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LUMBER CO-OP

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BUILDING THE FUTURE OF LBM

Recruitment, Careers, and Human Resources

JANUARY 2021

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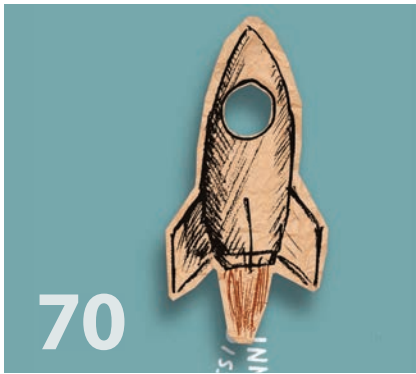
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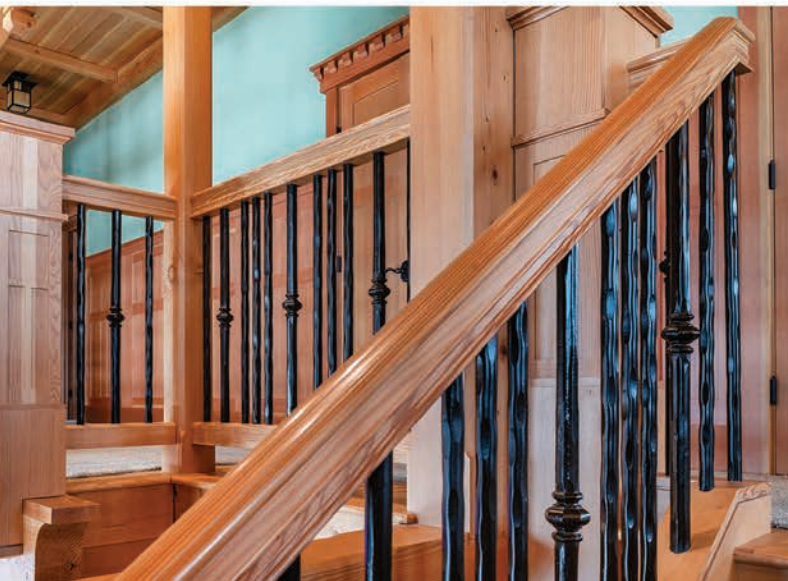
Lumber Co-operator is committed to broadening awareness of critical issues shaping the lumber and building material industry. We promise to equip our readers with the necessary tools to compete in an ever-changing business environment.

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Periodicals postage paid at Rensselaer, N.Y. and additional mailing offices. Copyright ©2021 by the Northeastern Retail Lumber Association, Inc. Materials may not be reproduced without written permission. Lumber Co-operator (ISSN-0024-7294) is published seven times a year by NRLA Enterprises, Inc., 585 North Greenbush Road, Rensselaer, N.Y. 12144-9453. POSTMASTER: Send address changes to the Lumber Co-operator, 585 North Greenbush Road, Rensselaer, N.Y. 12144-9453 or email publications@nrla.org.

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Rita Ferris, NRLA President

I am so glad that 2021 is here. The NRLA staff and I are looking forward to reuniting with you in person at live events, and we look forward to fostering the new relationships developed with each other virtually. A lot has changed in this past year, so NRLA will be reaching out to you so you can help us identify your new wants and needs. Please spare a few minutes to tell us how we can best serve you.

This is also the right time for you to reach out to your customers to identify their wants and needs! 2020 was a strong year for business, and as our economy evolves it is important to cultivate our customer relationships by engaging them with our business plans. Most of you have adopted a form of e-commerce, and this is a good time to ask your customers questions to help you prioritize what your next steps in this area should be. This is also a great time to examine how technology can be used to gain more efficiencies in your business. NRLA offers quite a bit of education in this area. Please reach out to Erin O'Connor, eoconnor@nrla.org, for information.

One thing we learned last year is that you can strengthen your relationship with your customers by developing an authentic social media presence. An authentic presence offers valuable information, can be fun or funny, and shows the humanity of your company and its employees. It's easier than you think. An example of this would be a post showing a display for an interesting new product, but your dog is the first one to see it.

Another thing to consider are your charitable contributions. So many of you generously support

charities, and I wonder how many are chosen because they are close to your heart, how many represent your company's core values, and how many are chosen because they represent your customers' core values? There is no wrong answer, it's just a question of being conscious about what you want to achieve. Do you want to feed your heart, company values, or customer loyalty?

In 2020, the theme of NRLA's virtual tradeshow was LBM Expo: Evolve. This theme was chosen because the act of evolving was more relevant to our industry in 2020 than in recent history. The pace of evolution has increased and will not slow down, but you are ready. Your business muscles are strong and more flexible than ever before. 2021 is poised to be another strong year for our industry and NRLA is here to help you make the most of every opportunity. Whether it be helping you to develop business plans or transition plans, filling education or business product needs, or legislative advocacy, we have your back. I look forward to providing you with more information on this in my next column.

In closing, I'd like to remind you to have fun while you are working hard. It's easy to get bogged down in the challenges of each day. It always puts me in a great mood to think about the excitement of serving this industry and making the impossible possible.

Thank you for the opportunity to serve you,

Rita

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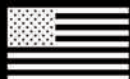
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Lorraine Miner
NRLA Chair, Miner's Inc.

I have always loved the song "Land of Confusion" by Genesis (1986), and some of the lyrics seem appropriate for where we are today, don't you think?

In the last year, there have been so many changes, so many adjustments, so much ... confusion in the land we live in. I don't know about you, but I think our attitude has a huge affect on how we handle these things. During times like these, I like to keep a gratitude journal. I feel if we focus on what we're grateful for—big or small—it keeps us looking at the positive things that we may tend to lose sight of otherwise.

One of the biggest things I've been grateful for this year has been the NRLA. The NRLA always provides support to its members and even more so since COVID-19 began. At the beginning of the pandemic, we didn't know if we would even be able to make a living. But the NRLA worked tirelessly to see that our industry was deemed essential, keeping our businesses open, and thankfully we've been busy as can be ever since.

I am also grateful for our family business. Our son, Eric, and manager, Rob Seger, made instant changes in how we do business, and those changes made us not only feel safer, but also gave us the ability to carry on. Since Eric works with us and lives only 10 minutes away, we actually get to see our family on a regular basis. I realize how lucky we are in that regard since so many others can't see their families, or grandchildren, like we do. Our eldest grandson, Liam, also works with us. He is a great guy and is respected by both our employees and customers alike. It's a joy to have him check in with me once a day, and I don't have to think twice to appreciate this. And since my husband, David, and I are 67 and 68 and have some small health issues where

we are encouraged to stay away, we decided to ask for some additional help. Our daughter-in-law, Amelia, has started to take on some tasks of mine, and I'm absolutely loving it.

If you know me at all then you know how devoted I am to LBM Expo. For 47 years I've attended it in person. But as you know with COVID, having Expo in person was not an option. This has been difficult for many of us ... and certainly for me. At first the thought of not being able to have an in-person meeting was depressing, and at that point I knew a major change in attitude was needed. As the NRLA staff began working on it, their excitement and determination to make it happen worked some magic on me. It turned my attitude around, and I found our new way to be even better than I imagined. There are so many positive things about it, including enabling people who didn't want to, or couldn't, travel an opportunity to participate; it allows you to attend the annual meetings from the comfort of your home; it provides educational presentations and demos that are available beyond the live portion of the show; and so much more.

Don't get me wrong, I look forward to going back to in-person meetings as soon as we can, but I can also see that a few of the current changes we had to make will stay because they're just better. I think we can all agree that everything hasn't been easy and there still is a lot of confusion, but whatever we do we should try to be joyful about it in our new way—there still is a lot to be grateful for.

Stay well,

Lorraine

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Frank Saluti, NYLE President
Shepley Wood Products

Well, what a year that was, huh!? About 11 months ago when I was installed as NYLE president, some of the past presidents joked about me being the shortest serving president in NYLE history. I can only assume that it was because of the changing of the NYLE annual meeting to December, rather than February, and had nothing to do with me standing next to Fran Esty (NYLE Ex-Officio). Well, if not, the joke is on them! I now have another year to serve as president.

The past year brought us many challenges. We were forced to cancel all of our events after the nationwide shutdown in March due to the COVID-19 pandemic. These are events that allow us to keep the NYLE objective on course. Luckily, due to the loyal support of our sponsors, we were still able to hand out seven \$1,000 scholarships during the NRLA's LBM Expo: Evolve virtual event in December through the Scott Robert Vasquezi Memorial Scholarship Fund. To all of you I say, thank you! We witnessed civil unrest across the country, raging wildfires in the West, and yet another interesting presidential election. All of these events affected us in different ways, from personnel shortages to extreme supply chain disruption to, for some, complete shutdowns.

Now we are on to 2021, a new year, a fresh slate. With a potential vaccine on the horizon, I have high hopes that we can begin to conduct business in some sort of fashion as we were all accustomed to. As many of you know, much like every other board, NYLE will be carrying over the 2020 board positions into 2021. I also have high hopes that we will be able to hold our annual events, Spring Leadership Conference, summer outing, and Timber Tour in person, but we'll have to just wait and see. The NYLE board is also working on some new and exciting things for 2021 and beyond—some of which is mentioned in Matt Medoff's article on page 40—so please stay tuned for big news to come. Until then please be safe, happy, and healthy.

FX Saluti

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Welcome New NRLA Members!



Shoemaker Lumber Company, Ocean City, N.J.

Located in Ocean City, N.J., Shoemaker Lumber Company has been serving the needs of homeowners and contractors of South Jersey since 1902. With a sprawling lumberyard, a full-line hardware store, and a showroom for kitchens, bathrooms, doors, and windows, they are a one-stop home remodel destination. Regardless of the size of your job, from a full home build to a do-it-yourself backyard project, they are ready to serve their consumer needs.

May 2020 brought new life to the organization with Jim Argerakis (president) and Glenn Fallon (manager of business development) taking a proactive approach to rejuvenating the entire operation. Both individuals had an extensive background in all facets of business operations, but unrelated to the lumber industry. Their diligence has brought a “new life” to the organization. After first meeting with current contractors to understand what they would like to see from Shoemaker Lumber to serve their business needs, they did a total review of their operations and have been incorporating a vision to serve the current and future consumer needs.

After meeting with the NRLA, Argerakis stated, “We immediately recognized the value in NRLA’s robust programs and services that will enhance our business success.” By taking advantage of NRLA’s free, no-obligation analysis of their credit card processing fees, they realized how much they could save with NRLA’s Credit Card Processing Program alone. “This is a no-brainer to begin a membership relationship with the NRLA,” Argerakis and Fallon said.



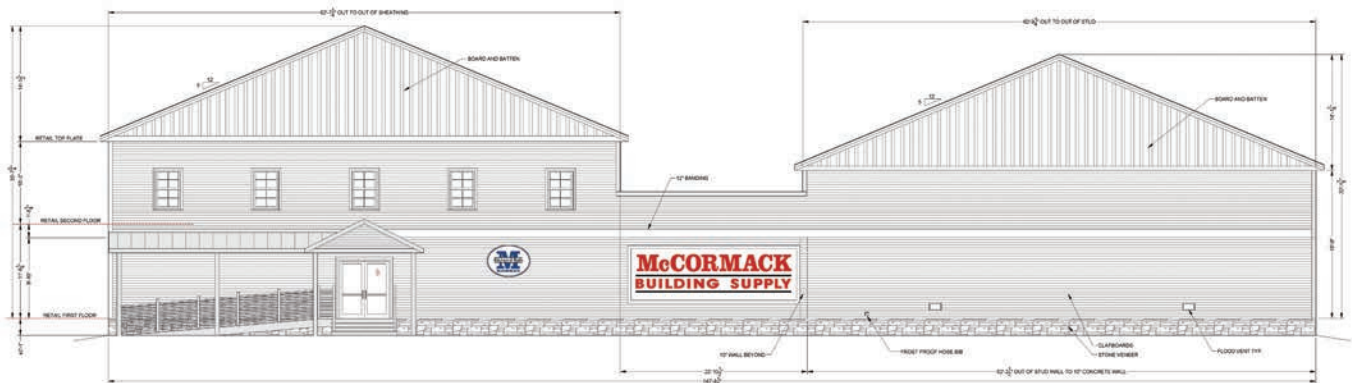
Mifflinburg Lumber and Building Supply, Miffland, Pa.

Mifflinburg Lumber and Building Supply is a diverse team of individuals dedicated to innovation, excellence, and growth for its clients, its customers, and themselves. They believe they win when their customer succeeds. Every day they are committed to serving, supporting, and partnering with their community and local construction industry by providing materials, expertise, and services that bring value to every project. Its organization consists of individuals who desire to be part of a team, who value integrity and high-quality work, and who are excited about fostering a work environment that is respectful, creative, and fun.

Owner Nate Seigel and his young management team of Cliff Bowersox (partner, manager, and inside sales) and Brian Sommers (business systems manager) embrace these guiding principles to provide for a successful operation to ensure their customers receive professional services and products with every sale. With their desire to maintain a top-notch team, the NRLA portfolio of education offerings is on top of their list. “We especially like the Learning Management System (LMS) for the depth of the many courses and ease of use,” stated Seigel. “This will be our starting point as we employ a young staff who have a desire to learn as much as possible.”

EBMDA newly elected Chair Brent Hankins offered a hearty congratulations to the Mifflinburg Lumber team. “We are thankful for your commitment to the industry,” Hankins said. “We know this will be a mutually beneficial relationship and look forward to your participation in any/all of our events.”

A Year After Devastating Fire, "Fort McCormack" Rises Anew



A year after a devastating fire, McCormack Building Supply in Winslow, Maine is thriving. In fact, they only closed for one day following the Oct 11, 2019 blaze that destroyed the building housing their main warehouse, showroom, and admin offices. They quickly set up a jobsite trailer at their existing lumberyard for contractor pick-ups and shipping, but still needed office and warehouse space. As much as they were unfortunate to have a fire in the first place, they were fortunate to find a vacant 4,500-square-foot retail location, formerly a Movie Gallery franchise, a quarter mile in one direction, and a vacant 16,000-square-foot warehouse, formerly an Allsco location, a quarter mile in the other direction. They nimbly leased both properties, filling the retail space with hardware and installing point-of-sale infrastructure, and stocking the warehouse with pine products, moulding, and insulation.

McCormack Vice President Steve Farnham is quick to thank the many who supported their efforts throughout this

crisis: the local Winslow community, their customers, and many LBM vendors and retailers who offered to lend a helping hand. Farnham offers a special thank you to Dick Giguere and the folks at Ware-Butler in Waterville, the nearest other lumberyard, for jumping to their assistance. "Without their help," says Farnham, "it would have been a much tougher road."

