This partnership offers you many benefits and advantages.

- Service includes delivery on WDI's standard trucking schedule or pickup at WDI's warehouse
- No more LTL freight damages
- Instant availability for small, fast paced projects
- Quick replacements for damages
- Flexibility for design-build projects
- Immediate solution to final punch list

Frameworks Aluminum Frames compliment other WDI products and services, including Graham Wood Doors. Contact your ASSA ABLOY or WDI representative for more details.



**By Ashley Ennis**  
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## 2016 Brings Early Victories in Maine and New Hampshire

**D**uring an election year, legislative sessions are typically quiet. Most elected officials want to keep sessions short, keep their heads down and hands clean, and return to their districts to campaign for reelection.

But this election year has been much more active than most with many surprises in store—even beyond the presidential election. The NRLA's legislative department has been busy working on a variety of issues in all of our states, including proposals to increase minimum wage, paid family leave policies, predictive scheduling bills, and stewardship bills, among others. The good news is that our efforts have already garnered early victories in Maine and New Hampshire on two important issues: a battery stewardship program and predictive scheduling mandates.

**Battery Stewardship:** Similar to Maine's paint stewardship legislation passed in 2013, a battery stewardship program was included in a broader bill addressing solid waste. The battery stewardship language was extremely vague, however. It did not explicitly state whether or not retailers were required to participate, how many bins were needed for collection, or if collection could be refused based on the batteries' brand.

The Retail Lumber Dealers Association of Maine (RLDAM) identified the provisions of the legislation in need of clarification, and worked with the bill's sponsor and the Maine Legislature's Environment and Natural Resources Committee to amend the legislation. RLDAM also focused on this issue during their annual legislative breakfast to increase awareness among state senators and representatives in attendance.

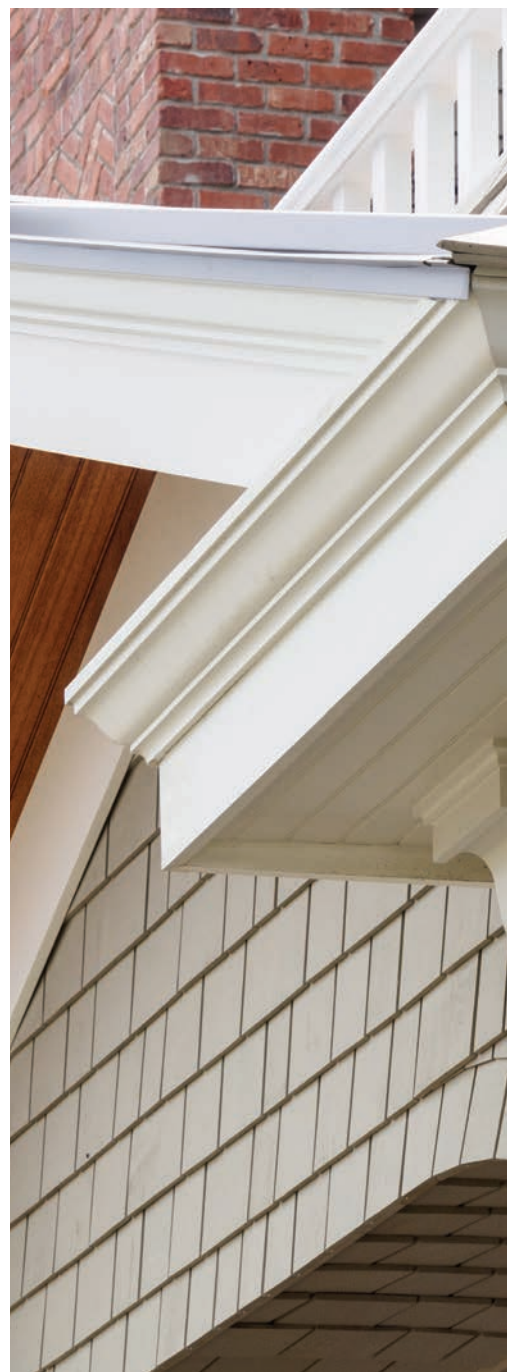
The amended version released in March addressed all of RLDAM's concerns: retailers' participation in the program is now voluntary, only one bin will be used for collection, and collection can't be refused based on the batteries' brand. The bill still needs to be voted on by the state legislature, which would leave RLDAM members protected if passed.



**Predictive Scheduling:** Early in New Hampshire's session, legislation was introduced that would have required employers to provide a work schedule at least 14 days in advance. Additionally, the legislation would have financially penalized employers for making adjustments to the schedule or releasing employees from their duties early. The New Hampshire Retail Lumber Association (NHRLA) strongly opposed this legislation and members focused on the issue during their annual legislative breakfast in Concord. NHRLA's efforts resulted in the state senate stripping the notice requirements and penalties from the bill. The bill now only prohibits employers from retaliating against employees who request a flexible work schedule.

*(Continued on pg. 92)*





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**By Curtis Barry**  
Senior Counsel,  
State Government  
Relations

The Dupont Group  
603-228-3322

## Get to Know Your Lobbyist: NHRLA

I'm pleased to introduce myself and acquaint you with what I do on behalf of the New Hampshire Retail Lumber Association.

This is my 20th session as a registered lobbyist, 17th with The Dupont Group. Prior to that, I spent six sessions on legislative staff, including three years in the New Hampshire State Senate and three years in the House of Representatives, first serving under then-Senate President and founder of our firm Ed Dupont. I began working with NHRLA in the 2009 session and have helped NHRLA develop relationships with legislators across the state.

More recently we've been working on strengthening NHRLA's understanding of the legislative process. This includes continuing to build relationships and educating targeted lawmakers on the industry while representing the association's perspective on a number of individual bills.

These efforts helped NHRLA amend a paint stewardship legislation to include safe harbor language in the House-passed version of the bill. Our language was intended to allow members to participate, if they chose, as collection sites without the specter of possible penalty from environmental laws in the case of an accident. That bill, in the 2014 session, ultimately died in the Senate. Nonetheless the language was inserted in one body's version, setting a precedent for the future and an example for other states.

It is typical in the legislative arena for interest groups to more often play defense rather than trying to get a bill passed. This year we are part of a coalition of business groups opposing a strict employee-scheduling mandate that would require employers, at the request of the employee, to provide a schedule 14 days in advance in most circumstances. A few years ago the subject was a proposed change in product liability; New Hampshire laws are appropriate in that arena and we pushed hard to



keep it that way.

As the association's involvement in the legislature has grown, NHRLA's effort to develop and maintain relationships with individual local legislators has paid dividends. This year's legislative breakfast, the most expansive effort to-date, had almost 130 legislators in attendance.

With a rapport established, NHRLA members can reach out to legislators when necessary without the anxiety that comes along with a cold-call. The House has 400 members: quite a large body which may seem daunting. But truthfully most of the work and effort is done at the committee level, where there are roughly 20 members to communicate with. Having a handful of legislators on the committee knowledgeably supporting your position can and will make the difference between losing and winning. But those aren't the only legislators members should be concerned with.

Legislators in New Hampshire want to hear directly from those that are affected by a bill. The role of a lobbyist is to be the eyes and ears of the members of your organization on the ground within state government and we communicate generally with legislators, but there is nothing as effective as, though it sounds cliché, grassroots activity.

*(Continued on pg. 92)*





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**W**hat is the definition of workforce development? The term has come to describe a wide range of activities, policies, and programs to create, sustain, and retain a workforce that can support current and future business and industry. Workforce development can be approached in a number of ways, depending on the type of organization and the primary issue they are working to solve. Focus might be placed on the individual, the community, or the industry.

An individual-focused model centers on training and education. This perspective revolves around positioning an individual for success in the workforce through job training and education. A community-centered viewpoint includes initiatives that educate and train individuals to meet the needs of current and future business in order to maintain and grow the economic environment. When approaching workforce development from the industry perspective, the goal is to stay competitive within the marketplace.