Almost a year to the day after the fire, on October 12, 2020, McCormack broke ground on a new building on the site of the original building. The new 10-inch-thick, 10-foot-high concrete walls rising along Lithgow Street were reminiscent of the nearby Fort Halifax, once a British outpost in the French and Indian War, leading employees to dub the new structure "Fort McCormack." And speaking of employees, Farnham is quick to praise the employees who have worked tirelessly to pull McCormack through this calamity: "A building's a building. It comes down to people. If we don't have the right people, nothing else matters."

HAVE NEWS TO SHARE?

Contact the publisher at publications@nrla.org or call 518-880-6370.



Mid-Cape Home Centers Celebrates 125 Years

LMC & SBC Cedar congratulate Mid-Cape Home Centers on 125 years in business. For 125 years, Mid-Cape Home Centers has been serving Cape Cod, the Islands, and the South Shore of Massachusetts. From one lumberyard on Cape Cod with just three team members, Mid-Cape Home Centers has grown to six locations providing far more than just lumber and building materials. Mid-Cape offers a variety of services, and most of their locations include design showrooms with Kitchen and Bath displays, windows, doors, flooring, and millwork.



METRIE Acquisitions

Metrie, a manufacturer and distributor of interior millwork, announces the acquisition of Pacific MDF Products Inc. (PMDF) and Canadian MDF Products Company (CMDP), collectively known as Pac Trim, located in Rocklin, Calif. and Edmonton, Alb. Metrie's existing MDF manufacturing facilities, when added to their newly acquired Pac Trim assets, make Metrie the largest MDF moulding manufacturer in North America. The purchase of the two facilities accelerates Metrie's goal to offer the strongest and most comprehensive supply chain in the millwork industry.



New York Scaffold Law Reform

Earlier this year, construction, insurance, and other related organizations, including the NRLA, began advocating for reform of the Scaffold Law as a way to help our economy recover from the pandemic. Scaffold Law adds nearly \$1 billion in costs to public works projects and an estimated 7% to privately funded construction in New York annually. Reform of the Scaffold Law would have a dramatic impact on our economy and state and local budgets. A group out of New York City put together a great video to help drive this point home.



Ware-Butler Inc. Purchases Campbell's Building Supply

Ware-Butler Inc. Lumber & Building Supplies has purchased Campbell's Building Supply in Madison, Maine. "After 32 years in the building supply business, proudly serving Madison and the surrounding communities, we are confident that Pleasant River Lumber and Ware-Butler will carry on our tradition of success and superior customer service," said Brent Burger, owner of Campbell's Companies, Inc. The acquisition does not involve the four Campbell's True Value Hardware Stores in Winslow, Madison, Skowhegan, and Farmingdale.

Ware-Butler Inc., which recently joined the Pleasant River Lumber (PRL) family of companies expands its company to five locations with this acquisition. Ware-Butler has been in business for 95 years, opening its first location in Waterville in the 1920s.

The company will operate both its Lakewood Road store in Madison and the newly acquired Campbell's location on Main Street. Campbell's will be rebranded Ware-Butler, and all the employees at Campbell's Building Supply will be hired by Ware-Butler. "We are looking forward to now having an increased presence in Madison to better serve the people of Somerset County," said Richard Giguere, CEO of Ware-Butler Inc.



Curtis Lumber Acquires Wiley Brothers in Schaghticoke, NY

Curtis Lumber is proud to announce the acquisition of Wiley Brothers in Rensselaer County N.Y. to better serve builders and do-it-yourselfers for all of their home improvement needs.

Through Wiley Brothers' 75-year history, they have been a family-owned, quality lumber yard and home improvement store very similar to Curtis Lumber. Moving forward, the store location will carry Curtis Lumber's premium products, superior hardware assortment, and be staffed with the expertise to cater to both builders and homeowners. Curtis Lumber has long served the area with delivery service from nearby stores and this acquisition will serve to increase delivery and product availability to more of

Rensselaer county.

"When we were approached about adding Wiley Brothers to our existing store locations, we jumped at the chance," stated Jay Curtis, president, and CEO. "Our superior product assortment, award-winning delivery service, and extensive employee training program will only improve upon what has been a well-run family business."

The transaction is expected to close on or about January 31, 2021 with Curtis Lumber opening for business on the next day. All Wiley Bros employees will be offered positions with Curtis Lumber.

To learn more about Curtis Lumber Company, visit curtislumber.com.



Manufacturers Reserve Supply Partners With Waska

Manufacturers Reserve Supply (MRS), built on a foundation of 90 years of tradition and reliability, announced an exciting new partnership with Waska to distribute its products to MRS' entire footprint. Beginning in January 2021, MRS will offer the full Waska line of wood products, featuring its pre-finished Eastern white cedar shingles.

"We have been selling wood products for four generations," explained Brian Boyd, president at MRS. "We now have a unique opportunity to bring our customers a new choice in pre-finished Eastern white cedar shingles, a choice that we feel homeowners, contractors, and retailers will prefer. We will work diligently in the market to create demand for Waska and look forward to our new partnership with the Waska team."

Waska products were available for purchase through MRS as of January. Please visit mrs lumber.com for more information.

LMC Website Further Elevates Dealer Network

LMC, has launched a website to support its vast network of dealers. The website (LMCTogetherWeBuild.com) promotes the "Together We Build" program and demonstrates how contractors can trust their local LMC dealer to provide extraordinary service, exceptional pricing, dependable availability, market intelligence, and a commitment to the local community. It is an additional tool to be utilized by the LMC membership. For more information on "Together We Build," visit the website at LMCTogetherWeBuild.com or LMC's YouTube channel.

Tando's Visualization Tools Help Dealers and Contractors Design Exteriors, Close Sales

In times when the pandemic has impacted in-person contact, building supply dealers and their customers are relying more than ever on virtual design tools and apps. When Tando recently rolled out My Tando Home Creator—a free online tool that provides accurate visualization of home exteriors, Nick Redden, store manager of Castle Masstown Hardware in Nova Scotia, said he wished it could be their best kept secret.

"With My Tando Home Creator,

we can help contractors narrow down product selection and close the sale with homeowners with minimal physical contact," explained Redden. "And we can assist customers with seeing what they've dreamed up as far as colors, textures, and mixed materials. It lets customers get a picture of what they can't see in their mind's eye—such as how the Tando products will look when installed." And Redden rates the tool a "10" for ease of use.

According to Derby Building Products' CEO Ralph Bruno, My Tando Home Creator offers QuickView for free, fast, and easy visualization. The program also features affordable professional design services, including 3D modeling and project measurements to provide accurate material takeoffs. "My Tando Home Creator brings their vision—and the products' realism—to life," said Bruno.

Learn more about My Tando Home Creator at tandobp.com.



US LBM Acquisitions

US LBM, a leading distributor of specialty building products in the United States, has recently acquired the following companies:

Tri-County Building Supplies



Tri-County Building Supplies, a building materials distributor that operates multiple locations in southern New Jersey, including a 14-acre flagship location in Pleasantville that includes a showroom and 60,000-square-feet of warehouse space. Tri-County Building Supplies will operate as part of US LBM's Universal Supply Company, which has more than 20 locations across the Mid-Atlantic, including New Jersey, Connecticut, Maryland, and Delaware.

"Universal Supply Company and Tri-County Building Supplies have complementary operating models and share the same principles of providing superior customer service and a wide catalog of products to building professionals," said US LBM Chief Development Officer and Universal Supply President Jeff Umosella. "We're pleased to welcome the Tri-County team to Universal Supply and the greater US LBM network."

Ridgefield Lumber



US LBM has acquired Ridgefield Supply Company, a building products dealer located in Ridgefield, Conn. Founded in 1883, Ridgefield Supply operates a state-of-the-art 89,000-square-foot facility in Ridgefield, which is comprised of a lumberyard, warehouses, a hardware and paint store, window and millwork showrooms, and an employee-training center. Serving customers in Fairfield County in Connecticut and Westchester County in New York, Ridgefield Supply's expansive product mix includes lumber, paint, windows, doors, millwork, decking, and interior and exterior trim. Glen Albee will continue to lead Ridgefield Supply's day-to-day operations as president.

"US LBM has a reputation for excellence with a culture that puts people and customers first, and we're excited for Ridgefield Supply's next chapter," said Albee. "With US LBM, our customers will be able to continue to rely on the same team they know and trust while having access to a wider range of specialty products and brands."

In addition to Ridgefield Supply, US LBM's operating divisions in the New York tri-state area include East Haven Builders Supply, Feldman Lumber, Direct Cabinet Sales, and Universal Supply.

"Ridgefield Supply has a long history of success, and they're a great fit for US LBM," said US LBM President and CEO L.T. Gibson. "The New York-New Jersey-Connecticut tri-state region is a growing market, and adding a dealer and team of Ridgefield Supply's caliber strengthens and enhances our position in the nation's largest market."

Anchor Peabody served as the exclusive financial advisor to Ridgefield Supply.



U.S. LUMBER

U.S. Lumber Acquires Mid-State Lumber



U.S. Lumber has acquired Mid-State Lumber Corp. The transaction will combine industry leaders with an expanded offering of products and services to serve dealers across New Jersey, Maryland, Pennsylvania, New York, and New England. Financial terms of the transaction were not disclosed.

Specialty Building Products President and CEO Jeff McLendon said, "Mid-State Lumber is a terrific addition to U.S. Lumber. It is the leading specialty products distributor in its markets, with a loyal following of customers built over multiple generations of family ownership. The Bernstein family, and all of their employees, has built a fantastic business, and we are thrilled that they will be joining the U.S. Lumber family. Together we will continue to deliver reliable products and first-class service for customers and suppliers in their markets and across our entire footprint."

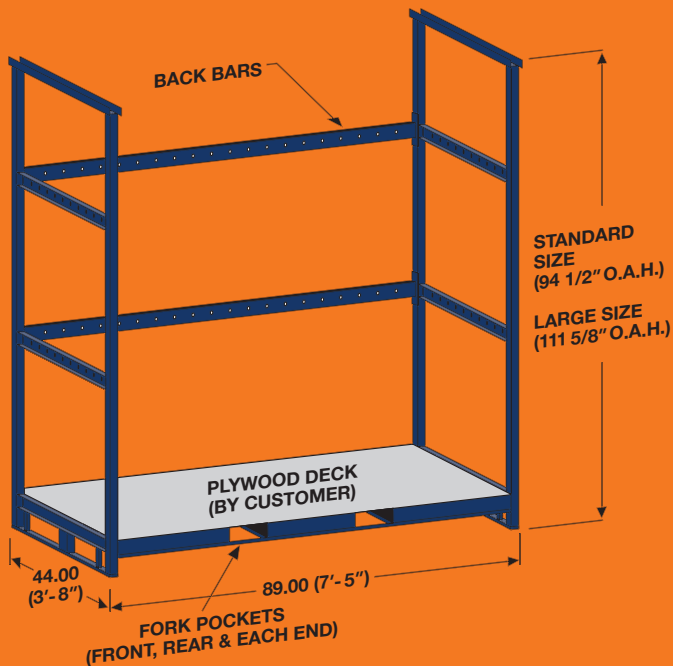
Mid-State Lumber's ownership group, including Ken Bernstein, David Bernstein, and Gary Bernstein, added: "Since our father, Bernie Bernstein, founded Mid-State Lumber in 1972, we have built a business based on family values and the simple desire to bring great products to great customers adding value through great service and relationships. This partnership provides an opportunity to build on Mid-State's impressive legacy and provides a foundation for the long-term success of our employees, customers, and vendors. We are excited and energized by the opportunity to work with U.S. Lumber as they continue to grow and have an impact on the industry that has supported our family for so long."

Mid-State Lumber will continue to operate under its existing brand and with its current leadership.

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VISTA Chosen by Timber Mart as New National Aluminum Railing Supplier

Vista Railing Systems Inc. has been chosen by Timber Mart, the largest national member-owned buying group in Canada, as its new national aluminum railing supplier. This relationship represents significant growth potential for each company.

"We are very excited to work with Timber Mart dealer owners across Canada to enhance their railing offering and bring best-in-class merchandising to their stores," said Rob Mitchell, president & CEO at Vista.

"They have been providing excellent service to their customers since 1967, and the move to the Vista line will allow their customers to access and offer new premium railing options for their customers."

Timber Mart was founded in 1967. With hundreds of members, including independent building material and hardware retailers, commercial dealers, and manufacturers located in every province across Canada, Timber Mart provides its extensive dealer network with a menu of competitive buying programs, comprehensive marketing services, and personalized support to drive independent business success.

"The decision to go with Vista Railings for our store has proven to be an excellent one for us," said Andrew Egoft, Timber Mart dealer. "We are not only impressed with the quality of the product but also with the exceptional customer service. Our territory manager on countless occasions has demonstrated the importance that Vista Railings puts on customer service. Our aluminum railing sales increased substantially since we brought on Vista Railings."

For additional information, please contact Mitchell at rob@vistarailings.com.



ABC Supply Co. Inc. Opens Location in Quincy

ABC Supply Co. Inc. has opened a new location in Quincy, Mass. Joe Camara manages the new location. Camara began his career with ABC Supply in 2007 as an outside sales representative for the Fall River, Massachusetts location, helping contractors expand and grow their businesses.

"We're excited about the opening of our Quincy branch, which will allow us to meet the growing demands for building products and support in the greater Boston area," said Tom Kuchan, vice president of ABC Supply's Northeast Region. "Joe and his team will do a great job of ensuring that area contractors get the support they need to make their jobs easier." Contractors can also place and review orders and track deliveries online using myABCsupply.com.

For more information or for location hours, go to abcsupply.com.

VRLDA Jeff Larson Memorial Scholarship Recipients



The Vermont Retail Lumber Dealers Association (VRLDA) presented the Jeff Larson Memorial Scholarship of \$1,000 to two candidates attending the Vermont Technical Institute (VTI), furthering their careers in our industry. VRLDA is proud to give back and also promote our industry to promising young individuals.

VRLDA SCHOLARSHIP RECIPIENTS:

Leon Ogden* Currently a sophomore (photo unavailable)

Nathaniel Wells* Currently a junior

*In the Architectural Engineering Technology Program at VTI



VRLDA scholarship recipient, Nathaniel Wells.



Wolf Portrait™ Siding in Pearl White with **Wolf Trim**
Installation by Reaction Exteriors Inc., Wolf PRO

Pearl White

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There's a fresh new color in Wolf Portrait's SelectPalette™ of popular choices. Pearl White has been custom designed to match Wolf Trim closer than anything else. Paired with Wolf Trim's high performance and low maintenance, you'll get a flawlessly clean look that will stay that way throughout the seasons.