A primary concern for our member companies is finding employees who are interested in a career in the lumber and building materials industry. The NRLA is developing a program to assist members with these challenges. Heading into the industry's busiest season, we began by looking at the most immediate need: summer help. To help you find summer employees, we have opened our online job board to unlimited, free job postings. In addition, we created a toolkit which will allow our members to better connect with vocational and technical schools in their area. The toolkit includes:

- A list of vocational schools throughout the Northeast. The list is meant as a starting

- point to connect with area schools.
- A template letter to introduce your company to schools and provide details on available opportunities.
- A customizable marketing flyer and pamphlet. These marketing tools can be customized with a company logo, company history, and current openings while providing information about the job needs in our industry and showcasing the advantages of working with your company.
- Job description templates.

Visit our website at [www.nrla.org/careers](http://www.nrla.org/careers) or contact Shannon Rabbett, manager of member programs at 518-880-6354 for more information and the coupon code to take advantage of free job postings.

We would like your feedback if you take advantage of the tools provided. Future NRLA initiatives include developing an internship toolkit to facilitate onboarding interns and exposing them to the various facets of a career in the LBM industry. Keep an eye on our LC Wired newsletter and our website at [www.nrla.org](http://www.nrla.org) for further updates. **LC**



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For the rest of the story, go to [Sunbelt-Rack.com/stories](http://Sunbelt-Rack.com/stories)



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# NJBMDA Weighs in on Staffing Needs



*Intently listening to the discussion are Nick Pietrone, NJBMDA NYLE trustee John Perna, and Past President Keith Coleman, all of Hamilton Building Supply, and NJBMDA Treasurer Dan Schaffer, Reeb Millwork.*



*Enjoying Erini's are Marc Currie and Michael Nocar, Niece Lumber; Peter Morreale, BlueTarp Financial; and Jack Opdyke and Mary Masters from H.J. Opdyke Lumber.*




*Chris Pete, Empire Company; Jeff Joiner, Conover Beyer Associates and Bob Bulger, Association Master Trust; at the March 22 NJBMDA Regional Meeting.*

**D**uring a pair of regional meetings, the New Jersey Building Materials Dealers Association discussed a range of topics including best practices in social media for effectively engaging with technical schools for prospective future employees.

Discussions were facilitated by NJBMDA President Nick Kuiken, from Kuiken Brothers, and past president Keith Coleman, from Hamilton Building Supply. Each attendee was given an opportunity to share their views, with both retail and associate members expressing cautious optimism for a positive 2016.

Key concerns continue to be staffing, as the workforce ages and there is not an influx of new hires drawn to the industry. There was also discussion about the 2016 state budget and potential legislation, including mandatory sick leave and increased minimum wage. The pros and cons of Urban Enterprise Zones (UEZ) were also weighed, along with compliance issues, possible expansion, and intent/impact of the program on the building materials industry.

NJBMDA trustees were also pleased to announce new philanthropic initiatives including a scholarship program, which will award up to six \$1,000 scholarships to eligible students, and making an annual financial contribution to a New Jersey-based non-profit organization with programs focused within the state.

The meetings were held March 15 at Erini Restaurant in Ewing and March 22 at La Griglia in Kenilworth. 



*NJBMDA President Nick Kuiken, Kuiken Brothers, and Trustee David Bernstein, Mid-State Lumber, joined by Walter Dreyer, Dreyer's Lumber and Hardware.*





# MHLDA

## Discusses Treated Wood Standards

The Mid-Hudson Lumber Dealers Association (MHLDA) held a dinner seminar on March 15 at the Ramada Inn in Newburgh, N.Y., drawing 40 attendees.

The topic "New Changes to Treated Wood Seminars" was presented by Todd Greer, director of North American sales and service, Koppers Performance Chemicals. Greer has 25 years of experience in the treated wood industry, working in the fields of inspection and treating plant operations. He participates in numerous wood associations, including the American Wood Protection Association, and holds a bachelor's degree in forestry from West Virginia University.

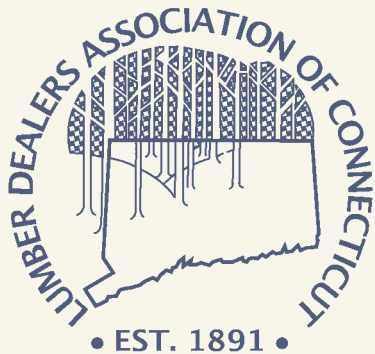
A lively Q&A followed the presentation. The MHLDA thanks Culpepper for sponsoring the event, along with all of its 2016 sponsors. **LG**



MID-HUDSON LUMBER DEALERS ASSOCIATION



## LDAC Blueprint Reading



The Lumber Dealers Association of Connecticut held three days of Blueprint Reading & Estimating classes on March 14-16 at Acadia Insurance in Rocky Hill, Conn. Instructor Randy Hajeck trained 22 attendees for the two-day beginner class, and for the one day intermediate level class. LDAC provided a substantial subsidy for its Connecticut members, as well as NRLA members.

LDAC wishes to remind its members of the free subscription to NRLA's Online Learning System. All members are welcomed and encouraged to take advantage of this generous member benefit.

LDAC thanks its host, Acadia Insurance, and its 2016 Sponsors. **LG**


## NNYLDA Heads Back to School

2016 Product College and Blueprint Reading Series draws 95 attendees.



The Northern New York Lumber Dealers Association supported aggressive educational initiatives in the month of March, including a two-day Product College and four days of Blueprint Reading classes. The courses drew a total of 95 attendees from 25 companies across central, northern, and western New York.

The Product College was held at separate locations: March 8 at the Ramada Inn located in Watertown, N.Y., and March 9 at the Best Western in Canton. The separate locations made it convenient for more yards to send their employees. Rotating throughout the various classes put on by the vendors, 43 attendees learned everything from product specification and pricing to installation techniques and code requirements. Students ranged from new employees to seasoned veterans.

The Blueprint Series was also held at the Ramada Inn and Conference Center in Watertown, on March 22-25. NNYLDA ran a full range of Blueprint Reading classes over the course of four days. There were classes for all skill levels, beginner through advanced, with 52 attendees ranging from brand new employees to counter workers to outside sales personnel to estimators. Members from NNYLDA, CNYRLDA, and WNYLDA all sent employees to the classes. 

**NNYLDA**   
NORTHERN NY LUMBER DEALERS ASSOCIATION



# Blueprint Reading and Estimating Training Abounds



Students with diverse backgrounds, but who were new to the LBM industry, attend the new "Introduction to Building Materials" class in Exeter, N.H., on February 15.



NHRLA's "Beginning Blueprint Reading and Estimating" class in Exeter, N.H., drew 15 students on February 16.




Randall Hajeck of Hudson Valley Community College instructed blueprint reading and estimating courses at five different locations across the Northeast this past winter and early spring.



Boston Cedar hosted 19 students for MRLDA's "Intermediate Blueprint Reading & Estimating" on March 3 in Mansfield, Mass.

In a sign of a recovering economy, 171 employees from 52 different companies received instruction on blueprint reading and estimating across the Northeast this past winter and early spring.

Training courses were held in conjunction with the respective State and Locals in Exeter, N.H., Mansfield, Mass., White River Junction, Vt., Rocky Hill, Conn., and Watertown, N.Y. Randall Hajeck, an adjunct professor at Hudson Valley Community College, provided the instruction.

This year, a new assessment tool, which attendees completed before registering, helped ensure they were placed into the correct course for their ability level. Also new this year was the addition of two new courses: "Introduction to Building Materials," which provided basic terminology and formulas for industry newcomers, and "Intermediate Blueprint Reading and Estimating," a one-day breakout of material formerly covered in "Advanced Blueprint Reading and Estimating." 

# THE TO-DO LIST

By Greg Branecky

**A** to-do list is used to track real work that needs to be completed. Either a handwritten or digital list can be used. It's best to take about 15 minutes at the end of each day to do a GTD "Mind Sweep." Review all your emails and meeting notes for all your task/projects you are responsible for. Writing down all your tasks/projects on paper or digital list means you don't have to try and remember them. It gets the task out of your head which helps reduce stress.

## PAPER AND PEN

A handwritten list is the simplest way to keep a to-do list. To get started, you will need paper—preferably a notebook—and a pen. I suggest the following format for setting up your page: day of the week in the upper right hand of the page, under the weekday put the month/day. List all of your tasks, putting related subtasks under the task it belongs to. Once the list is completed determine your priorities using a number system. Finally, write down the estimated time for completion next to each task listed. See Photo.

## DIGITAL

There are many options available for those who would prefer a digital to-do list. You could simply use your digital calendar

to schedule tasks for each day of the week. However, there are many task management apps available some examples include: Remember the Milk, Wunderlist, Todoist. These can be used for planning by setting up due dates and reminders. Other great options are Evernote and OneNote for creating lists.

There are many benefits of starting a to-do list and journaling them. The ability to cross off items as completed can give you a sense of accomplishment. Keeping track/journal of your to-do list will help you to review your accomplishments. Additionally, journaling can be helpful in tracking actual time taken to complete a task. Try experimenting between the paper/pen and digital methods to help decide which works best for you. I have been experimenting for years between paper/pen and digital. This year I'm interested in Bullet journaling; ask me about it. **LC**

## TO-DO LIST APPS:

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- ✓ [www.wunderlist.com](http://www.wunderlist.com)
- ✓ [todoist.com](http://todoist.com)
- ✓ [evernote.com](http://evernote.com)
- ✓ [www.onenote.com](http://www.onenote.com)
- ✓ [http://bulletjournal.com](http://http://bulletjournal.com)
- ✓ [gettingthingsdone.com/fivesteps](http://gettingthingsdone.com/fivesteps)



*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, [lumbertribe.wordpress.com](http://lumbertribe.wordpress.com).*

NAME	DATE	TO-DO	MON
			FEB 29

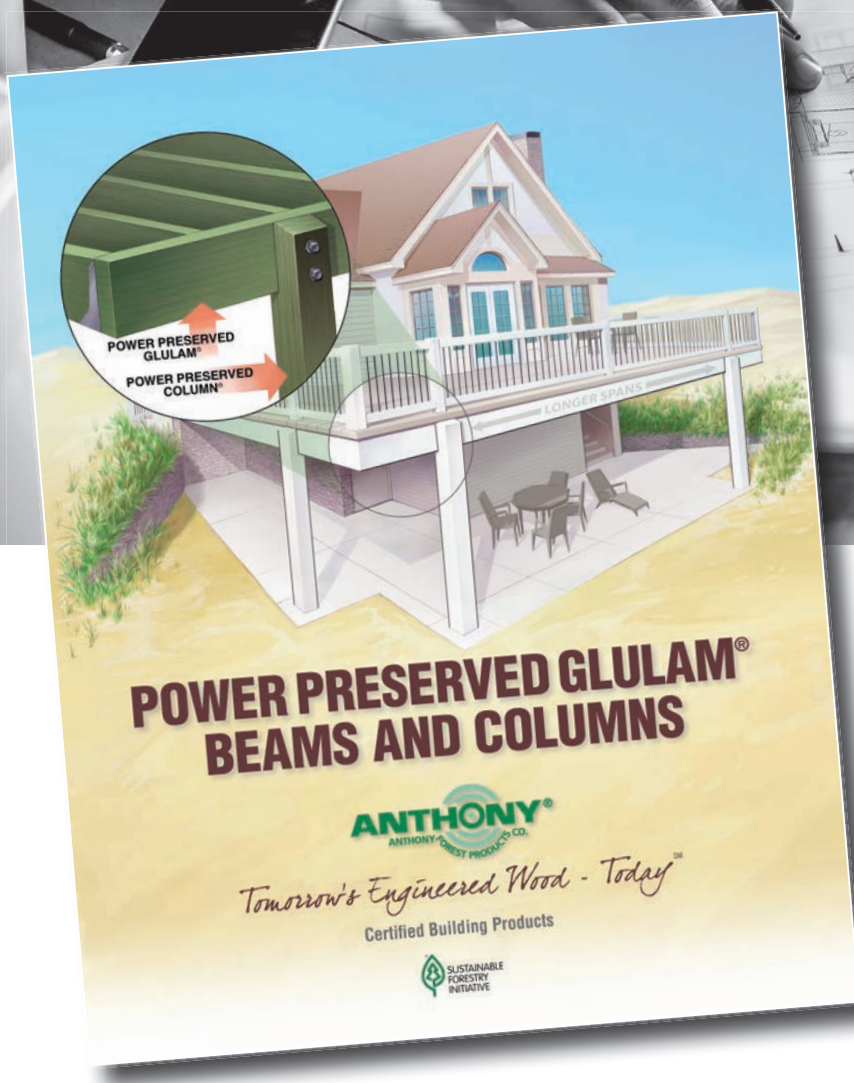
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<input checked="" type="checkbox"/>	EMAIL SOMEONE (10 MIN)	
<input checked="" type="checkbox"/>	BUDGET	
<input type="checkbox"/>	TASK 2	
<input type="checkbox"/>	TASK 3 (30 MIN)	2
<input type="checkbox"/>	TASK 4 (10 MIN)	3

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<input checked="" type="checkbox"/>	- WRITING EMAIL
!	- IMPORTANT ITEM
\$	- TO BUY/SHOPPING
<input type="checkbox"/>	- FUTURE EVENT



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# Making Job Descriptions Work for You

By Kylie Fay, employee resources associate, HireElements



**W**hen was the last time you took a second and thought about your job description? A couple of months ago? A few years ago? Never?

For most of us, job descriptions are tossed aside once a position is filled; doomed to collect dust until the day comes when they need to be pulled out again. The truth is that job descriptions are probably one of the most important, and underused, tools in any employer's arsenal, however.

Generally speaking, applicants see some form of job description when they apply for a job. Most job postings consist of the basics – job title, location, supervisory responsibility, summary of responsibilities, and a pay scale. While this whittled-down version might be great for recruiting, for employee development and legal purposes it's hardly a stellar example. When done well, a job description not only helps in finding the right applicant for the job, but also helps keep those great applicants. A solid job description is the foundation for many things, including:

- Developing effective interview questions
- Performance evaluations/appraisals
- Setting employee goals
- Salary increases

- Worker's Compensation documentation
- Unemployment documentation

Not all job descriptions are the same, but the two most common types are the traditional job description and the results oriented job description. Wondering what the difference is?

More likely than not the document that pops into your head when discussing job descriptions is a form of the traditional job description. Typically drafted by supervisors or administrations, the traditional job description focuses on how one should behave to perform well on a job, focusing only the qualifications that are necessary to do the job. It's a rundown of the tasks that need to be done such as "provide general administrative support to director" or "identify and assess customers' needs to achieve satisfaction." While those are, in fact, the tasks that need to be done, there is a lot of room for interpretation as to HOW they will get done.

That's where the results oriented job description comes into play. Growing in popularity, the results oriented job description, or ROJD, is a more comprehensive and detailed account of the position. More and more companies are starting to switch from the traditional job description to the ROJD in an effort to create more sustainable recruiting and career mapping initiatives.

Instead of placing the focus solely on the task that needs to be done, the ROJD places the emphasis on the result that needs to come out of it. A good results oriented job description starts by describing a broad key function and an end result, and then breaks that function down into tasks, detailing what exactly needs to happen for that end result to come into fruition.

For example, a key function for a receptionist might be "front end assistance" with an end result of "provide prompt

*(Continued on pg. 92)*



Kylie Fay is an Employees 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.hireelements.com](http://www.hireelements.com).



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# Today's Shoppers:

## The Same but Different

By Steve Frawley (boomer) and Sarah Holman (millennial)



**I**n this highly competitive market, the two most important customer segments are often pitted against each other: Millennials versus boomers.

Millennials are addicted to their devices, boomers can't open an email attachment. Millennials are coddled and entitled, boomers don't respect the younger generation. Millennials are media junkies, boomers are culturally out of touch.

Yet research shows these two segments are alike in more ways than they are different, and many of the stereotypes assigned to them don't hold true.

According to the Pew Research Center, at least 65 percent of baby boomers aged 50-64 use Facebook. A high percentage of both groups are committed to community service and civic involvement. Both look for input from family and friends when choosing a product. Both are determined to find the most bang for their buck.

As shoppers, boomers and millennials may have different needs and wants in terms of retailing, but at the end of the day, they are looking for the same thing: connectivity and convenience. And on a broader level, a sense of community.

Business is rapidly changing as technology, smartphones, social media, and online shopping become staples of the buying process. Where consumers shop, how they pay, and how they get information are forces that are transforming retailing, creating new opportunities and challenges.