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Sherwood Lumber to Distribute Everlast Siding

Sherwood Lumber has announced its partnership with Everlast Siding and will begin distribution in early 2021. This partnership will help solidify Sherwood Lumber as a significant supplier in the siding segment and provides lumberyards and one-step dealers a more complete offering. With Everlast's premium product offering and Sherwood's commitment to inventory on the ground, the two partners should enable the Northeast market in a meaningful way. "We are excited about the opportunity to partner

with Sherwood Lumber for the distribution of Everlast siding in the Northeast," said Peter Dewil, president and CEO at Chelsea Building Products. "We look forward to growing our relationship and expanding the reach of our game-changing siding into these markets with a valued partner like Sherwood Lumber."

"We are very excited about this product and this partnership," said Todd London, SVP of marketing and sales at Sherwood Lumber. For more, go to sherwoodlumber.com.

ON THE MOVE

WindowRama Enterprises, Inc. Announces Chief Operating Officer

Al Altieri, CEO of WindowRama Enterprises, has announced the promotion of **Michael J. Busby** to chief operating officer (COO) of all WindowRama companies.



Mike Busby has been an integral part of the WindowRama senior management team since September 2019 when he held the title of director of operations for in-home sales. As chief operating officer Busby will oversee the day-to-day administrative and operational functions of all WindowRama companies.

"Mike's strong leadership skills, broad experience in strategic planning, and ability to leverage technology to streamline operations will be a tremendous asset to our company," Al Altieri said.

Torino Joins DURATION Moulding & Millwork

DURATION is very proud to announce and welcome industry veteran **Robert Torino** to the company in the capacity of national sales director.



Torino comes to DURATION after five years with Boston Cedar/US Lumber-Boston where he most recently held the position of sales manager-West. Previously, Torino had 29 years of demonstrated success with Brockway-Smith Company. Torino has developed an excellent reputation for his operations expertise, professional sales skills, passion for outstanding customer service, and broad understanding of the LBM distribution network.

"From our first interaction several years ago, Rob immediately demonstrated a fascination and deep interest in our product offerings. We're honored that such an energetic, hard-working, and customer-focused industry professional will be leading our expansion efforts," stated Keith Coleman, president and CEO of DURATION.

Torino resides in the Vernon, Conn., area, enjoys golf, and is an avid long-distance bicyclist.

BlueLinx Promotes Two New Regional Vice Presidents

BlueLinx Holdings Inc. has promoted two of its leading general managers to the role of regional vice president. **Matt Lyle**, most recently the GM of the Gulfport, Miss., and Monroe, La., branches, will be leading the Central Region. **George Zarick**, most recently the GM of the Denville, N.J., and Frederick, Md., branches, will be leading the East Region.



Lyle began his career in the building products distribution division at Georgia-Pacific after earning a BS degree in Forestry from Louisiana Tech University. While at Georgia-Pacific, Matt gained extensive experience in procurement, product management, and territory sales. In 2007, Lyle took on the responsibilities of general manager for the Monroe, La., branch, and in 2014, Lyle launched the Gulfport, Miss., business from the ground up.



Zarick began his career as a sales representative for the Trex Company after graduating from Penn State University. He then moved to OmniMax International, first as an architectural representative for the Northeast and then as the director of national accounts. George came on board with BlueLinx as the general manager for the Frederick, Md. branch in 2016, and in May 2020 he began managing the Denville, N.J., branch as well.

"We are excited to announce the promotion of Matt and George to Regional Vice President. They have demonstrated their relentless commitment to exceptional customer service, while showcasing their ability to develop associates and lead transformative change in their markets as general managers," said Alex Averitt, COO of BlueLinx.

NRLA Hires New Director of Finance and Promotes From Within

Sandra Lacko Hired as New Director of Finance and Administration



Please join us in welcoming **Sandra Lacko** to the NRLA staff as our director of finance and administration. Lacko comes with 14 years of experience in the field of accounting. Recently, she worked as controller for Galesi Management Corporation. Prior to that she worked for Applied Robotics and Stiefel Laboratories.



More NRLA Staff News...

Please join us in congratulating Senior Event Coordinator Melissa (Frissora) Coughlin and her husband, John, as they welcomed their son, Caiden Michael, to the world on Oct. 7.



Internal Promotions and Additional Roles



Donna Berger, director of convention, has taken on the additional role of director of associate partnerships. In this new role she will be responsible for identifying new business opportunities while managing the existing associate membership base. Berger is now also responsible for managing the advertising sales for the LC.



Melissa Stankovich, art director, is now leading the communications department and has taken on the additional role as publisher of the LC. She now also oversees the association's newsletters and manages all NRLA social media accounts. Stankovich has a proven track record with more than 18 years working in the communications department.



Julianna Rauf, convention and meetings coordinator, has recently taken on the additional role of legislative and regulatory affairs coordinator. In this new role, she will assist Director Kirk Ives and be responsible for writing press releases, planning lobby days and yard tours, and more.

In Memoriam

Reynold Belletete, 101, of Jaffrey, N.H. passed away peacefully at home after a period of failing health on Jan. 1 surrounded by family. Belletete served two terms as president of the New Hampshire Retail Lumberman's Association (1967-1968) and was the NHRLA Lumber Person of the Year in 1987. He also served on the NRLA Board of Directors.

Sal R. Amico entered into rest on Dec. 8, 2020. Amico began his industry journey in 1974 with 84 Lumber. In the late '70s, he worked at Cataract Lumber in Niagara Falls, N.Y., where he met his wife, Susan. Following, he worked for Weyerhaeuser for more than 30 years. In 2010, he and his wife opened the Amherst, N.Y., Taiga

Distribution Center channeling Western Lumber throughout Western and Central New York. Sal was beloved and revered as an exceptionally talented lumber trader and truly one of the industry greats.

Michael J. Hovancik, 90, of Endwell, N.Y., (formerly Johnson City), passed away Nov. 18, 2020. Mike was employed by and managed Belknap Lumber for many years, and was awarded CNYRLDA's Lumber Person of the Year in 1998.

Sherrill "Sherri" Marie Kelley of Jackson, N.H., 67, passed away surrounded by her loving family on Nov. 9, 2020. Sherri is survived by her husband, Bill Kelley, who is retired from Coastal Forest Products and a past RLDAM board member.

Denise Beckerle of Beckerle Lumber passed away unexpectedly at her home in Pearl River, N.Y., on Oct. 20, 2020 at 88 years young with her loving husband of 66 years, Laurence Jr., known to most as Pete, faithfully at her side.

Andy G. Dziduch, 93, died Tuesday, Oct. 27, 2020. Andy was the founder of ADD Lumber Company in Dunkirk, N.Y. He leaves behind a family business legacy with three ADD Lumber locations. Andy continued to work into his 90s. Five of his children, as well as his son-in-law, daughter-in-law, grandsons, and granddaughters, all continue to operate the family business.



◀ Northeast Marketing Introduces IAM Designs Sneeze Guard

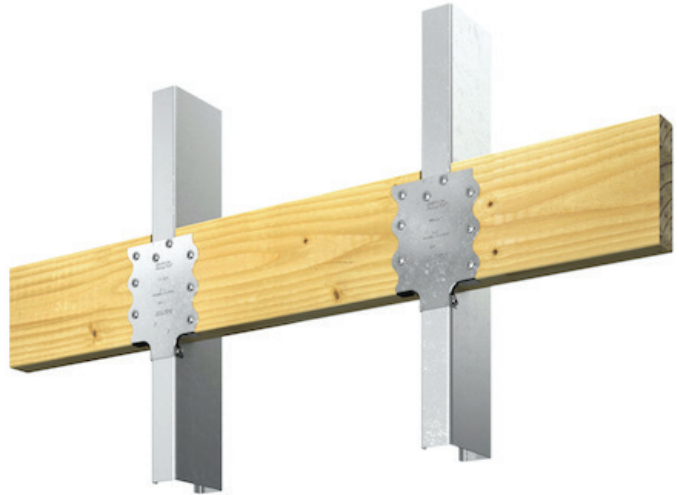
IAM Design announces expanded design options for the company's Professional Counter Sneeze Guard product line. Stainless steel stands are now available with square or round posts with options for glass, Plexiglas, or polyethylene shield screens.

Professional Sneeze guards are portable and can be ordered in a wide variety of sizes for protection of both customers and service personnel standing or sitting at check-out or information counters.

For additional information and pricing, contact Fred Aldrich at 617-571-0999 or fred@northeastmarketing.net.

Simpson Strong-Tie Introduces Versatile WBAC Wood Backing Steel Connector ▶

Simpson Strong-Tie has introduced the WBAC wood backing steel connector designed to eliminate alignment issues and reduce installation time in connecting wood backing to cold-formed steel (CFS) studs. Answering contractor demand for an all-in-one wood-to-CFS connector for interior and finish applications, the WBAC provides a strong, easy-to-install, versatile solution that's ideal for heavy wall hangings. For more information, go to strongtie.com/wbac.



◀ Feeney, Inc. Introduces New Stationary Awnings

Feeney has introduced its new Stationary Awnings, offering protection from the weather in a variety of climates and settings while adding an attractive architectural element to exteriors.

Constructed of durable powder-coated aluminum frames and polycarbonate UV2 panels, the awnings are Class 4 impact rated and can withstand snow/wind loads up to 35.5 psf. Built-in rain gutters at the front edge direct runoff to the sides.

Designed for installation over windows, doors, garage doors, and on decks and patios, the awnings are well-suited for use in both residential and commercial applications.

For more information, go to feeneyinc.com.



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IT'S A WRAP!

LBM EXPO EVOLVE

The NRLA's successful response to a pandemic that forced the LBM industry into the virtual realm, with little time to react.

By Julianna Rauf



More than 800 dealers, exhibitors, and students registered.
An average of more than 93 attendees for the four main educational sessions.
Record-breaking attendance at our nine demo zones.
The NRLA's endorsed partners spotlighted for the first time ever.

THANK YOU SPONSORS!

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EXHIBIT HALL



Due to feedback received from our members, as well as the intention of highlighting education during this virtual LBM Expo, the NRLA made the executive decision to have only 28 exhibitors. Why only 28? To promise engagement, interaction, and networking opportunities with leading industry experts. Our condensed virtual exhibit hall allowed: One-on-one video meeting opportunities, a live chat room with real-time responses from the exhibitors themselves, downloadable resources from catalogs to company news, videos demonstrating the latest LBM products or company highlights, and more!

Impressively, the total exhibit hall page view count was 5,086; the booth with the most clicks had 436 visits. Exhibitor videos were

played 855 times, and resources were downloaded 574 times. If those stats don't scream success, I don't know what does!

Thank you to our 28 exhibiting companies. LBM Expo: Evolve was only possible because of your continuous support of the NRLA and endless dedication to the LBM industry at large.

Testimonials:

"[The exhibitors I spoke with] all loved the format and were pleased with the interaction they had!" – Chuck Handley

"LBM Expo was great! By far one of the best virtual events we've been a part of this year." – Federated Insurance

EDUCATION

Market Outlook: Investment Opportunities and Risks – Steve Cucchiaro

SPONSORED BY



Steve Cucchiaro kicked off the two days of online education with his session "Market Outlook: Investment Opportunities and Risks," which attracted a record-breaking crowd of 90 attendees. During his presentation, Cucchiaro addressed volatility and how it has loomed large over the markets in a year like no other with a pandemic, unprecedented fiscal and monetary stimulus, and a U.S. presidential election. According to Cucchiaro, along with extreme uncertainty comes risk, and there are many risks to consider.

After Cucchiaro's presentation, there was a 15-minute live Q&A session. This gave attendees the opportunity to further discuss investment opportunities and risks with him, as well as clarify any of his ideas and address the facts in an interactive format.

Question: "Last time we had the investment committee we talked extensively about gold... What is your opinion on Bitcoin, as that's becoming more comfortable for people?"

Answer: "Some people think that Bitcoin is an interesting story and that it's gotten a lot of hype—it has gone up and will come back down, and that will be the end of it. Other people are taking it much more seriously, and the idea behind Bitcoin is to be very similar to gold but in digital form... If more and more investors

take Bitcoin seriously and use it in the way that they use gold (which is to use it as an alternate form of wealth), then we need to at least consider Bitcoin as a potential asset class. ... In doing a lot of research, some investors say it's too hard to predict what's going to happen to Bitcoin. ... So, it's something we at least need to study seriously."

Question: "Your exposure to the foreign markets—aren't they still a function of the U.S. markets? ... If we go down, they go down, but we're going to recover quicker?"

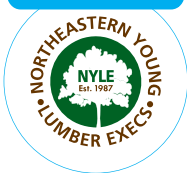
Answer: "At any given day, if the U.S. stock market has a big fall, it's almost certain that there's enough correlation in the world that the other markets will fall too. But that is not true when

you go with the longer time frames. For instance, in the 1990s, a whole decade when the U.S. stock market did very well, other international markets like Japan did very poorly, not day-to-day but over the whole 10 years. In the last 10 years, the U.S. stock market did so much better than the rest of the world. And it wasn't because the U.S. economy did so much better than the rest of the world, it was because people were more excited about investing in U.S. stocks. ... Psychologically, when something does well it acts like a magnet for investor money. ... So, what we're saying is if stocks keep going up, they'll all go up, and we'll do perfectly fine. In fact, international stocks are now starting to help with foreign U.S. stocks."

Digital Marketing: If You Are Not Moving Forward You Are Falling Behind – Wheelhouse 20/20



SPONSORED BY



With 102 people signed up to attend Wheelhouse 20/20's presentation, another attendance record was broken. Scott Ericson and David Westland spoke about how the current COVID situation that overtook our industry in the last year has made other issues a lot more relevant and significant. A year ago, recruitment and retention was on the top of everyone's mind, but things have changed dramatically. Right now, the most urgent needs our dealers are facing are social

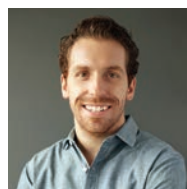
media, digital tools, online promotion, and communication. This presentation focused on social media management and advertising, virtual showrooms, virtual customer meetings, and online review management.

Like Steve Cucchiaro's session, as well as all the educational sessions, there was a 15-minute Q&A to wrap up the topic and give attendees the chance to engage with the speakers. One notable word of advice from Westland: "The best tool that we utilize is just the Google Ads keyword finder. ... We come up with a list of core keywords surrounding the products and services that we know we want to be promoting, and then we use the keyword searcher to go in and expand that list."

Question: "What is the best way to create a virtual showroom?"

Answer: "Contact us! It's really inexpensive. ... We can help you guys coordinate the videographer to come in and do the shoot. It goes real fast. ... And then after the fact, we can go back in, import it into the program, and then we can add those little descriptions and work with you guys to get everything that we need."