Good retailers are recommitting to what has always mattered most—the shopping experience. Think about the general store of yesterday, and how today's high-tech market is not all that different.

**Yesterday:** Consumers and shopkeepers knew each other by name.

**Today:** Personalized emails arrive daily from online stores.

**Yesterday:** Merchants knew their patrons' shopping preferences and often selected products for them.

**Today:** Amazon makes suggestions based on purchase history.

**Yesterday:** General stores were conveniently located in the center of town.

**Today:** Online shopping is open and available 24 hours per day.

**Yesterday:** A local kid delivered your order to your house.

**Today:** Free two-day shipping and auto-ordering on frequently purchased products.

The new business model recognizes and expands on what the general store always knew: People want to be known and valued as consumers. They want

*(Continued on pg. 95)*



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# The Decking Accessories Market:

## How specialty products help grow sales

By Brent Gwatney



Long gone are the days of simple, one-level square decks. Homeowners are dreaming up intricate plans for their outdoor living spaces, and contractors are figuring out how to make those designs happen. In order to best meet the needs of these homeowners and contractors, dealers need to be up-to-date on the latest trends in the decking accessories market. By offering a wide variety of in-demand deck accessories such as railing, lighting, and hardware, a dealer can become a favorite one-stop shop for everyone's next outdoor living project.

### MORE THAN JUST A RAIL

Although railing is required by code for deck safety, today's product options provide the quickest and easiest ways to sell a next-level deck that will leave everyone in awe. New railing options are designed to elevate the overall look of a deck, reduce maintenance for homeowners, and improve views of the surrounding landscape. These benefits alone make railing one of the most essential deck accessories to stock and sell.

Contemporary railing products include powder-coated aluminum railing and composite railings. Aluminum railing offers a sophisticated style and modern look at a more competitive price, and certain aluminum options with powder-coated finishes are likely to provide longer warranties than other low-priced rail options like vinyl railing.

Where durability is concerned, composite railing is a great option for decks that will be subject to harsh environmental conditions such as heavy rain and freeze/thaw cycles. Composite railing is also an ideal choice for homeowners and builders who prefer a more traditional look and like to mix-and-match



railing with the deck color. Offering composite railing to match the decking you are selling will help simplify the buying process when builders are designing a deck.

Even further, homeowners and builders are looking for unique features of railing that can expand its usability. For example, a rail in a wide width makes it convenient for guests to rest their drinks or elbows, which is great for entertaining. Mixed-



medium infills also create more elegance and style. Whether a house is situated on the Atlantic shoreline or resting on a hill in the trees, using infills such as cable or tempered glass panels can provide a high-end contemporary look and less-restricted views of the landscape around a deck.



### LIGHT IT UP

Deck lights can also enhance the design of a deck and allow homeowners to spend more evening hours enjoying their outdoor living spaces. Today's lighting choices are more than functional and offer elegant and contemporary styles to match any deck design your builders may come up with.

The variety of specialty deck light options, including recessed bullet lights, under-rail strip lights, stair lights, and post lights seems overwhelming, making them less appealing to contractors. But, with the emergence of energy-efficient LEDs, installation of these lights has become easier, and performance has improved, making possibilities limitless.

Some systems are even sold as plug-and-play to help eliminate the need for an electrician on the job site, simplifying the process for deck builders. Some decking manufacturers, like MoistureShield, offer complete complementary decking, railing, and lighting systems designed to work together, consolidating inventory for dealers and simplifying the product selection and installation processes for builders.

Several ideas for making the most of these options include offering button lights on the deck's surface or under-rail strip lights for an understated light source. This helps create a visual

accent and enhances safety by providing deck users with important visual cues about the location of deck edges. You can offer lights that illuminate every area of a deck, including wide rails providing visibility for people to use the rail as a resting place for drinks or plates of food and making the rail an ideal spot for nighttime socializing.

Under-rail strip lights can also provide useful light and help define the deck, while creating intrigue by shining from a hidden fixture in an unexpected area. Recessed stair lights can also easily guide guests from one area of a deck to another, facilitating the use of an entire outdoor living space. With all of these options, you can provide your customers with anything they may need.

### BEYOND THE BOARD

Railing and lighting are obvious options for upgrading a deck design, but hardware such as hidden fasteners and adjustable rail brackets can be just as important in cleaning up the look of a deck. Many decking manufacturers are creating boards with special grooves to accommodate deck clip systems. These systems can further streamline the deck building process and remove blemishes created by top screwing, providing an incentive for both the builder and the homeowner. For a busy builder, having the option to install a deck with hidden fasteners can cut down on the time he spends on one project and give him more time for others. Bundling deck sales with accessories like these helps to maximize profits on deck jobs.

As outdoor living areas become an extension of the home, builders and remodelers can expect increased demand for new or upgraded deck designs, which means more decking product business for dealers. By taking time to research the latest product options and ways to use complementary materials like railing and lights, you'll be prepared to inform your customers about the latest improvements and design trends in decking accessories and maximize sales opportunities. **LC**

---

*Brent Gwatney is senior vice president of 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).*



# Looking Back at the Recession of 2017

A dealer “looks back” at the 2017 Recession.  
**Were you prepared?**

By Scott Simpson, president and CEO, BlueTarp Financial

**It's March 2018, and looking back at the recent recession of 2017, I'm glad for two things:**

- 1.** I'm glad that the dip in the markets didn't reach the depths of the Great Recession we saw in 2009. Nonetheless, 2017's recession rattled the cage of many dealers we know, and put others out of business because they just weren't ready.
- 2.** And I'm so relieved that we took the steps during the strong economic times to prepare. After all, if we've learned anything from three generations in the building materials business, it's that the party can't go on forever. Like it or not, we are in a cyclical industry. You ride the wave up, and then hang on as you ride the wave back down.



## Here's what we did to prepare, survive, and position ourselves to take advantage of the next up cycle:

**Accounts Receivable:** In 2016, two years ago, we decided to really focus on our accounts receivable. We instituted an unusual communication program to explain something crucial to our customers. First, we made clear that we would be better dealers if we had access to solid cash flow. If our customers wanted new product introduction, programs and training, flush inventories, proper staffing levels, and trucks and forklifts that were serviced properly and didn't break down, then we needed high-performing A/R. We were very candid about the fact that we were just asking for something very reasonable, namely to be paid on time for what we sold.

**Credit:** We also took time in 2016 to implement policies to hold the line on giving credit to customers with delinquent balances, and we required that all customers clean up their outstanding balances. If customers were 45 or 60-plus days out in the good times, we were fairly sure they wouldn't be able to pay in any future downturn. Next, we converted our high-risk customers (60-plus days out) to C.O.D., and we were really strict about the policy. Initially, there were some uncomfortable conversations, but we decided that our obligation was to the future survival of our business, and sometimes touchy conversations are necessary.

**Customer Concentration:** After we put these new A/R policies in place, we took a look at our customer concentration. For each of our larger customers, we asked a basic question: Recognizing that no one customer should account for more than 10 percent of our business, were we overly dependent on any one or two big customers? If so, we had to balance that out by growing others into larger accounts or otherwise spreading our risk. While we were at it, we built a risk/volume quadrant and got a visual indication of what we had to do to drive customers toward (if not solidly into) the low-risk, high-volume, fast-pay area of the grid.

**Credit Management:** We then set to work on our credit management. We recognized the obvious, that we were great at being building material dealers, but we were not as good with collections. We also realized that we did not want to be "bankers" to our customers, essentially loaning money to our customers in the form of dated receivables. Short of a culture change or expensive new staffing, we knew we needed a change. So, we partnered with a credit management company that funded our sales up front, brought our A/R to 100 percent current, and assumed our collection risk. It was the best pre-recession decision we could have made.

**Banking:** Two years ago, we also took deliberate steps to build a better relationship with our bank. Before the downturn hit, we went to our bank, showed them what we had done with A/R and credit management, and requested a boost to our credit line, which was granted. To prepare for that request, we really got our house in order. We brought in an advisor to inventory and categorize our collateral, which we also provided to the bank to show we could backstop our debts if necessary. It should come as no surprise that our banker admired what we did to prepare for the downturn. Accordingly, the bank was not hesitant to extend us credit, in part because we came to them before the downturn and asked how lending policies would change in a potential downturn.

Did all of our preparation work, even though lots of people thought we were being overcautious at the time? You bet. We sailed through the downturn, even as some of our regional competitors went out of business. Now, we are really well positioned to increase our business when the economy is roaring again. **LE**



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

# GET AN EMPLOYEE RELEASE— Or Is It A Waste of Time?

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



**T**here is nothing that makes employers more nervous than letting someone go, whether that be during a company layoff period or due to performance issues. Employees all seem to have their “personal” lawyer claiming that their client was wrongfully discharged, a victim of some type of discrimination or that their health issues were not reasonably accommodated.

Wouldn’t having the employee sign a release allow you to sleep better? But are these “releases” worth the paper they’re printed on and what, if anything, can you do to make sure that they really protect you?



### Is There Consideration?

For a release to be enforceable, a departing employee must receive something they are not entitled to in return. Their final paycheck, an expense reimbursement check, or payment of unused vacation time will not be sufficient if they were entitled to it. However, severance pay, a neutral or favorable reference, or payment of unused sick time they are not entitled to could do the trick. Of course, it's got to be enough to get the employee to sign the release, which normally depends on how much "documentation" you have and whether the employee being let go is blind-sided or saw it coming.

### Is the Employee's Signature Knowing and Voluntary?

You can't call an employee in after lunch, hand him or her a release, give them until the end of the day to sign it, and expect a court to uphold it. All employees should be given a reasonable amount of time to consider it and in some cases as much as 21 or 45 days. And it ought to be written, depending upon the education of the person being asked to sign it, as much as possible in "plain English."

In some cases, older employees are entitled to change their mind and revoke their signature within seven days. If that applies, you don't want to pay out any severance until that time period expires.

### Some Typical Provisions

Aside from the specific statutes you want to be released from liability under, there are a number of other provisions you may want to take into account. You probably want to include a confidentiality clause so that the employee does not tell other employees or post on their Facebook page what he or she has just received. You may also want to prohibit them from using or providing any


confidential, proprietary, or company trade-secret information to another company.

Consider including a "non-admissions" clause and a carefully drafted clause wherein they agree not to seek employment with you in the future. You also might want to include a "non-disparagement" clause where they promise not to badmouth you, the company, or its products or services. Indicate where and which state's courts will decide any dispute that arises under it, as well as a provision that the release, signed by both parties (have the employee sign first), constitutes the full agreement of the parties which may only be modified in writing signed by both the employee and the company.

### One Size Doesn't Fit All

A release that was fine years ago may not work today. Additionally, the language and process is different if the person is under 40 years of age or 40 or older, as well as if it's a group (two or more employees) being let go, such as in a layoff. So don't get something off the internet, or a document that worked during the last layoff, and think it will work this time around.

### Sleeping Well

The purpose of getting a release is to allow both parties to move forward, closing the chapter on this recent work experience and protecting the company from potential litigation and liability. Done correctly, a release can well serve these objectives. Hastily drafted and executed, it may simply exacerbate an already difficult situation. 

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

# Rising-Water Contingency Plan for Trucks and Mobile Equipment

By Linda Schenne,  
loss control director, Acadia Insurance



# A

According to the National Weather Service, Americans live in the most severe weather-prone country on Earth. Flooding is the most common natural disaster in the United States, and the risk appears to be increasing in recent decades. April to September are some of the most flood-prone months. While it may be difficult to change or protect fixed structures, a small amount of planning and preparation as well as a rising-water contingency plan can help to protect your mobile equipment and vehicles.

In many cases, locations subject to the threat of rising water may have already experienced some degree of flooding in the past. Based on this prior history, early warning signs of water accumulation need to be observed, and a contingency plan put into action as early as possible.



## Staying Prepared

A contingency plan is recommended where there is potential for flooding or severe rising water. Many businesses are located near bodies of water, but frozen ground, snow thaw, surrounding development, or prolonged rain can also result in rising water. You can help to reduce your risk by evaluating your proximity to water, runoff, and rising water sources, and planning an appropriate course of action.

A basic contingency plan is very simple. Vehicles and equipment should be parked or moved to a safe, predetermined place where they are not subject to rising waters. The designated safe area may be a different portion of your land or an agreed upon lot in a different place. It is advisable to have a prior agreement with other local businesses who have a safe parking area if you plan to park your vehicles and equipment there in the event of a flood.

## Basic Considerations in Developing a Rising-Water Contingency Plan

- Assess your risk at [fema.gov](http://fema.gov).
- Never cross or drive through floodwaters. You can never tell how deep they may be.
- Keep or move vehicles and equipment out of low-lying areas.
- Move equipment away from water sources.
- High-value and critical vehicles should be scheduled to be moved first, lowering the potential of loss.
- Stress care and safety in the movement of vehicles, to not endanger the operator\* or vehicle; do not trade water damage for an accident.
- Try not to concentrate, group, or cluster vehicles and equipment in one area, especially if the area is susceptible to rising water (or collapse, fire, or other perils too).
- Clean out parking lot drains and outlets at least once each spring.
- Contact local authorities if street storm sewers or drains are sluggish or not clear of debris.
- Develop a list of drivers' emergency contact numbers and a phone tree.
- Obtain sandbags for additional protection.
- Practice the contingency plan to reveal any potential glitches and help determine the amount of time needed to execute the plan.

Most flood-related deaths and injuries could be avoided if people who come upon areas covered with water followed this simple advice: Turn Around, Don't Drown (TADD). Each year, more deaths occur due to flooding than from any

other severe weather-related hazard.

- Six inches of water will reach the bottom of most passenger cars, causing loss of control and possible stalling.
- A foot of water will float many vehicles.
- Two feet of rushing water can carry away most vehicles, including sport utility vehicles (SUVs) and pick-up trucks.

## Staying Informed

Many local communities have emergency safety plans already in place. Contact your local emergency management agency to see if your community has an Emergency Preparedness Plan in place. Also find out if they have any local warning systems available. NOAA Weather Radio All Hazards is one of the best ways to receive warnings from the National Weather Service (NWS). NOAA Weather Radio All Hazards is a nationwide network of radio stations broadcasting continuous weather and river information direct from nearby NWS offices.

If you do decide to invest in an All Hazard Radio, look for one that has a battery backup and a Specific Area Message Encoder (SAME) feature. The SAME feature automatically alerts you when a Watch or Warning is issued for your local area. The All Hazard Radio should also be able to receive all seven NOAA weather radio frequencies.

The NWS website ([www.weather.gov](http://www.weather.gov)) also provides forecasts warnings, and identifies where flooding is occurring. Select your state by using its interactive flood information map.

Don't let flooding catch you or your business off guard. A little preparation can go a long way. Acadia Insurance Company policyholders may contact their Loss Control Representative for help in developing an emergency contingency plan or for additional loss prevention assistance. **LC**

\* Each year, more deaths occur due to flooding than from any other severe weather-related hazard.

Acadia Insurance is pleased to share this material with its customers. Please note, however, that nothing in this document should be construed as legal advice or the provision of professional consulting services. This material is for general informational purposes only, and while reasonable care has been utilized in compiling this information, no warranty or representation is made as to accuracy or completeness. Distribution of this information does not constitute an assumption by us of your obligations to provide a safe workplace. Maintaining a safe workplace in accordance with all laws is your responsibility. We make no representation or warranty that our activities or recommendations will place you in compliance with law, relieve you of potential liability, or ensure your premises or operations are safe. We exercise no control over your premises or operations and have no responsibility or authority to implement loss prevention practices or procedures.