How Dealers Can Start, Grow, and Scale E-commerce – Zach Williams



SPONSORED BY



A returning speaker from the 126th LBM Expo this past February, Zach Williams joined us again to discuss the relevance of e-commerce in today's LBM industry. With 67 engaged virtual attendees, he spoke about how the industry has seen a massive shift in how people buy in 2020, and dealers are being forced to consider e-commerce to stay ahead. In this talk, Williams shared tactics and strategies that are working for other dealers in scaling their e-commerce efforts. He also shared formulas for discovering which online sales path is right

for your organization, and attendees took away quick wins for seeing growth from day one and how to measure success.

Question: "How do you recommend dealing with a situation of a yard selling some products via random tally, and others could be sold by the each? Have you seen anyone launch true e-commerce and sell by random tally?"

Answer: "When you're doing a random tally, it gets a little bit more difficult with e-commerce, so you have to have a little bit more customization. A lot of generic platforms, like Shopify, don't allow you that level of customization without custom coding in the backend. So, you kind of have to have an additional level of work in that to allow that random tally."

Setting Up for Success in 2021 and Beyond—Panel Discussion with Ruth Kellick-Grubbs



Ruth Kellick-Grubbs conducted a panel discussion for 115 LBM Expo: Evolve attendees. Her panelists were Mark Hopkins of Hancock Lumber, Jeffrey Bailey of Riverhead Building Supply, and Pat Rogers of Ring’s End. Kellick-Grubbs

and her dealer guests discussed the three driving forces that will shape the LBM business going forward—people, technology, and the ability to execute consistently and reliably. Over the course of an hour, Kellick-Grubbs and her three guests engaged attendees in a real-time conversation that examined the challenges and how dealers are meeting them head on to create value.

Question: “How are you maintaining a positive and inclusive culture while employees are working remotely?”

Answer: “Over the last five to eight years or so, we’ve found that video has been really effective. ... Having that video makes it a little easier to attach facial expressions and have the ability to communicate with someone better than just hearing a voice on the other end of the line.”

Question: “How heavy of an investment do you have in IT, from both the equipment side of things and the people side of things?”

Answer: “For the total of the company, we have about 600 employees, but for our IT team it’s a total of about seven people. So, it’s actually relatively small. But they’re just super efficient. We’ve got people in the business who know the business, so they aren’t just IT, but they know the lumberyards, how our customers operate, and what our customers want.”

PREFERRED PARTNERS PAVILION

Federated Insurance, Conifer Hill Advisors, and Acadia Insurance/Eastern Insurance Group

On Thursday morning, the LBM Expo saw its first-ever Preferred Partners Pavilion (PPP). The PPP featured NRLA’s endorsed partners as they provided attendees with valuable information on strategic business services, as well as property and casualty, health, and workers’ comp insurance. Between all three sessions, there were 80 attendees.

Federated Insurance headed the pavilion with a presentation by Steve Searl on cyber security. Searl discussed several layers of risk management that will help reduce a business’s exposure, as well as coverage options available to transfer this risk to an insurance carrier. Cyber-crime is the fastest-growing and most dynamic exposure in business today, so he addressed strategies to minimize that risk.

Second up in the PPP were Mike Ferraro of Conifer Hill Advisors and Jane Johnson of Business Transition Academy. Ferraro and Johnson discussed how, whether you plan to transition your business ownership internally or externally, in five months or five years, creating a Business Ownership Transition Plan (BOTP) is a critical element in achieving your goals. Planning early will ensure a positive outcome and the preservation of key relationships.

Lastly, Brian Charon spoke about group health insurance on behalf of both Acadia Insurance and Eastern Insurance Group. Charon presented on what business owners are not told about their health insurance and how it is costing their business.

DEMO ZONES

Gary Striegler, Myron Ferguson, and Tony Blue

Yet again, we had more record-breaking attendance at our virtual demo zones, which attracted a total of 337 attendees. All nine demo zones also had heightened interaction and engagement during the live Q&A portions at the end.

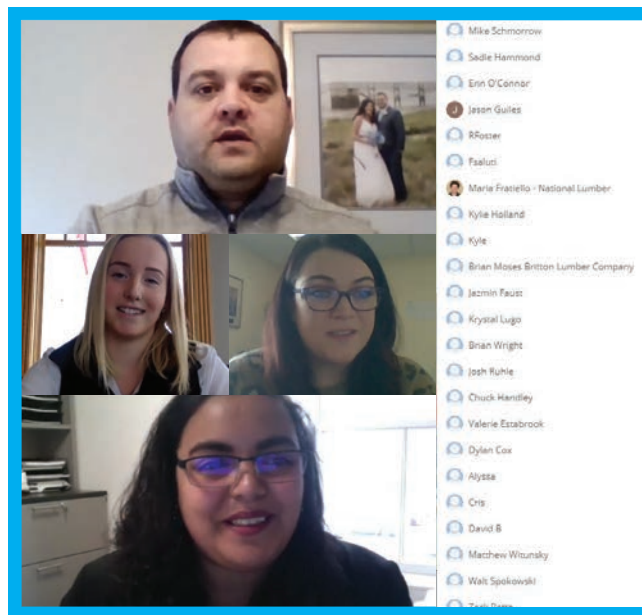
Gary Striegler demonstrated a range of topics—from pocket and barn-style doors to staircases and mantels. Tony Blue focused on the ins and outs of metal roofing, from the standing seam to trim details. Lastly, Myron Ferguson wrapped up the demo zones with presentations on the interior air barrier, insulating, and drywall.



STUDENT RECRUITMENT FAIR

The Student Recruitment Fair brought in students virtually from around the Northeast for LBM retailers and associate members to meet, with the intention to recruit the future leaders of our industry. The recruitment fair also included a panel discussion with industry experts to discuss their experience in LBM and the opportunities it has to offer. The panelists were Jason Guiles of BlueLinx, Mike Schmorow of Building Center of Gloucester, Kylie Holland of Curtis Lumber Company, Sadie Hammond of Hammond Lumber Company, Krystal Lugo of Ridgefield Supply Company, Frank Saluti of Shepley Wood Products, and Brian Wright of Weyerhaeuser.

The session's resources, such as job listings, were downloaded 45 times by its 41 student attendees—a promising number when it comes to making sure awareness and interest in the LBM industry were elevated. Another promising stat is that the page was visited 401 times.




NRLA ANNUAL MEETING



For the first time, NRLA decided to hold its annual meeting in conjunction with LBM Expo. The Zoom meeting saw more than 60 attendees tune in for the NRLA's discussion of old and new business regarding what has occurred in the LBM industry from D.C. to Maine over the '19-'20 season. Outside of the regular business discussed, there was an In Memoriam video to commemorate our members who have passed in the last year, the singing of the National Anthem, and a Virtual Feud to wrap up the two days of festivities. For those of you who participated and were wondering what the scores were, they are listed below:

Team Evolution - 485
Speedracers - 437
Chairwomen's Minions - 399
Slumber Party - 385
The Outsiders - 381
Softwood Slouches - 364

RILBMDA, NYLE, and MRLDA also held their annual meetings in conjunction with LBM Expo: Evolve.

While the live portion of the event has commenced, there is still the opportunity to watch any of the educational sessions, catch up on the annual meetings, or visit exhibitor booths. All you have to do is log in and navigate to what you want to re-watch, re-visit, or see for the first time what you may have missed. Didn't register for LBM Expo: Evolve? You still can, without missing any of the content! Just email lbmexpo@nrla.org for more information. 



Closer Coverage that Measures Up

We have over 15 years of experience and expertise serving NRLA members. During that time, **Acadia Insurance** has returned over \$10 million in dividends to qualifying members—a testament to the quality of the NRLA organization and its member community.

Contact your local Acadia agent for more information on our endorsed insurance program and for the opportunity to earn dividends.



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✓ PROPERTY ✓ UMBRELLA ✓ WORKERS' COMPENSATION



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I Could **Build More Homes (If)**

By Doug Ford
and Pamela Stott



**I could build more homes
if I could find the labor.**

Do you know anybody looking for work? Why aren't young people getting into the trades? According to the Department of Labor, the U.S. economy had 7.6 million unfilled jobs in the trades and only 6.5 million people looking for work as of January, and the problem has only gotten worse.

Discussions at every Saratoga Builders Association (SBA) Board meeting for months centered around these concerns. We need more young people to support the demands on the construction industry. We continued this fruitless exercise until finally someone suggested we stop the meaningless dialogue unless we intended to do something about it. There was a long pause, and then a productive exchange ensued as board members started sharing ideas. You could feel the mood change and the excitement build.

As a start, we formed the SBA Task Force consisting of builders, suppliers, and other interested association members. Dialog on how to proceed led us in many different directions. Where could we have the greatest impact with the end goal of bringing more labor to an already tired and aging workforce? The topic is complex, and there's no easy answer.

We quickly realized we needed help from others outside our small group, so we reached out to Washington-Saratoga-Warren-Hamilton-Essex (WSWHE) BOCES and invited them to join our Task Force. Their participation quickly confirmed our suspicions. There is a huge lack of awareness about career opportunities in the construction trades. This is combined with misconceptions surrounding the work (e.g., too physical, poor pay, long workdays) and the list goes on.

We had now uncovered our mission: "To encourage young people and adults to consider a career in the construction industry by bringing an awareness to the benefits associated with it." Our team was ready and eager to help the industry find young talent—but how do we reach the students? High schools seemed to be a logical, obvious avenue. We knew BOCES understood



"We had predetermined notions going into these meetings that schools were partially to blame for our labor problems by pushing four-year college degrees..."



the industry challenges, but we didn't know what to expect from the schools. We set up meetings with several local school superintendents, principals, and guidance counselors. We shared our mission and what brought us there.

We had predetermined notions going into these meetings that schools were partially to blame for our labor problems by pushing four-year college degrees to help their "ratings." Only students who were academically challenged were introduced to the trades (maybe). Our thinking was not entirely wrong, but we were encouraged to find that superintendents and principals were very aware of the problem and more than willing to support our efforts and work with us. We did however feel resistance from many guidance counselors. They were willing to listen, but we realized there was more work to be done with this audience. It also became clear that parents contributed to the awareness problem and shared in the knowledge gap.

Parents want their children to have a successful career. They don't want their children to work in a career that requires hard

physical labor, long hours, and low pay; a college degree will divert them from such a path. Here again, the lack of awareness and misconceptions of the trades has been guiding parents to steer their children away from careers that can be very rewarding. Speaking with school staff, we heard repeatedly how they struggled to connect with parents and forewarned us it would be difficult to find ways to engage them. We have found this to be true and it remains one of our biggest challenges.

Pre COVID-19, we created activities to engage our mission using valuable feedback from our meetings with school staff. The next few paragraphs highlight some of the activities our Task Force has done to try to make a difference; piloting our programs using two local schools. In the first activity, we partnered with highly respected local builders with different styles and approaches to their trade. They presented to junior and senior high school students about the day-to-day in building and construction. Most students were hand-selected by school staff to participate and academic achievement was not a consideration. We feel strongly that students at any academic level can benefit from this awareness. The presentations were interactive and intentionally informal. Students had an opportunity to engage

and experiment with tools and technology used in construction. Surveys conducted at the conclusion of each session showed an increased awareness about the trades and for some, a willingness to want to learn even more and possibly consider the trades as a career option.

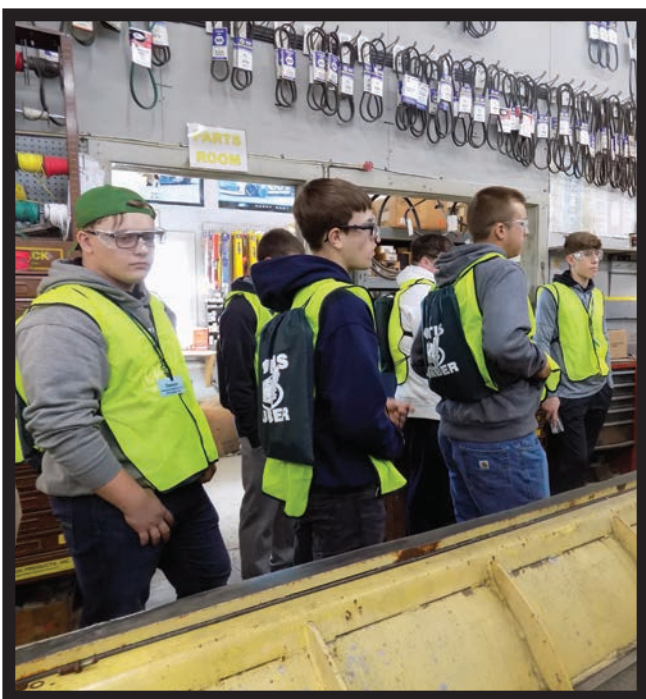
We also held a career day at Curtis Lumber with students from the same two pilot schools, with some faculty members choosing to participate as well. Prior to attending, students were asked to select either a sales or operations career path. They were guided through a series of learning sessions based on their chosen path. Those who chose sales spent time with the kitchen and bath design team, the estimating department, and project center. The operations group worked with dispatch and logistics, the mechanics shop, and manufacturing door shop. At the conclusion of the tours, the two groups came together for lunch and a presentation by the marketing department. All presentations for both career groups were purposely designed and presented by Curtis' younger team members and focused on the technology aspects of the work for broader student appeal.

As our third activity, we scheduled half-day tours at multiple homes under various stages of construction. The goal was to provide students with an opportunity to experience a working jobsite and see the various trades in action real time. Builders would travel with students between site visits to allow for additional questions and discussion. Unfortunately, the outbreak of COVID-19 prevented this from happening so we're hoping to be able to offer it in 2021.

Another popular event was the construction of a tiny house in conjunction with WSWHE BOCES. The CTE students along with volunteers from the trades and local community members built the house on the school campus. It was featured during the SBA Annual Showcase of Homes. Many who worked on the house were on-site during the Showcase tours to share their experiences and promote awareness of the trades. The event culminated with an awards dinner where the students spoke about the project to an audience of 300.

After a brief COVID-19 pause, the Task Force re-engaged our mission, albeit with changes. The pandemic forced us to rethink how we would continue to bring awareness to the trades under a very different set of conditions. We continued to consult with our two pilot schools to help alter our strategy. Additionally, an instructor from Hudson Valley Community College heard about us and reached out. He has been working on his own endeavor, Expertise Project, under the premise that we can't fix the skills gap until we address the awareness gap. He utilizes students' love of technology and puts cameras in their hands. They visit local jobsites and manufacturing facilities and film whatever interests them on the tours. This raw footage is edited by others for OSHA

"The pandemic forced us to rethink how we would continue to bring awareness to the trades..."



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WINTER 2020

Stillwater partners with Saratoga Builders Association

New this year, Stillwater High School has partnered with the Saratoga Builders Association, opening students' eyes to the world of construction trades. Throughout the fall, juniors and seniors had the opportunity to hear more about the construction field, through either a visit to Curtis Lumber in Ballston Spa or during visits at Stillwater from John Witt of Witt Construction and Matt Whitbeck of Whitbeck Construction. After meeting with members from the association in the spring of 2019, administrators at Stillwater decided that this would be a beneficial partnership for our students.