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Belgrade, ME 04917-0500  
Tel: 207-495-3303, Fax: 207-495-3389  
email: rwiles@hammondlumber.com  
Term: 10/14-10/16

## Directors

#### **CHRIS COSTELLO**

Timberline Enterprises, Inc.  
4 Pond Rd.  
Gloucester, MA 01930-1833  
Tel: 978-283-0195, Fax: 978-281-6283  
email: chris@tlumber.com  
Term: 10/15-10/18

#### **DOUG HELMACY**

Bridgewater Wholesalers, Inc.  
210 Industrial Parkway  
Branchburg, NJ 08876-3450  
Tel: 908-526-7555, Fax: 908-231-9668  
email: dhelmacy@bwimillwork.com  
Term: 10/15-10/17

#### **ROBERT HOLDEN**

Florence Bldg. Materials Corp.  
1647 E. Jericho Tpke.  
Huntington, NY 11743-5711  
Tel: 631-499-6220, Fax: 631-499-0229  
email: rgholden@florencecorp.com  
Term: 10/13-10/16

#### **JIM PELOWSKI**

Marvin Window & Doors  
3901 US Route 11  
Cortland, NY 13045-9717  
Tel: 800-334-3430, Fax: 607-756-4917  
email: jimp@marvinny.com  
Term: 10/13-10/16

#### **STEVEN ROTH**

Huttig Building Products  
370 Creble Rd.  
Selkirk, NY 12158  
Tel: 860-667-8541, Fax: 314-216-8799  
email: sroth@huttig.com  
Term: 10/14-10/17

#### **TIM WILEY**

Wiley Brothers, Inc.  
P.O. Box 59  
Schaghticoke, NY 12154-0059  
Tel: 518-735-4266, Fax: 518-753-6922  
email: timwileybros@nycap.rr.com  
Term: 10/13-10/16

## State & Local Presidents

#### **JAIME GIARRUSSO – CNYRLDA**

Giarrusso Building Supplies, Inc.  
6163 Eastern Ave.  
Syracuse, NY 13211-2208  
Tel: 315-432-9178, Fax: 315-437-5834  
email: jamie.giarrusso@verizon.net  
Term: 10/13-10/16

#### **JASON HANNA – ENYDLA**

Curtis Lumber Co.  
885 Route 67  
Ballston Spa, NY 12020-3648  
Tel: 518-885-5311, Fax: 518-885-1126  
email: jasonh@curtislumber.com  
Term: 10/14-10/16

#### **JOE CECARELLI – LDAC**

Oxford Paint & Hardware Home Center  
113 Oxford Rd.  
Oxford, CT 06478-1929  
Tel: 888-754-9663, Fax: 203-888-7941  
email: jcecarelli@att.net  
Term: 11/15-11/17

#### **JOE BEGNOCHE – MHLDA**

ProBuild  
30 Golf Links Rd. #40  
Middletown, NY 10940-2624  
Tel: 845-343-7742, Fax: 845-343-1587  
email: joseph.begnoche@probuild.com  
Term: 10/14-10/16

#### **PAUL TARCA – MRLDA**

Concord Lumber Corporation  
DBA Littleton Lumber  
55 White St.  
Littleton, MA 01460-4526  
Tel: 978-486-9877, Fax: 978-486-2408  
email: ptarca@concordlumbercorp.com  
Term: 11/14-11/16

#### **JOHN VOTER – NHRLA**

Benson Lumber & Hardware, Inc.  
6 Martin St.  
Derry, NH 03038-0444  
Tel: 603-432-2531, Fax: 603-432-2018  
email: jvoter@bensonslumber.com  
Term: 9/15-9/17

#### **NICK KUIKEN - NJBMDA**

Kuiken Brothers Co., Inc.  
6-02 Fair Lawn Ave.  
Fair Lawn, NJ 07410-8040  
Tel: 201-705-5380, Fax: 201-475-2180  
email: nkuiken@kuikenbrothers.com  
Term: 10/15-10/17

#### **ROB T. BICKNELL – NNYLDA**

Bicknell Building Supply  
P.O. Box 5110  
Potsdam, NY 13676-5110  
Tel: 315-265-3900, Fax: 315-265-1828  
email: rob@bicknellcorporation.com  
Term: 11/15-11/18

#### **JORDAN RUSSIN – NYLE**

Russin Lumber Corp.  
21 Leonards Dr.  
Montgomery, NY 12549-2643  
Tel: 800-724-0010 Fax: 845-457-4010  
email: jordan@russinlumber.com  
Term: 2/16-2/17

#### **KEVIN KEILLOR, JR. – NYLILA**

Thurber Lumber  
110 King Rd., PO Box 5949  
Rocky Point, NY 11778-1030  
Tel: 631-744-2424 Fax: 631-744-2746  
email: kevinjr@thurberlumber.com  
Term: 10/13-10/17

#### **RAY ANGELL – RILBMDA**

L. Sweet Lumber Co., Inc.  
709 Harris Ave.  
Providence, RI 02909-0300  
Tel: 401-521-3800, Fax: 401-521-3801  
email: angell.raymond@gmail.com  
Term: 11/14-11/16

#### **GENE FLANAGAN – RLDAM**

Viking, Inc.  
P.O. Box 291  
Lincolnton, ME 04849-0291  
Tel: 207-236-3871, Fax: 207-236-4726  
email: gene@vikinglumber.com  
Term: 9/14-9/16

#### **SCOTT FLYNN – VRLDA**

Poulin Lumber, Inc.  
P.O. Box 289  
Derby, VT 05829-0289  
Tel: 802-766-0244, Fax: 802-766-2426  
email: sflynn@poulinlumber.com  
Term: 8/15-8/17

#### **DEB SMITH – WNYLDA**

Smith Lumber Company, Inc.  
P.O. Box 1008  
Lakeville, NY 14480-0903  
Tel: 585-346-5705, Fax: 585-346-9628  
email: smithlumber@smithlumber.org  
Term: 11/12-11/16



**NRLA 2016 Spring  
Leadership Meeting**  
**May 17-18**  
NRLA Headquarters,  
Rensselaer, N.Y.



**Rhode Island Lumber  
and Building Material  
Dealers Association  
Lobby Day**  
**May 25 | 1-4 pm**  
RI State Capitol

## MAY 2016

**May 11** **NNYLDA Board of Directors Meeting**  
4-6 pm  
Gentry's Clam Cove, Gouverneur, NY

**May 11** **LDAC Board of Directors Meeting**  
4-6 pm  
Acadia Insurance, Rocky Hill, CT

**May 12** **RLDAM Board of Directors Meeting**  
Augusta Civic Center, ME

**May 17- 18** **NRLA Spring Leadership Meeting**  
Northeastern Retail Lumber Assn.,  
Rensselaer, NY

**May 18** **Roundtable #3- Spring 2016**  
6 pm  
Courtyard Rockaway Mount Arlington,  
Mt. Arlington, NJ

**May 19** **CNYRLDA Board of Directors Meeting**  
Retreat Restaurant, Liverpool, NY

**May 25** **RILBMDA Lobby Day**  
1-4 pm  
Rhode Island State Capitol, Providence, RI

**May 25** **RILBMDA Dinner Meeting**  
4:30-8 pm  
Cassarino's Providence, R.I.

**May 26** **VRLDA Board Meeting**  
10 am-12 pm

**May 27**

**WNYLDA 2016 Fishing Trip**

7:30 am-2:30 pm  
Buffalo Harbor, Buffalo, NY

## JUNE 2016

**June 1** **LDAC Annual Golf Outing**  
10 am-7 pm  
Mohegan Sun Golf Club, Baltic, CT

**June 8** **MRLDA Board of Directors Meeting**  
Boston, MA

**June 15** **ENYLDA Golf Outing**  
VanPatten Golf Club, Clifton Park, NY

**June 16** **CNYRLDA Annual Golf Outing**  
Northern Pines Golf Club, Cicero, NY

**June 20** **WNYLDA 2016 Golf Outing**  
10 am - 6 pm  
Centerpointe Golf Club, Canandaigua, NY

**June 21** **MHLDA Board of Directors Meeting**  
5:30-7:30 pm  
American Bounty Restaurant, Hyde Park, NY

**June 21** **RLDAM 2016 Golf Outing**  
Belgrade Lakes Golf Club, Belgrade Lakes, ME

**June 22** **RILBMDA Dinner Meeting**  
4:30-8 pm  
Eleven 49, Warwick, RI

**June 29** **NHRLA Board Retreat**  
12-5 pm  
Atkinson Country Club, Atkinson, NH



# LBM DEALERS RECOGNIZE THE VALUE OF NRLA PRINT AND DIGITAL MEDIA



## ADVERTISING PAYS, IT DOESN'T COST:

**VALUE PROPOSITION** – NRLA associate members save thousands of dollars each year on member discounts for NRLA media.

## WHAT IS THE NRLA?

**RECOGNIZED LBM INDUSTRY LEADER** – The largest, most effective regional association of LBM retailers/dealers in the U.S. (NJ, NY, MA, CT, RI, VT, NH, ME)

## MAXIMUM CONNECTION TO LBM DEALERS:

**WEALTH OF IDEAS** – NRLA media reaches dealers at every level, giving your sales and product messages full distribution; the *Lumber Co-operator* magazine, *Wired* e-newsletter, *LC SupplySide* bi-weekly e-newsletter, the new NRLA website, and more.

## Joe Begnoche, ProBuild:

"I read the NRLA's *Wired* as soon as it lands in my inbox, it keeps me up-to-date on northeastern LBM state and local events and news."



## Larry Huot, LaValley-Middleton Building Supply:

"The Lumber Co-operator is the glue that builds and holds relationships together. The LC is where the industry shares in the vast depth of innovation, experiences, and the competitive will to build strong and successful futures for our associates."



## Joe Cecarelli, Oxford Lumber:

"The Lumber Co-operator provides precise articles on industry trends, product changes, and an overview of LBM marketing ideas and insights."

For more information on NRLA media, contact  
Jim Reynolds at [jreynolds@nrla.org](mailto:jreynolds@nrla.org) or 518.880.6366.

**NRLA**  
Northeastern Retail  
Lumber Association

## DIALOGUE (RUSSIN)...

(Continued from pg. 12)

leaders won't see your company as a workplace where they can grow.

NYLE understands the challenges of blending the realities of our businesses with the new world sensibilities that the next generation brings to the table. By getting your young people involved with NYLE, you can foster their desire to belong to a community and to feel like they're part of something bigger. They'll meet others just like themselves, and they'll develop friendships amongst colleagues, suppliers and peers throughout our industry. They'll learn about emerging industry trends and will be more likely to bring actionable solutions back to your businesses.

Simply put, involving your young leaders in NYLE will deepen their engagement in your business, make them more likely to stay with your company, and cement their desire to grow as leaders.

What's your alternative? **LC**



## NATIONAL PERSPECTIVE...

(Continued from pg. 14)

in Washington, D.C., repeal of the HIT was one of the major issues lumber dealers discussed when meeting with their lawmakers on Capitol Hill. NLBMDA is also a member of the Stop the HIT coalition ([www.stopthehit.com](http://www.stopthehit.com)) committed to full repeal.

NLBMDA was pleased with the suspension of the HIT for 2017. But the association remains concerned about the HIT's long-term burden on small businesses. Full repeal of the HIT is needed to provide adequate relief to lumber dealers who offer health care coverage to their employees. **LC**

## EARLY VICTORIES...

(Continued from pg. 62)

Employers are in no way obligated to provide the flexible working arrangements. This was a great victory for NHRLA, as it would have greatly impacted our members. The defeat also gives us momentum for fighting this legislation in other states.

These early victories are important for the NRLA and its members, but there is still work to be done in other states. If your state has not already hosted their annual lobby day, consider attending to support us in our efforts. If you receive an action alert from us in the coming months, take the time to call or e-mail your elected officials.

Our success ultimately depends on the participation of our members. When you are active in the legislative process, our chances of success dramatically increase – leading to a better business climate for all members. Your help can make a difference and give NRLA another win in 2016. **LC**

## JOB DESCRIPTIONS...

(Continued from pg. 74)

and efficient service to ensure a positive customer experience.” Some tasks that might be involved could be answering telephone calls, greeting guests at the front desk, ordering office supplies, and/or keep the front end organized.

Regardless of which way you do it, job descriptions are an integral part of our work world. They provide guidelines and structure for positions that employees and managers can depend on. So if you haven't spent any time on your job descriptions lately, maybe it's time to pull out that feather duster from the closet and get dusting. **LC**

## KNOW WHAT YOU ARE SIGNING...

(Continued from pg. 60)

in the contract? Nothing is a guarantee, but this research will at least allow you to decide what your risks and exposure truly are. It allows you to make a stronger decision of both your short term and long term costs and liabilities.

Before you sign a contract we strongly advise you to either review the actual terms of the contract or have an attorney review them. While this can be more time consuming, and even come at a cost, it can avoid surprises should something go wrong.

Sometimes there is no avoiding a clause, such as joint and several liability, but if you know it's part of the contract you at least have the knowledge to review your decision and make sure it's best for you and your business. If there are any questions please contact Jeff Keller, director of legislative & regulatory affairs, at 518.880.6376 or [jkeller@nrla.org](mailto:jkeller@nrla.org). **LC**

## LBM EXPO '17 POINTS SYSTEM...

(Continued from pg. 58)

71 .....	Woodgrain Doors and Millwork ..	1057.37
302 .....	WoodPellets.com and American Biomass...	54
348 .....	Woodtone Building Products .....	7
353 .....	WoodWorks .....	2
282 .....	WorkSafeWorkSmart.com, LLC .....	72
349 .....	Yale Residential Security Products, Inc. ...	6
307 .....	YardConnect.....	42
264 .....	Yardistry Limited.....	104
349 .....	York Manufacturing, Inc. ....	6
353 .....	Young Manufacturing .....	2
345 .....	Zipwall LLC.....	10 <b>LC</b>

## GET TO KNOW YOUR LOBBYIST...

(Continued from pg. 64)

As an analogy to describe the roles of lobbyists and members of the association, I've often described the role of a lobbyist as similar to a "Sherpa," those that guide climbers in the Himalayas; we will show you the way, we even carry your equipment, but in the end you yourself have to climb the mountain. **LC**



# LBM DEALERS RECOGNIZE THE VALUE OF NRLA ASSOCIATE MEMBERSHIP



## MEMBERSHIP PAYS, IT DOESN'T COST:

**VALUE PROPOSITION** – NRLA associate members save thousands of dollars each year on member discounts for LBM Expo, NRLA media, live networking events, leadership roundtables, and more.

## WHAT IS THE NRLA?

**RECOGNIZED LBM INDUSTRY LEADER** – The largest, most effective regional association of LBM retailers/dealers in the U.S. (NJ, NY, MA, CT, RI, VT, NH, ME)

## NETWORKING:

**FLY WITH THE EAGLES** – Hundreds of networking events with key leadership from northeast LBM retailers/dealers.

## BUSINESS SERVICES:

**THE POWER OF THE GROUP** – Training and education, insurance, drug testing, industry-specific job board, HR assistance, legislative assistance, etc.

## MAXIMUM CONNECTION TO LBM DEALERS:

**WEALTH OF IDEAS** – NRLA media reaches dealers at every level, giving your sales and product messages full distribution; the *Lumber Co-operator* magazine, *Wired* e-newsletter, *LC SupplySide* bi-weekly e-newsletter, and more.

## THE NRLA BUILDS:

**BE A PART OF THE GOOD IN THE LBM INDUSTRY** – LIFT Fund (protecting LBM employees from catastrophic loss), fair legislative representation of the LBM industry in eight states and nationally, training and education for all employee levels, plus more.



### 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."*

**Want to know more about NRLA Associate Membership?  
Contact Jim Reynolds at [jreynolds@nrla.org](mailto:jreynolds@nrla.org) or 518.880.6366.**

## RISING RAYS...

(Continued from pg. 29)

systems, never mind selling them too.

Steve Bouton, customer service manager at Grape Solar—a commercial, residential, and portable solar panel supplier in Eugene, Ore.—points to solar power requiring a separate, highly detailed knowledge base as a key reason why more dealers have not bought-in when it comes to expanding into solar sales.

“At some point, you need to stick with your core product line, and solar may be too far away from the lumber industry’s knowledge base,” Bouton says.

“There are rarely one-size-fits-all solutions. Most systems must be customized to some degree. It’s also too much of a departure from their business model. The same reason why some LBM dealers don’t sell electrical equipment like wire spools and panel boxes and why we don’t sell roofing.”

“Solar is still a new phenomenon worldwide in terms of generating electricity,” says Ocean Yuan, CEO and founder of Grape Solar, noting that in the United States solar energy is less than one percent of total electricity generated in comparison to hydro, coal, nuclear, gas, and other sources.

“However, the solar industry is growing rapidly. This year it’s projected to grow close to 120 percent over last year,” Yuan says. “If the trend continues, and I believe it will, by 2050, the world would have over 50 percent of electricity generated coming from solar and wind. In some countries, it would be close to 100 percent renewable energy.”