"It's important that we introduce our students to all different types of opportunities," High School Principal Dr. Michael Johnson said. "While college may be the typical route for many students, we need to show everyone that there are different avenues that may be right for them, including a career in building trades."

The mission of the Saratoga

Stillwater juniors and seniors visited and toured Curtis Lumber in Ballston Spa, New York.

Witt and Whitbeck also visited Stillwater in the fall to talk with students about jobs in construction, the variety of opportunities, as well as what it takes to build a house and see a job come to fruition.

"Both presentations opened my eyes to all of the trades that are involved in the construction industry, how much money can be made and how everyone works together as a team to accomplish one goal," senior John Gannon said.

While this year served as a pilot

compliance and converted into short videos from the students' perspective. Our Task Force has partnered on this project and is helping fund a pilot of the program in early 2021 with 150+ videos. The end goal is to produce a "Netflix of local jobs" video library with thousands of videos that schools can access and use to promote awareness of numerous trades here in our local communities.

It's been more than two years since we launched the SBA Task Force. We've met some amazing people dedicated to working with students, partnered with great organizations, and made many lasting relationships. Our small group has grown significantly in number and now expands well beyond SBA members to include a high school superintendent, BOCES assistant superintendent, and a community college instructor. Their involvement brings an authentic perspective from academia to help us reach the students as we work to dispel misconceptions and educate about the facts.

As an industry, we need to acknowledge that we too are at fault for the gap in our labor force. Arguably, perhaps even the most to blame. What have we done collectively to attract young people to the trades and educate the school systems and parents on the merits and benefits of a career in the construction industry? There is so much more to the construction industry today than hammers and nails.

Without the trades, we as lumber and building material suppliers will struggle to be successful. This is not just a local problem. The trades are struggling nationally. A recent statistic reports 62%

of firms nationally are struggling to fill important skilled trades positions. It's difficult to validate this number; however, it is safe to say the percentage is significant. The good news is, we can all do something to change the course we're on. As we realized in that board meeting many months ago, talking about the problem without acting solves nothing.

A good place to start is with your local school districts and BOCES. The schools are eager to partner with local businesses and organizations. They are passionate about helping their students. They welcome learning about career opportunities for students to open doors for meaningful conversations with counselors and CTE instructors. Your business might consider offering job shadowing or OJT for students. These experiences provide meaningful education beyond the classroom.

Ultimately, we all can do something to further the cause. There are many talented young people in our school systems who would benefit from an exciting, lucrative, rewarding career in the trades. In no way does the Task Force discourage young people from attending a four-year college. We simply recognize that it may not be the path for every student. We all want what's best for our children and as such, we have a responsibility to provide them with an awareness of the benefits and career opportunities in the trades. **LC**

The SBA Task Force is Chaired by Doug Ford (dougford@curtislumber.com) and Pam Stott (pamelas@curtislumber.com) from Curtis Lumber Company. Please feel free to contact us if you would like more information.



IS **YOUR**
COMPANY

Sexy?

By Scott Ericson

COVID-19 has hit the country hard. The U.S. job market will struggle to respond over the next several years, resulting in a large pool of potential employees who will be looking to make career changes. Since construction and housing remain strong, these candidates could gravitate toward the LBM industry.

It is well known in the industry that LBM companies build careers, teams, and communities. They support environmental protection and promote social leadership. They supply the materials and labor for amazing projects, and new product innovations are happening every year. Yet most LBM companies find it difficult to hire good people. If you were to ask them, most LBM companies believe they are not proficient when it comes to recruiting talented employees or retaining valuable people.

> **LBM Is Not Sexy**

When applied to a business, “sexy” means the company has brand recognition and is considered innovative, challenging, relevant, and attractive. It means that potential employees and customers have a positive opinion about the work that is being done there. They can clearly see the company as an opportunity and can picture themselves working in the environment.

There is no question that the LBM industry has changed substantially over the past 20 years. In addition to traditional sales, customer service, accounting, and operations companies have added exciting career opportunities in design, engineering, manufacturing, distribution, estimation marketing, social media, IT website, and digital management. Unfortunately, it is not resonating with people outside the industry. To say the industry is not perceived as an attractive or sexy vocation would be an understatement.

> **Why Not the LBM Industry?**

With LBM companies providing more positions and opportunities than ever before, why is it so difficult to find talented individuals to work in our industry, and why isn't it considered sexy? The first reason is the perception that potential candidates have of the industry. In 2019, Wheelhouse 20/20 conducted a focus group and research project to better understand the perceptions potential candidates have about a career in the building material supply industry. Our company conducted interviews with dozens of men and women in a variety of age categories from Millennials to Baby Boomers who were currently active in their job search. When asked to describe a career in the building material supply industry, the focus group consistently used negative adjectives such as “male dominated,” “old fashioned,” “dirty,” “hard work,” “low pay,” “rigid,” “low status,” “lack of growth opportunity,” “manual labor,” and “probably something my dad would do.” Although two people commented that they could see themselves working in a lumberyard as a short-term job, none of the candidates considered the building material supply industry as a place to pursue a serious career.

The second reason our industry is not considered sexy is awareness. Most LBM companies do not commit enough resources to developing and marketing unique company programs, job benefits, and career opportunities to make themselves relevant outside the industry. LBM companies are very good at product-centric promotions but rarely market or communicate the company, brand, culture, or work environment. Most candidates don't even know lumberyards exist outside of The Home Depot much less what a career could look like and what opportunities are available.

The third reason LBM companies are not considered sexy is that they only compare themselves to each other and not national industries or companies that are currently perceived as sexy. When it comes to employee recruitment and retention, we have to realize we are competing for employees with organizations such as Amazon, Google, Nike, Patagonia, and Columbia Sportswear, which are seriously sexy brands. Doing better than the lumberyard across town is important when it comes to communicating a competitive advantage, but it is not helping to attract and retain an exceptional workforce.

> **How Do We Change It?**

A LBM organization's goal should not focus on being the best company in the industry but to be the best company period. It is time to expand the benchmarks for recruiting, branding, and marketing to include comparisons of companies outside the industry. We can change this by adopting two initiatives: employer branding and recruitment marketing.

> **What Is Employer Branding?**

A strong employer brand communicates that your company is a great employer and a great place to work. Proactively managing your company's image and reputation will help you stand out and provide compelling reasons for joining your company. According to a recent 2020 LinkedIn survey, companies that promote their culture and career opportunities will receive 50% more applicants, reduce the cost to hire by 45%, and make the hiring process faster. Think about all of the places where your company makes an impression (i.e., website, social media, networking sites, job postings, job descriptions). These are all areas of opportunity to uniquely set your organization apart from other companies in a very competitive job market.

An employer brand includes an employee value proposition (EVP). An employee value proposition communicates what you have to offer an employee in return for what they bring to your company. When thinking about an EVP, you can start with the five common pillars—compensation, benefits, career path, work environment, and culture. As you look at each pillar, start to list the things that you have to offer, what makes you unique, what would a candidate value. Look at it from a what's-in-it-for-me perspective. Once you've added things to the pillar, you can start to write the story.

A good employer brand should do the following:

- Be based on your company's values, vision, and mission.
- Be a reflection of your employee value proposition (EVP).
- Present your company as a desirable employer.
- Communicate what makes you an exceptional employer.

- Communicate why your ideal candidate would want to work for your company.

LBM companies put a lot of focus on making their products attractive to customers. Imagine if the same energy was put into making the company attractive as an employer.

➤ Recruitment Marketing

Once your employer brand is in place, it is time to push it out to the world. Recruitment marketing is the process of nurturing and attracting talented individuals using marketing methods and tactics.

The best candidates will research and investigate your organization prior to applying, so it is important that your company is prepared to actively promote your employee value proposition from the first meeting. They will typically Google your company, then go to Facebook, Glassdoor, and LinkedIn. Make sure you've put your best foot forward in all of those places and are closely managing your online reputation. Most candidates will not apply if they don't like what they see in their initial research.

Ask your team the following questions: Does the career page on the website answer typical questions that the candidate will have? Does the career page talk about the company benefits? Does it communicate the company culture?

Next, take a look at the actual job posting from the perspective of the candidate. Does it communicate the employee value proposition? Is the application process easy? Is the application followed up with communication that describes the interview process and where they are in the process? Will you follow up with them throughout the process with personal communication? If the candidate is not chosen to move forward, will you communicate that? Will this candidate go into your pipeline for future opportunities and will you have periodic communication with them to nurture the relationship? Once the candidate is hired, will they have a positive onboarding experience? Do you have a consistent process for onboarding? Do you have a consistent process for developing and communicating the career path? Successful recruitment marketing relies on having answers to all of these questions.

➤ Put the Plan in Action


Once you have developed an employer brand, created employee value proposition, and established recruitment marketing tools, it will be time to define your process:

- **Candidate email drip campaigns** – This will keep passive job seekers engaged. If you automate this process, be sure to personalize the message.
- **Career Site Optimization** – Make it attractive and simplify the application form. Incorporate search engine

optimization, employee testimonials, career success stories, and department blogs.

- **Seventy-nine percent of job seekers use social media** during their search. Join local groups and communities on Facebook and LinkedIn, and communicate job openings in the groups.
- **Your current employees are your secret weapon.** Implement an Employee Referral Program, and provide incentives and a way for them to track their referrals.
- **Build a talent pool of candidates** who didn't get the job they applied for, but may be interested in future opportunities. Candidates who are not qualified now may be in the future.
- **Display advertising and retargeting in recruiting.** Use display advertising to reach specific audiences and retarget active job seekers who have already visited your career page. Encourage them to come back to your site to fill out the application. Make sure your ad is very specific and designed for your target candidate.
- **Measure important metrics** – Time to hire, quality of hire, number of applicants, visitor-to-applicant ratio, applicant-to-hire ratio.

The employer brand defines your company; it communicates what you stand for and why someone would want to work for you. It needs to reflect the core values and mission statement while also communicating what makes your company exceptional. The employer brand must go beyond simply "family owned" or number of years you've been in the industry. It is about embracing technology and employee development, as well as engaging with the community, customers, and employees to ensure your organization remains relevant.

I will leave you with one last thought. Right now, our customers are adapting to the challenging circumstances surrounding COVID-19 and exploring new solutions. What if our customers start to see the industry the same way as potential employee candidates? What if they begin to believe the industry and the LBM suppliers are irrelevant, old-fashioned, unattractive, and rigid? That they lack the technology or innovation to support their business? While that is truly a scary thought—and a topic for another article—by adopting employer branding and recruitment marketing, you are taking valuable steps toward remaining relevant. 

About the author: Wheelhouse 20/20 is a strategic marketing and advertising agency that works exclusively in the building supply channel. Wheelhouse 20/20 uses events, direct representation, print, media, digital, and social networking sources collaboratively with sales tools and training to achieve their clients' objectives. Wheelhouse 20/20 can be reached at 877-439-5917.



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WOMEN'S GROWING INFLUENCE in the Building Trades

By Steve Kleber

No matter what your political sentiments, it's hard not to be moved by the passing of Supreme Court Justice Ruth Bader Ginsburg. Known in recent years as the "Notorious RBG," Ginsburg exemplified a spirit of fierce determination along with undeniable smarts and uncommon perseverance. She was, after all, a champion of gender equality.

The National Association of Women in Construction (NAWIC) recently released new statistics showing that women account for close to 10% of the U.S. construction industry. Despite the air of machismo that is often associated with driving nails or fitting pipe, the potential for women to succeed—and excel—in the construction trades is higher than it's ever been. While women in the workplace earn on average 81.1% of what men make, in the construction trades, that gap is significantly narrower. In fact, women in the construction trades earn on average 99.1% of what men make, according to NAWIC. It's important for our industry to celebrate its accomplishments and continue this positive momentum.

BUILDING THE NEXT GENERATION OF FEMALE LEADERS

Many industry organizations and building product brands have instituted initiatives and programs that encourage and support women in construction.

Following are just a few examples across the nation to recognize: **Professional Women in Building Council.** The National Association of Homebuilders' (NAHB) Professional Women in Building Council (PWB) is a voice for women in the building industry that is dedicated to promoting industry professionalism at the local, state, and national levels. Through education, professional development, and networking opportunities, PWB helps members acquire and develop leadership and business management skills that boost career success. The council also offers a number of national recognition programs, scholarships, and awards, including Professional Women in Building Week. PWB Week is held during the month of September and is dedicated to highlighting the achievements of diverse, talented women across residential construction.

Women Who Weld. The Detroit-based nonprofit organization Women Who Weld teaches women how to weld and find employment in the welding industry. In addition to providing year-round, week-long intensive welding courses—as well as single-day introductory courses—the organization subsidizes courses for women committed to mastering vital welding skills and forging careers in the field. It also assists in placing those women with employers once they complete training. Women currently represent only 5.3% of the welding workforce. And, as such, Women Who Weld is doing its part to fill some 400,000 job openings that the American Welding Association anticipates will be available by 2025.

The House That SHE Built. In Utah, builders are encouraging women to enter the construction industry with an all-female-built home. The project is a joint venture of the Utah chapter of Professional Women in Building (PWB) and the Utah Home Builders Association and is sponsored by Oakwood Homes. One-hundred-fifty women—including three female general contractors—recently broke ground on the 3,200-square-foot, two-story home in Utah County's Wander community.

The home, which is being celebrated as one of the first in the country designed and built by an all-female skilled-labor team, will be included in the Utah Valley Parade of Homes next summer.

And a few examples of NRLA associate members to make note of: **CertainTeed.** In addition to being a leader in manufacturing, CertainTeed is at the forefront in the advancement and inclusion


of women at all levels of its business operations. CertainTeed was pivotal in helping recently to establish the Philadelphia chapter of National Women in Roofing (NWIR), just outside of the company's headquarters in Malvern, Pa.

For the past two decades, the company has also championed the CertainTeed Women's Network, which identifies and develops women for leadership roles and focuses on inclusion, diversity, and gender balance. It is one of the reasons CertainTeed's leadership looks so different from many companies. In fact, a number of the company's most senior roles are occupied by women. The initiative has been so successful that Saint-Gobain—CertainTeed's parent company and one of the world's largest multinational building conglomerates—established a worldwide Women's Network to offer career-building resources to women across the organization.

Feeney, Inc. A leading provider of architectural products for exterior and interior applications, Feeney is one of a growing number of building product companies with women at the helm. Katrina Ralston and her stepmother, Grissell Ralston, have been leading the company since 2007. After recognizing in the same year that competition in the cable railing market was starting to increase, Katrina—with the support of her family and fellow business owners—spearheaded Feeney's move from a consumer-focused (B2C) model to a business-to-business (B2B) model, specifically targeting the retail channel.

It turned out to be a very smart move. The shift in distribution model launched Feeney into a much bigger industry partner. And while many companies struggled during the Great Recession from December 2007 to June 2009, Feeney's business maintained its growth. Today, Feeney's dealer network is the backbone of the organization and a key to the company's success.

OPPORTUNITIES ON THE RISE

Employment for women in construction continues to increase. According to Builder magazine, the number of women employed in the construction industry grew substantially in 2019 compared to both 2018 and 2017, rising to around 1.2 million. While the impact of COVID-19 remains unclear, these efforts recognize that women are poised to assume more leadership roles in construction, now and into the future. 

About the author: Steven (Steve) Kleber is founder of Kleber & Associates (K&A), a full-service marketing and communications agency founded in 1987 with a focus on the home and building channel, specializing in lumber and building materials. For content marketing strategies to help your building product brands excel in a digital environment, visit kleberandassociates.com.

Exciting CHANGES for NYLE

By Matt Medoff

With the start of the new year, it is hard not to notice the many changes around us. From simple day-to-day living with a mask on while in public to the way children are being educated via Zoom, we can easily say that 2020 forced all of us to adapt to a new environment and, more importantly, to adapt quickly. For most of us, our daily work routine, which had been so consistent for years, some for decades, now includes daily Zoom calls and more FaceTiming with associates and customers. The key point is that we all made it work. We adapted. We took what was thrown at us, and we made the changes necessary to succeed. And succeed we did!

Forbes magazine wrote this past summer that “The Great American Housing Boom has Begun.” And with this surge in the building industry, we have collectively had to adapt to our environment to keep pushing forward and continue to grow. NYLE and its members recognize these changes just like the rest of us. We realize that we need to make the adjustments necessary to continue to grow as an organization and, more importantly, to make ourselves the bridge between the retail lumber industry and the youth of our country that will one day join the workforce and become our employees and co-workers.

Over the past year, select board members have been working on a strategic plan to make these transitions possible. These are our goals for 2021 to make our organization and the industry the best version of themselves that they can be.

First and foremost, NYLE wants to spearhead the development of the next generation of industry talent. We plan to partner with local high schools and higher education institutions for career exposure and communicate what our industry can offer. We hope to develop a shadow program for students and current employees to explore the industry together.

Second, NYLE will develop relevant and valued services that are focused on future needs of the industry. We plan to establish new

partners from outside the industry to generate new ideas and solutions and to develop visits/tours with these partners focused on introducing technology and innovation.

Lastly, and most importantly, we plan to change the perception of our organization, industry, and value through rebranding. With this, our organization will be adopting a new name and logo by the end of 2021. We will develop the promotional material, collateral, and outreach that align with these changes and assess where NRLA members want value from our organization and prioritize what could be delivered.

With home sales surging in this country, it is important to note that two out of every five homebuyers this past year was a MILLENNIAL—my generation! We are known as the Facebook generation, the generation that lived too long in our parent’s basements and refused to get married. Well, I hate to say it, we are getting older, none of us use Facebook anymore, some of us are getting married, and now, WE are the next wave of home purchasers in this country. It is only fitting that with most of the participating members of NYLE being a Millennial, it is time for NYLE to step out of the old norms, the “this is how it’s always been” routine, and to be the same changing force within our industry that our generation is currently having on our country!

As you can see, NYLE is all about taking action to ensure the future of the LBM industry is in good hands. And you too can invest in your company’s—and the industry’s—future leaders by becoming a NYLE partner and/or signing up your 40-year-old or younger employees as NYLE members. If you’d like more information on becoming a NYLE member and its benefits, please feel free to reach out to myself or Melissa Coughlin of the NRLA at mcoughlin@nrla.org. 

Matt Medoff is the Mid-Atlantic outside sales manager at Russin, a third-generation, family-owned and -operated building material supplier in Montgomery, N.Y. He also serves on the NYLE board of directors and can be reached at mmedoff@russin.com.





Leadership Skills

TO ADD TO YOUR MANAGEMENT TOOLBOX

By Jonathan Jenkins

When it comes to leadership, all great leaders have several qualities in common. Being able to direct teams, coordinate resources, and demonstrate the creativity to drive a business forward are just some of the key attributes that you will find many leaders possess. Strong leaders are those who can inspire and motivate employees to carry out a range of tasks to a high standard.

Working within a managerial role is perhaps one of the most rewarding yet challenging positions that you can occupy. Whether you are just entering the world of leadership or you are a seasoned leader with extensive experience, knowing what traits effective leaders should possess is fundamental to your success. Add the following seven skills to your management toolbox to become a much more effective and influential leader for your organization.

1. COMMUNICATION

Of all the qualities that a good leader has, communication has to be one of the most important. Being able to communicate what you need both clearly and concisely is essential in any workplace. If you can't communicate your vision, values, and expectations to your team, it is almost impossible to work toward and achieve the same objectives. Good leaders are those who provide quality training experiences for their staff and create productive working environments. All of these require strong communication skills. If the company is going through a pandemic such as 2020, there are problems with finances, or the business is going through a period of change, employees will look toward leaders to provide clear communications and reassurance during difficult times.

2. CHARACTER

When you are in a leadership role, trust is one of the most important attributes to display. If you cannot be trusted, the whole reputation of the business, your staff, your products and services is at risk. However, in order to be trusted you must be trustworthy. As a manager you are more likely to be trusted as a leader if you believe in yourself, the decisions that you make, the company, and the people who work for you. It is important that you genuinely believe that you are offering products and/or services that are valuable to the customer and they really make a difference. Being at the head of a company that you are proud of is crucial to building a great company.

3. PROBLEM SOLVING

A leader must be able to resolve organizational problems at every level. The problem can be internal within various departments, employees, teams, etc. It can also be external like that with the clients, market conditions, stiff competition, etc. The chief task of the leader is to analyze the entire situation logically and in a calm manner. The consequence of this would be finding solutions to resolve issues that would work in the best interest of the organization and its employees. The problem-solving skill also gives direction and ideas for strategic planning. Due to the successful turn-around of any problem, the leader can inspire his team and earn the respect of all.

4. BUILD PROCESSES THAT WORK

Informality in fundamentals will eventually lead to failure. In hard or easy times, we cannot waste resources. Create a format for continuous improvement in the organization and for discovery of inefficiencies that lead to organizational loss and waste. Processes in key systems of purchasing, sales management, materials handling, delivery, and accounts payable and receivable must be created, along with performance standards.

For any sport enthusiast, it is well known that winning scores are the results of excellent execution of the fundamentals of the game. You cannot influence your organization simply by reviewing and discussing the score. You must focus and always improve on the fundamentals and processes in place to achieve success. One of my favorite quotes is, "The lack of proper execution of team fundamentals is the cause for talented teams to lose to less talented teams."

5. DELEGATE

A successful leader must learn to delegate. Refining your brand, vision, and values is essential to creating an efficient and finely tuned business. But if you don't learn to trust your team to follow through your ideas and values, it can be difficult to move forward.

Trusting your team with an idea is a sign of strength in leadership. As a leader who everyone looks up to, it is your responsibility to delegate tasks with skill and care, assigning work to the right departments. The more you take on yourself, the more quality and standards will suffer and productivity will decline.


The key to success when it comes to delegation is identifying the strengths of the teams who support your business and taking advantage of this. Find out about each member of the team, explore their strengths and weaknesses and then assign work accordingly. Allocating work in this manner will ensure that the work is completed with greater enthusiasm and the employee will take more time and effort to complete the task. This not only boosts productivity, but it gives them faith that you trust them and their abilities. It will also help free up more of your time to focus on the tasks that cannot be delegated.

6. ACCOUNTABILITY

For accountability, an effective leader needs to follow the advice of Arnold Glasow when he said, "A good leader takes little more than his share of the blame and little less than his share of the credit." A strong leader is accountable for the team's results, good or bad. They hold themselves and their employees accountable for their actions, which creates a sense of responsibility among the team. They give credit where credit is due, and take responsibility for blame when necessary. Being accountable and leading by example is one of the quickest ways a leader can build trust with their team.

7. ACKNOWLEDGE YOUR EMPLOYEES' SUCCESSES

The final step is to truly celebrate successes with the team. If a long-pursued customer finally places an order with a dedicated salesperson, immediately reward the dedicated effort that won the project. If a large order checks out perfectly in a load check, walk around passing high fives. If a day's total sales beat last year's daily total by a large degree, lead a roaring cheer. If you notice an employee selling a special order item at a high margin, immediately give a handshake and generous commendations. All successes, great and small, are cause for celebration. Acknowledge results over and over, day after day, to condition your organization to win again and celebrate again. Joy itself becomes the driver and the foundation underneath all achievements.

Making small changes can have a significant impact on your organization. Being a great leader doesn't happen overnight and it requires patience, determination, and the drive to succeed. 

About the author: Jonathan Jenkins is the president of Culpeper Wood Preservers. With 10 locations located in the Northeast, Mid-Atlantic, Southeast, and Midwest, Culpeper is one of the largest producers of pressure treated lumber in the U.S. For more information, visit culpeperwood.com.

HOW NEGLECTING YOUR CULTURE **NEGLECTS** MORE THAN YOUR CULTURE

By Tom Zimmerman



WHAT IS YOUR COMPANY'S CULTURE?

Do you tend to it and cultivate or simply let it happen?

Whether particular care is taken to set a business's culture or not, the culture is created. Regardless of your approach, what you put into your company's culture impacts more than the culture itself.

A business's culture is influenced by the environment, values, goals, practices, and dealings between everyone involved in the business. Every person, interaction, experience, and expectation influences the culture. Everyone has the physical ability to influence the culture; they can maintain the culture that is in place or change it simply by shifting how they act and interact with others.

Setting the tone, values, and culture of a business typically falls on the shoulders of the company's leader, whether that leader deliberately sets a culture or not. Once the culture is set, it will continue to be shaped, molded, and adjusted over time.

A simple analogy for a business's culture is the lawns of a neighborhood. The effort that the homeowner puts into their specific yard shapes the environment for the other residents in the home. If the homeowner doesn't put much effort into their lawn, it leads to overgrown grass and narrowed sidewalks, prevalent weeds, old leaves collected in corners, etc. And because the owner of the property hasn't prioritized the condition and care of the lawn, the other occupants may treat it just the same, leaving weather-worn and tattered toys scattered around, half-empty soda cans sitting on the front steps, a rut next to the driveway where the cars have consistently driven over the edge. The lawn is simply something people pass by when they walk to and from the house.

Now consider a second property across the street, where the homeowner has placed some priority on lawn care: the lawn is mowed, sidewalks are edged, the grass is green from being fertilized and watered, flowers brighten the flowerbeds, and weeds are pulled. Based on the care that has been put into the yard, the kids' toys are likely being used or put away in the garage, drivers backing down the driveway take care not to drive on the lawn, and family and friends choose to gather and sit in the chairs on the porch to enjoy the space.

The conditions for both of these two properties are not permanent. While the homeowner of the first property has not prioritized the care of the lawn, the teenager of the house may decide to take an interest in the yard and start to put some effort into its upkeep and appearance. Pretty soon the weeds disappear, the grass gets greener, and the condition of the lawn improves. And the opposite could take place across the street. The teenage daughter's boyfriend has started coming around and has little regard for the lawn. He parks his car so the tires sit on the grass, walks through the flowerbeds, picks the flowers, and dumps his drinks out on the grass, creating some brown spots. Almost immediately, the lawn starts to lose some of its luster and will require effort to get it back in shape.

Nothing about either of these scenarios says anything about the work ethic, integrity, or kindness of the property owner or the other residents. What they do show is that the efforts that the owner


takes to create the right environment for their lawn will largely dictate how the other people who reside on the property will respect it. At the same time, as the teenage boyfriend shows, the actions of others can create shifts in the conditions of the property as well.

The same can be seen in companies. How the leader of the organization chooses to care for it, nurture it, and regard it influences what the rest of the company sees and feels. But, like the teenage boyfriend, everyone in an organization can influence the company culture. When an employee improves his outlook and care for others, his actions will have a positive impact on the culture, while an employee who doesn't hold himself in as high of a regard can have a negative impact on the culture. When care is taken to define the culture, amazing things can happen, but that culture must be maintained and defended.

Many businesses look at how they market themselves externally and worry about creating their brand. The brand image and experience for a business sets the expectation for the customer. When a company shifts its service levels, product quality, or other facets of the business, the brand changes as well. But it's important to remember that a company's culture is also one of the biggest influences on the brand and brand perception. Consider the two properties: The environment and feel for those who live in or visit each property are different. The condition of the property directly impacts the expectations about what you might encounter when you drive by or pay a visit to each of the residences.

When CEOs are asked about their most precious commodities, often, they will tell you that on a personal scale it is their time and for their business it is their people. But how they utilize their time and how they treat their people will both directly impact the company's culture and brand, two of a company's most valuable and defining assets.

What should a business's culture be? There is not a one-size-fits-all approach to define what a business's specific culture should be, as it is different for the goals, values, and direction of each business. The first step is recognizing the importance of company culture and the factors, from the top down, that influence the culture's creation and ongoing evolution.

Once a company decides that creating a good culture is a priority for the business, it's critical to align and foster the development of their people and culture. Hiring the wrong person, or failing to train and develop an existing employee, can be catastrophic to the culture and brand. 

About the Author: Want more insights on how to help your salespeople succeed in today's environment? Or take your company's performance to the next gear? Tom Zimmerman, principal of SHIFT Sales Training & Consulting, has helped create value and promote business growth in difficult environments. His efforts have been integral in helping companies like Trex, AZEK, Boral, and GranQuartz generate millions of dollars of revenue through creating and implementing effective sales strategies. Contact him at tzimmerman@shift-stc.com or 678-314-6896.



Keeping Your **GEN-X** Employees

By Elton Mayfield





The slow-but-steady upturn in the economy lately should be good news for many industries and organizations. However, many employers have yet to recognize that there may be some clouds hiding behind the sunny forecast; they haven't yet realized they are at risk of losing one of their most valuable assets—employees they have taken for granted and yet rely heavily upon.

We aren't talking about the over-50 Baby Boomer crowd or the late 20s to 30s Millennials. It's the long-neglected Generation X talent you need to worry about. This "middle child" demographic only numbers in the 46 million range—much smaller than the 78 million Baby Boomer or 70 million Millennial workforce—yet Gen X employees wield more clout for their smaller size.

WHY DOES THE GEN-X EMPLOYEE MATTER?