Yuan predicts that LBM dealers will eventually recognize the potential of their roof space and just how much sunshine is being wasted.

“Owners of these buildings

will gradually realize that it makes sense to install solar. It’s not only environmentally sound, but also economically viable since 75 percent of the solar costs have disappeared in the last 15 years and will continue to drop until solar energy is as low cost as other sources of energy,” Yuan explains.

In some areas of the United States, such as Hawaii and Southern California, solar is already below the cost of other energy sources. In California, for instance, there are more than 200 incentives and policies on the books for renewable energy and energy efficiency, which benefit the business or homeowner, according to the Database of State Incentives for Renewables & Efficiency (DSIRE). Massachusetts offers nearly 100 programs. With a 30 percent federal

tax credit extended into 2021, more are expected to join the solar movement.

“We will be looking at tremendous growth over the next decade,” Bouton says.

Howe Lumber expects to have its system paid in full within three years through cost savings and grants. In fact, a U.S. Department of Agriculture grant helped pay for 25 percent of the project at Howe. “It was a cash-in-hand grant,” Norrie says.

The meter at Howe Lumber works both ways: on sunny days the company feeds the grid, and on cloudy or snowy days, it pulls from the grid. In the long run, Howe’s system will be enough to provide for the electrical needs of 45 employees and its entire East Brookfield site.

“In the end, our electric bill should be a zero or credit,” Norrie says. **LC**

## NEWS & VIEWS...

(Continued from pg. 6)

always room to grow.

NRLA’s members and staff are the reasons for our association’s success, and asking the right questions – as well as finding out how you are expected to address concerns – can help make your companies and our

association reach our full potential. Thank you for participating in NRLA’s surveys when asked and ensuring that the association is doing the right work on your behalf. **LC**

As always, thank you for the opportunity to serve you,



## JACKSON LUMBER...

(Continued from pg. 22)

under the Torrissi family’s leadership. Today, the company has a millwork manufacturing facility in Raymond, N.H., lumber yards and retail stores in Amesbury and Lawrence, Mass., and a state-of-the-art kitchen design showroom in North Andover, Mass.

On March 12, the company held a special anniversary event for current and former Jackson employees. The dealer also recently updated the exterior of its Lawrence location and headquarters with a new façade.

After 30 years at the company helm, Al Torrissi passed control of Jackson Lumber & Millwork to the third generation of family leadership in 2012.

Current Jackson president Mark Torrissi is committed to continuing the company mission to “provide customers with quality products, services and solutions on-time and in-full every day.”

After 70 years in business, Jackson Lumber & Millwork and the Torrissi family continue the commitment to give back to their communities and to actively participate in lumber industry associations, including the NRLA. **LC**



<b>Acadia Insurance</b> .....87 www.acadiainsurance.com	<b>Flagship Forest Products</b> .....39 www.kayu.com	<b>Princeton Forest Products</b> .....49 www.princetonforestproducts.com
<b>Anthony Forest Products</b> .....73 www.anthonyforest.com	<b>Grace</b> .....23 www.gcpat.com/performance	<b>Rex Lumber Company</b> .....41 www.rexlumber.com
<b>AZEK</b> .....9 www.azek.com	<b>Holbrook Lumber Co.</b> .....7, 11 www.holbrooklumber.com	<b>Roseburg Forest Products</b> .....51 www.roseburg.com
<b>Bigfoot Systems</b> .....95 www.bigfootsystems.com	<b>Holden Humphrey</b> .....45 www.holdenhumphrey.com	<b>Softplan Systems, Inc.</b> .....57 www.softplan.com
<b>Boise Cascade</b> .....5, 33, 43 www.boisenortheast.com	<b>Huttig Building Products</b> .....17 www.huttig.com	<b>Sunbelt Racks/ CT Darnell Construction</b> .....67 www.sunbelt-rack.com
<b>BlueLinX Co.</b> .....IBC www.bluelinxco.com	<b>Ideal Concrete Block Co., Inc.</b> .....1 www.idealconcreteblock.com	<b>The Tapco Group</b> .....19 www.grayne.com
<b>Boston Cedar</b> .....OBC www.bostoncedar.com	<b>Krauter Auto-Stak</b> .....41 www.krauterautostak.com	<b>TimberTech</b> .....15 www.timbertech.com
<b>BROSCO</b> .....IFC www.brosco.com	<b>LBM Expo</b> .....59 www.lbmexpo.com	<b>USI Insurance Services/ Travers O'Keefe</b> .....65 www.usi.biz
<b>Clearly Millwork</b> .....25 www.clearlymillwork.com	<b>Leonard Lumber</b> .....75 www.leonardlumber.com	<b>Warren Trask Company</b> .....21 www.wtrask.com
<b>Eastern Insurance</b> .....86 www.easterninsurance.com	<b>Mid-State Lumber Co.</b> .....35, 37 www.midstatelumber.com	<b>Weyerhaeuser</b> .....3 www.woodbywy.com
<b>Emery-Waterhouse</b> .....77 www.emeryonline.com	<b>MoistureShield</b> .....13 www.moistureshield.com	<b>Wholesale Doors, Inc.</b> .....61 www.wwdiinc.com
<b>FastenMaster/OMG, Inc.</b> .....47 www.fastenmaster.com	<b>NRLA</b> .....91, 93 www.nrla.org	<b>Wolf Home Products</b> .....63 www.wolfhomeproducts.com

## TODAY'S SHOPPERS...

(Continued from pg. 76)

the best product for the job, at the right price. They want to feel good about their purchase.

Nothing has changed yet everything has changed. But if we remain focused on the shopping experience, while adapting and amending as we move forward, we can meet the needs of any customer. Direct relationships, in person or through social media, will always be critical.

Your store can be more than a retail location. It can be a center for community. Host a multi-age event, organize a community service day, and involve your customers in ways that go beyond shopping.

Building direct relationships is hard work, and what resonates with one customer may not matter to another. But if you remain true to your brand and your values, there are always new ways to reach beyond your loyal customer base. It is the experience that matters. Embrace the digital age by using email and social media—as well as flyers and word of mouth—to attract new customers and re-energize your regulars.

The opportunity here is growth. The challenge is simply how to harness it. **LE**

*Steve Frawley is president and CEO at Emery-Waterhouse and Sarah Holman is the advertising coordinator at the hardware and building materials distributor.*

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**BF28**

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**ES** **Canadian Construction Materials Centre**

# Erin Plummer

**Age:** 32

**Location:** Casco, Maine

**Position:** Marketing + Communications Director • Hancock Lumber



## HOW DID YOU BEGIN YOUR CAREER IN THE LBM INDUSTRY?

During the spring of my senior year at Amherst College, I was offered the opportunity to try something new and work for Hancock Lumber, a family-owned and -operated business since 1848. I had been planning to teach high school Spanish and coach field hockey, but took the chance to return home to Maine and learn a new business.

## WHAT ARE SOME OF THE RESPONSIBILITIES OF YOUR POSITION?

I'm responsible for the Hancock brand and how it's represented—including all external and internal communications; marketing and advertising for our retail lumber yards, white pine manufacturing, and home design showrooms; event planning; our website and social media; and sponsorships and community engagement.

## WHAT ARE SOME OF THE BIGGEST CHALLENGES YOU FACE IN YOUR CAREER?

Every day there are a lot of balls in the air; staying focused on our core strategies is a major focus across our retail lumber yard and sawmill divisions.

Additionally, Maine is an aging state, and attracting, recruiting, and retaining talent is a big topic not only across the state, but also at Hancock.


## WHAT HAVE YOU LEARNED SINCE WORKING IN THE INDUSTRY?

Some of the hardest-working, most talented, down-to-Earth people work in our industry. I'm proud to be a part of Team Hancock and a part of building Maine and New Hampshire communities!

## WHAT ADVICE WOULD YOU GIVE TO ANYONE NEW TO THE INDUSTRY?

Listen and learn from the people who have been in the industry for decades, while looking for opportunities to add value and bring a fresh perspective.

## WHAT ARE YOUR PASSIONS OUTSIDE OF THE OFFICE?

My family: Spending time with my husband, our two boys, and our dog, Zara. We love coaching their sports teams and spending time outside. I compete in triathlons and road races throughout the summer, so I definitely enjoy staying active! 



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