Now approaching their early 40s and 50s, Gen-Xers are the knowledge experts and skill bearers that companies will be depending on in the coming decades to maintain or gain a competitive advantage. And, as they approach the prime of their lives and careers, they are prepared and positioned for leadership roles. However, their career progress is often blocked by Baby Boomers who are putting off retirement by decades, and their advancement is threatened by the impatience of Millennials who don't hesitate to leapfrog them. They've been loyal and dependable during years of economic insecurity and don't feel they can afford to play it safe now that they face what could be their last chance at moving up and finally getting the opportunity to grab the brass ring. In fact, according to a recent survey, the Center for Talent Management (CTM) found that close to 40% of Gen-Xers planned to leave their present employer within three years.

WHAT CAN WE DO TO RETAIN OUR GEN X EMPLOYEES?

Generation X workers are used to being maligned as the "slacker" generation, but while they tend to have a laid-back attitude, they are just as ambitious as other generations. And they want a lot of the same things. Not surprisingly, top on their list as they age are higher salaries, more perks and benefits, and more control.

HERE ARE THREE OTHER OPTIONS YOU SHOULD CONSIDER IN ORDER TO RETAIN YOUR GEN X TALENT:

- Give them the chance to be in charge. CTM's research also found that 70% of Gen Xers prefer to work independently because they valued having control over their own work. According to a Society for Human Resource Management report, Gen Xers are highly self-reliant and are typically individual players who work well in situations without well-defined conditions where the environment is constantly changing. Putting them in charge is a great way to highlight their talents and abilities.
- Hook them up with mentoring and sponsorship programs. Show them the route to the top by pairing your mid-level Gen X managers with senior-level executives that will provide opportunities for career experience and enrichment and cultivate those relationships to help pave their path toward leadership positions.
- Offer flexibility in addition to higher pay and upward mobility. Extreme workweeks often topping 60 or more hours, 24/7 availability, tight deadlines, and unpredictable or excessive workloads are the norm for the Gen X crowd. It's not surprising that 55% of Gen X men and, more significantly, 66% of Gen X women report that flexible work arrangements and reduced work schedules are "very important," even among childless employees.

As an employer, you can curb restlessness and dissatisfaction, and retain valuable talent by responding directly to Gen X employee concerns. Offer them a chance to show their leadership potential, cultivate mentoring relationships, and reward them for their work ethic by providing safety valves to alleviate their extreme workweeks so they're eager to continue sharing their skills, knowledge, and commitment to your organization. **LE**

About the Author: Elton Mayfield is the co-founder of ER Marketing, a B2B marketing agency with a special love for the building industry—quite possibly, because they've been building clients themselves. For more than 18 years, ER Marketing has been dedicated to improving the marketing channel for all things building.



SETTING THE STAGE

Engineered Wood Product Trends for 2021

By Ralph Ruggiero

The dynamics of the 2020 business environment have set the stage for the resetting of what important factors will shape the roadmap of how distribution can strengthen its Engineered Wood Products (EWP) value proposition in the channel heading into 2021.



Two leading indicators, housing starts and permits, have some tailwind behind them, and that is excellent news for our industry, but we also start a new year with the continuing uncertainty around COVID-19 implications for the economy. As such, it is imperative that EWP distributors continue to work with those talented dealers that excel when it comes to selling engineered wood products. The best partnership is one where both sides work to build a cohesive long-term relationship and mutually profitable businesses.

The shift in trends from a commuter-driven workplace to a work-from-home profile will continue to create demand for a deurbanization increase in larger single-family starts. Similarly, added workspace in the form of additions to current homes

will continue to push distributors to closely understand their dealer customers' EWP forecasted needs as it relates to design services' requirements, inventory, and timely delivery.

Similarly, the opportunities around the multifamily segment continue as age demographics drive the demand signal in that area. The scenario that shaped our industry in 2020 allowed for an increase in training among the demand specification stakeholders, which continued to emphasize efficient and cost-effective engineered wood products solutions for various structural applications. Throughout the channel, these decision-makers value product performance that allows for the greatest return on investment.

EWP distributors have the opportunity to create an identity for themselves by creating that roadmap that is based on the fundamental guidelines of integrity, character, operational excellence, and superior customer satisfaction. The basis for these elements is derived from a detailed understanding of each touchpoint throughout the channel. The pace our industry has seen in 2020 has taught distributors a very important lesson. It was unpredictable with such a fast pace that seemed to be chaotic, disorganized, frantic, yet rewarding when dealers recognized the fact that their design service requests and orders were met with a high level of accuracy and timely information regarding fulfillment and delivery. The flexibility to adapt to the ever-changing conditions and demands from the marketplace is the cornerstone of why the distribution position is vital in the channel.

The link between distributors and the EWP manufacturing suppliers they partner with in bringing products to market is a collaborative effort in helping dealers grow their business. The cohesive effort

and strength of the distributor/supplier joint market efforts from software to innovative EWP products that focus on saving builders' installation time, provide answers to local codes, eliminate callbacks, and minimize waste during the framing cycle create dealer opportunities to help grow market share. Dealers and builders alike look for brands from well-established resourced-based companies that have the infrastructure to address their needs. These include products and the supporting services that may be required to support them.

It is often said that the building materials industry is a people-based business. A distribution team whose identity includes EWP and is built with associates who can support dealers in a timely manner by providing fast and accurate answers built on speed and decisiveness is what enhances the relationships that make this industry so self-rewarding. Additionally, the ability for a distributor to provide representation across a diverse geographic footprint to unify with a multi-location dealer helps to respond to local market decisions while maintaining a broader communication flow.

As we turn the calendar to 2021, our distribution team is focused on EWP continuous improvement and how we can earn the right to more of our customers' business. We will build on our EWP identity to be recognized for our ability to understand the needs of the channel and respond along with our partners to help our NRLA dealers profitably grow their business. We know our customers have a choice, but that is what drives our team on a daily basis. It is all about how we execute based on the expectations of the customer. **LE**

About the author: Ralph Ruggiero is the New England business manager for BlueLinX and can be reached at ralph.ruggiero@bluelinxco.com.



ENGINEERED WOOD

PRODUCT SHOWCASE

Photo credit: Huber Engineered Woods



Huber Engineered Woods

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What Engineered Wood products do you sell?

Huber Engineered Woods creates innovations for today's building needs. ZIP System sheathing and tape for roofs and walls eliminates the need for housewrap with a built-in weather-resistant barrier to support an air- and water-tight envelope. AdvanTech sub-floors and sheathing are designed to perform above code standards for superior strength, stiffness, and fastener-holding power. With advanced moisture resistance, AdvanTech panels help keep jobs on track with a 500-day no-sanding guarantee. Visit huberwood.com to learn more.



What is one product you'd like to highlight?



ZIP System R-sheathing is the simple all-in-one structural panel with built-in exterior insulation. Featuring integrated moisture, air, and thermal protection, ZIP System R-sheathing completely reimagines traditional wall assemblies by streamlining exterior water, air, and thermal management. The whole system contributes to reduced air exchanges per hour and with the attached continuous foam manufactured on the back of the sheathing panel, it adds R-value and reduces thermal bridging.

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Warren Trask Company

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Phone: 500-752-0121 **Website:** wtrask.com

What Engineered Wood products do you sell?

Warren Trask Company distributes a full line of Boise engineered wood products. We stock both a solid-sawn and an LVL flanged I-joist, as well as an LVL beam product with an industry-leading 2.1E value. We offer different levels of design services from estimating, to designed layouts with detailed material lists, to stamped calculations, if needed. Plans can be submitted electronically through a dedicated email, plans@warrentraskcompany.com, which helps maintain a quick plan turnaround time.



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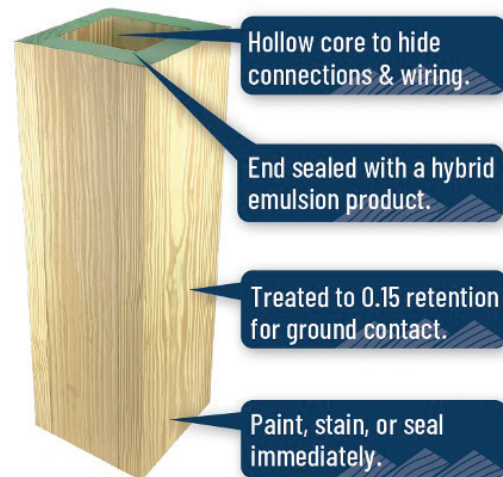
What is one product you'd like to highlight?

New this year is Boise's Versa-Strand LSL—Versa-Strand LSL is an engineered wood solution that is consistently strong and more dimensionally stable and greatly reduces shrinking and twisting seen in sawn lumber. Versa-Strand LSL is a versatile technology suitable for use in multiple building applications.



Culpeper Wood Preservers

Email: cwpweb@culpeperwood.com
Phone: 800-817-6215 **Website:** culpeperwood.com



What Engineered Wood products do you sell?

Culpeper laminated timber columns have the handsome appearance of veneer-encased timbers without requiring extra construction time. They are treated for ground contact and can be used in place of fiberglass or aluminum columns for a substantial cost savings.

Traditional solid timber columns are prone to warping and cracking in a short period of time after installation. Laminated timber columns by Culpeper are lighter, easier to handle, and much less likely to twist and crack than traditional solid columns. For unrivaled strength and beauty, a clean finish, and no more need for wrapping with a veneer, look no further than the original laminated timber column from Culpeper.

Benefits of these attractive, long-lasting Culpeper columns: Ready for immediate installation; paint, stain, or seal without delay; made from Southern Pine; sturdy and lightweight; limited warranty against damage from termites and fungal decay; greater load-carrying capacity than solid timbers; easier to install than solid timbers; less likely to twist; strength ratings outperform composite and PVC options.

Culpeper columns are kiln dried after treatment. They must be primed and painted or stained immediately after installation.

Culpeper square laminated timber columns are available in cross sections from 4x4 to 12x12. They are also available in two different styles of turned posts in 5" and 6" sizes.

For a complete list of dimensions and load specs, visit culpeperwood.com.



Boise Cascade

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Phone: Westfield: 413-572-2180; Greenland: 603-334-5649; Delanco: 856-461-8700

Website: bc.com/distribution



What Engineered Wood products do you sell?

Boise Cascade Laminated Veneer Lumber 3100 Fb 2.1E, Boise Cascade Wide Versa Lam & LVL Columns, Boise Cascade Versa Stud 2x4 and 2x6, Boise Cascade BCI 60, 90, 6000 series, Boise Cascade All-Joist AJS 150, 20, and 25 series, Boise Cascade All-Joist AJS 24 Fire Membrane Joist, Anthony Power Preserved Glu-Lam Beams and Columns, Rim Board, and Simpson Engineered Wood Hangers. Introducing two new products from Boise Cascade (LSL) Laminated Strand lumber products Versa-Strand 1.55, 1-1/2" x 9-1/2" & 11-7/8", LSL 1.35 2x4 & 2x6 studs and Pre-cut Studs, Versa-Strand Borate Treated 2x4 x 16' and 2 x 6 x 16' treated plate material TrimJoist prefabricated 2x4 plated open-web floor trusses J12" (11-7/8" height), J14", J16" and J18". J20" available later this year. Not all products are stocked in all locations.

What is one product you'd like to highlight?

TrimJoist open-web trimmable prefabricated floor joist trusses. This is a 2x4 plated open-web floor truss that allows up to 24" field cutting (12" off each end). This is a competitive alternative to locally manufactured trusses with estimated shipping of two weeks. This is not a finger-jointed truss; it's manufactured with 2x4 MSR SYP lumber and plated trusses. Design placement plans are available.



Consider It Done!

Eastern Engineered Wood Products

Contact: Todd Lindsey **Email:** tlindsey@eewp.com

Phone: 484-853-3100 **Website:** eewp.com



What Engineered Wood products do you sell?

We make engineered wood easy! We provide prompt, accurate delivery of our entire line of products in two days or less and further support our customers with an experienced, capable Technical Services team. We distribute I-joists, open-web floor trusses, laminated veneer lumber (LVL), treated LVL, glued laminated timbers (glulam), pressure-treated glulam, OSB rim-board, and metal framing connectors to a network of retail dealers and component manufacturers that supply the professional contractor trade in the Northeast and Mid-Atlantic U.S.



What is one product you'd like to highlight?

The most exciting new product to come along in the EWP industry in many years, PWT Treated LVL brings the open concept to the outdoors! Manufactured to resist fungal decay, rot, and wood-destroying insects with a proprietary, in-line treatment, the product's superior strength properties enable deck designs with longer joist spans and fewer support posts. The 25-year manufacturer's warranty means you can expect your deck structure to last as long as the premium decking it supports.



BlueLinx Corporation

Contact: Ralph Ruggiero **Email:** ralph.ruggiero@bluelinxco.com
Phone: 862-350-4280 **Website:** bluelinxco.com



What Engineered Wood products do you sell?

Featuring the complete portfolio of Weyerhaeuser Trus Joist products. TJI, Timberstrand Wall Framing, Treated Sill Plate, Premium Lumber and Rim, Microllam LVL, Parallam PSL, including PSL+, which is treated to the core, eliminating field treatment when cut or drilled.

Utilizing TJI Pro Rating, we can offer customers guidance on floor performance. We maintain strong market coverage with a skilled team of product managers, designers, sales, and technical support across the region with locations in Portland, Maine, Burlington, Vt., Buffalo, N.Y., Pittsburgh, and Bellingham, Mass.

What is one service you'd like to highlight?

Parallam Plus PSL is perfect for framing decks, retaining walls, carports, pool enclosures, among other structural framing applications where the wood comes in direct contact with the ground or moisture. Parallam Plus PSL is treated to the core, eliminating treatment when cut or drilled in the field. It is engineered for long-term durability and performance, and it is SFI-certified and NAHB-approved that meet National Green Building Standard criteria. Since Parallam Plus PSL also is protected against termite damage and fungal decay it is the ideal structural solution for most exterior applications.



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Weyerhaeuser

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Phone: 206-539-3000 **Website:** wy.com/woodproducts

What Engineered Wood products do you sell?

Weyerhaeuser manufactures Trus Joist engineered wood products, delivering a complete line of structural solutions to architects, dealers, and builders nationwide. Our complete product line includes Trus Joist TJI Joists, Microllam LVL, Parallam PSL, and TimberStrand LSL. We own and operate six engineered wood manufacturing mills across the U.S. and Canada. Since inventing the I-joist in 1969, we are the leader in engineered wood.



What is one product you'd like to highlight?

TimberStrand LSL wall framing delivers consistent results. Straight from end-to-end, TimberStrand LSL wall framing is manufactured with stability in mind to produce material that resists twisting and warping. Walls framed with TimberStrand LSL will start straight and stay straight. No culling or sorting means minimal waste. Available in 2x4, 2x6, and 2x8 sizes and long lengths.



Vista Railing Systems Inc.

Contact: Erik Flick **Email:** erik@vistarailings.com
Phone: 800-667-8247 **Website:** vistarailings.com



What Engineered Wood products do you sell?

Vista's unique all-in-one deck railing kits come in four different styles of mixed materials and make assembly easy. Installation of our railing systems, takes half the time of alternative component systems saving time, money, and frustration. Our kits provide everything needed between the posts and are known for their durability, design-forward beauty and simple installation. We offer matching posts to complement your project. Our kits are tested in accordance with national building codes. Our railings will bring style and simplicity to your clients' projects.

What is one product you'd like to highlight?

Our Somerset railing system includes everything needed between the posts to make your railing section stand out above the rest. Precision end trimmed, premeasured, and predrilled rails make installation a breeze. Powder-coated square straight metal balusters give a long-lasting look and are low-maintenance. Rail hanger brackets make attaching the deck railing kits to your structure an easy process by using the color-matched screws provided. Add our matching wood posts (sold separately) to complete your project. Vista is committed to delivering the best to our customers.



Coastal Forest Products

Contact: Bill Sweeney **Email:** bsweeney@coastalfp.com
Phone: 800-932-9663 **Website:** coastalfp.com



What Engineered Wood products do you sell?

Coastal Forest Products is your source for engineered wood product solutions. Coastal offers a complete inventory of quality products from Anthony, Norbord, Nordic, Lamco, PWT, Open Joist Triforce, and our own Coastal Pro LVL Beams, I-joists, and framing lumber. In addition, Coastal also offers many value-added services, including in-house design specialists, prompt turnaround for drawings and stamped calcs, iStruct software, and other modes of design assistance.



What is one product you'd like to highlight?

The Barrette TRIFORCE Open Joist System features the strength of the triangulation, the accuracy of finger-jointed assembly technology, and the flexibility of on-site adjustment. These design attributes make TRIFORCE Open Joist the only trimmable, open-web floor joist made entirely of wood and assembled without metal plate connectors.



U.S. L U M B E R

U.S. Lumber

Contact: Jason Rastad **Email:** jasonrastad@uslumber.com
Phone: 508-330-5647 **Website:** uslumber.com

What Engineered Wood products do you sell?

Our I-joists are available in standard depths to fit most applications, and our LVL offers an economical and reliable solution for header and beam applications. LP SolidStart LSL installs like traditional lumber, but surpasses it in strength and consistency. It's strong, straight, and ideal for a variety of applications. Long lengths and uniform dimensions reduce jobsite waste, and low moisture content reduces shrinkage. LP SolidStart rimboard is available in OSB and LSL options to meet today's demanding building codes. BoozerBeam glulam is made from the finest dense Southern yellow pine and comes with the LiquiSeal wax coating on all six sides. Boozer's glulams offers exceptional value in cost versus performance, and our glulam columns are stronger and more dimensionally stable than solid sawn-posts. Architectural-grade beams and columns are available for visually exposed applications.



What is one product you'd like to highlight?

U.S. Lumber carries Louisiana-Pacific LVL and I-joists to meet the needs of residential and light commercial projects. Also available are a wide variety of LP LSL products and rimboard. Finally, U.S. Lumber carries BoozerBeam glulam beams and columns, including pressure-treated beams and columns for outdoor use.

Moving



Forward

Moulding and Millwork Trends for 2021

By Mark Echols

While 2020 has been a trying year in many ways, housing starts and the rebuild/remodel business stood out as surprisingly robust. We expect housing starts and R&R to remain strong through 2021, which should have a positive impact on moulding and millwork. Though, there are some concerns around supply constraints related to strong demand and the fallout of recent tariff issues in Brazil and China.

One of the biggest impacts on the industry this year was COVID-19. COVID has certainly impacted everyone's lives in 2020 and has forced us to embrace new technology in order to communicate with our employees, customers, and supply partners. The safety and well-being of our associates and customers has been our top priority, and we have put measures in place to ensure a safe working environment and implemented strict protocols around customer engagement.

COVID-19 has negatively impacted the supply chain for all products. Import and domestic mills have struggled to operate efficiently with new social distancing regulations and downtimes related to COVID-19 cases within their plants. Short supply, allocation, and increases in cost are still an everyday challenge.

So, with everything that happened this year and hopefully a positive outlook in 2021, you may be asking in what areas can you most improve when it comes to moulding and trim? Continue to invest in training for your sales teams on products, trends, and how they can provide value in the supply chain. Ask your distributors and suppliers what help they can offer in this area. Many companies are currently in remote working environments, which has forced everyone to think of new ways to keep teams engaged and up to date. While having someone out to train your team may still not be possible, many suppliers now have virtual ways to reach out to you and help train. Don't be afraid to ask.

With demand expected to remain strong, dealers need to have a well-developed purchasing strategy to ensure they can meet the



demands of their builders. They also need to embrace technology and continue to find ways to make it easy for customers to do business with them while ensuring a safe working environment. If you want to be in moulding and millwork, stock a good foundation of the everyday items. A healthy, well-run millwork program can be one of your highest-margin product lines.

In the end, the simplest improvement you can do is to make it easy for your customers to do business with you. Demand should remain strong going into 2021, and those that can ensure an ease of doing business and deliver on time will benefit. **LG**

About the author: Mark Echols is the general manager millwork at BlueLinX in Marietta, Ga. He can be reached at 770-221-2784 or mark.echols@bluelinxco.com.

MOULDING & MILLWORK PRODUCT SHOWCASE

Photo credit: WindsorONE



WINDSORONE
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WindsorONE

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What Moulding & Millwork products do you sell?

WindsorONE manufactures wood trim boards, specialty boards, and classic American moldings here in the USA. Every board comes with a three-coat, 100% acrylic latex primer, ensuring a smooth finish. Attention to detail and craftsmanship are what get you noticed on the jobsite, generating referrals. Craftsmen want to work with products that save them time and make their projects stand out. Craftsmen use WindsorONE because it reduces jobsite downfall and shows off their craftsmanship.

What is one product you'd like to highlight?

WindsorONE Protected Trim Boards and Specialty Boards are designed for exterior applications. With a 30-year warranty against rot, insects, and mold, WindsorONE Protected is durable for the exterior. The patented protection process penetrates all the way to the core of the board. This means that planning, sanding, or molding on the jobsite will not diminish the protection. WindsorONE Protected is also safe for all interior applications and has a Gold Indoor Air Quality Rating.



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Holden Humphrey Co.

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



What Moulding & Millwork products do you sell?

We sell Klear PVC mouldings, Fry Reglet moulding for HardiePanel, Aspyre Reveal mouldings by James Hardie, Restoration Millwork PVC moulding, and Invisipro by CertainTeed.

What is one product you'd like to highlight?

The Reveal panel system, part of the Aspyre collection by James Hardie, features mouldings in several different profiles to create innovative, contemporary designs that will last for years to come.



Klear Lumber and TruExterior Siding & Trim

Contact: Becky Duffy **Email:** becky.duffy@boral.com
Phone: 248-668-6366
Website: klearlumber.com; truexterior.com



What Moulding & Millwork products do you sell?

Klear Lumber (pictured) and TruExterior Siding & Trim are sister brands under Boral Building Products, providing ideal solutions for each exterior project. Both products combine the look of wood with low maintenance and resistance to insects, rotting, warping, and splitting. They are approved for ground contact and come in an array of trending widths and profiles. Made with cellular PVC, Klear is ideal for wet regions and also can be heat-formed for curved applications. TruExterior, made with a proprietary poly-ash material, is ideal in any weather and offers a high level of dimensional stability.

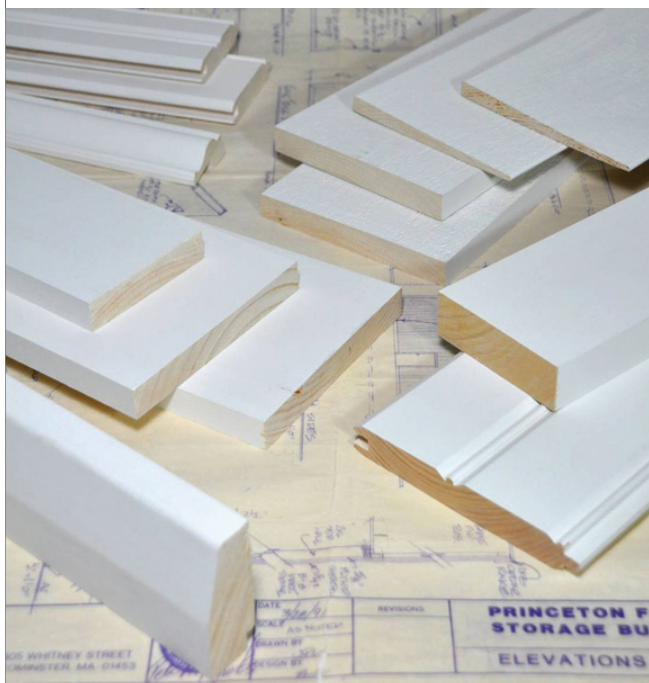
What is one product you'd like to highlight?

Klear Trimboards with TruEDGE technology resist dirt and are easier to clean, ensuring the trim stays looking its best. They ship in KlearPak trimboard packs, wrapped in small quantities to resist dirt and wear in the lumberyard and on the jobsite. TruExterior Trim offers tremendous workability for milling custom trim and mouldings and can be painted any color, even dark hues; trimboards, beadboard, skirt board, and trim accessories are available.



Britton Lumber Company

Contact: Brian Moses **Email:** bmoses@brittonlumber.com
Phone: 802-333-4388 **Website:** brittonlumber.com



PRIMELOCK
 TRIM • SIDING • PATTERNS
 ALL NATURAL MEETS HIGH TECH

What Moulding & Millwork products do you sell?

We carry Primelock, Miratec, and primed clapboard products.

What is one product you'd like to highlight?

We stock Princeton Forest Products Primelock trim, siding, and pattern products. We regularly stock 4/4-inch and 5/4-inch S4S along with 6-inch Edge and Center Bead boards. Primelock is a finger-jointed Eastern white pine product suitable for interior and exterior use. We sell by the unit and job lot.



American Lumber Co. Inc.

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



What Moulding & Millwork products do you sell?

We offer ArmorCoat (both interior and exterior options) primed finger-jointed pine, ArmorCore treated and primed finger-jointed pine, PVC trim and mouldings, as well as primed finger-jointed cedar, PVC trim, and a wide variety of species of lumber boards and profiles in pine, cedar, mahogany, Douglas fir, hemlock, paulownia, bamboo, and specialty items.

What is one product you'd like to highlight?

We recently introduced a dual-sided shiplap/nickel-gap profile in the ArmorCoat brand.

HAVE NEWS OR NEW PRODUCTS TO SHARE?

Contact the publisher at publications@nrla.org or call 518-880-6370.



A&B Wood Design

Contact: Ben Beland **Email:** abwooddesign@yahoo.com
Phone: 203-888-6017 **Website:** abwooddesign.com



NextGen
MAHOGANY

What Moulding & Millwork products do you sell?

We provide a collection of architectural designs and collections, produced to the highest standards available in primed finger-jointed pine and raw poplar. In addition, we stock crown profiles in extruded PVC and S4S boards in exterior primed finger-jointed mahogany.

What is one product you'd like to highlight?

Our finger-jointed mahogany boards are produced in genuine mahogany and primed with a two-coat exterior gesso finish.



Reeb

Contact: Nell Flowers **Email:** nflowers@reeb.com
Phone: 609-617-1965 **Website:** reeb.com



What Moulding & Millwork products do you sell?

Reeb distributes Fypon polyurethane products, including louvers, crossheads, moulding, decorative millwork, and balustrades. Fypon can be used for both exterior and interior projects. It's virtually maintenance free and lighter in weight than wood or plaster, so there's jobsite savings on time and labor. Reeb stocks an extensive amount of Fypon products because investing in quality decorative millwork means transforming the basic design of a home into a true work of art. From subtle enhancements like eye-catching brackets and balustrades to dramatic archways and exquisite mouldings, quality Fypon products will add to the decor of any home.

What is one product you'd like to highlight?

Fypon crown moulding and chair rail create the perfect classic look for a home, with easy installation using standard wood-working tools. All Fypon polyurethane products can be used on the interior or exterior of the home. Each piece has a consistent quality and finish, which requires no additional priming. Once installed, they can be painted or faux finished.



DURATION Moulding and Millwork

Contact: Keith Coleman **Email:** info@durationmillwork.com
Phone: 888-388-7852 **Website:** durationmillwork.com



What Moulding & Millwork products do you sell?

What don't we sell would be an easier question. With 25 standard moulding profiles, more than 200 semi-custom moulding profiles, and the ability to fabricate completely custom profiles (all in a timely fashion), DURATION is your one-stop shop for high performance exterior trim, moulding, siding, and millwork. What's more, we fabricate all of our millwork from TruExterior poly-ash, a combination of fly-ash (a waste byproduct from coal-production) and polymers. The resulting material is unlike any wood, PVC, engineered wood, or fiber-cement product. Specifically, the material is highly stable, requires no edge-sealing or back priming, has no clearance restrictions or gapping requirements, can be painted ANY color with standard paint, is indistinguishable from wood when painted, and is easy to patch and repair if damaged, along with a whole host of additional benefits.

What is one product you'd like to highlight?

Our beveled siding product is a game changer. All the great looks of a cedar or cypress product but with faster install and finishing, less waste, and unmatched performance. It's standardly available in $\frac{1}{2}$ x 6, $\frac{1}{2}$ x 8, $\frac{3}{4}$ x 8, $\frac{3}{4}$ x 8 with a bead, $\frac{3}{4}$ x 9, and $\frac{3}{4}$ x 10. Custom sizes and a heavier woodgrain texture are also available.



BlueLinX Corporation

Contact: Mark Guerra **Email:** mark.guerra@bluelinxco.com
Phone: 508-306-3397 **Website:** bluelinxco.com



What Moulding & Millwork products do you sell?

BlueLinX carries a full line of moulding profiles for all applications. We stock Arauco primed mouldings, primed and clear jambs, 100% Ponderosa clear pine mouldings from Dorris, and PVC mouldings from Royal. BlueLinX Millwork and Moulding Division offers our customers a full-service millwork program. We specialize in custom marketing materials designed specifically for each customer's needs. We also offer inventory management and multiple-day delivery. Our team has the marketing tools, products, and service to support the right mix for every dealer's customized moulding program needs. Call your BlueLinX representative for more information.

What is one program you'd like to highlight?

BlueLinX is proud to offer Genuine PrimeLinX primed product. PrimeLinX products are 'multi-purpose,' ready-to-paint products manufactured with an exclusive industry-leading exterior primer and exterior glue using 100% radiata pine. We offer trim boards, pattern stock, and Shadow Gap, an innovative shiplap product with self-spacing edges. We also offer PrimeLinX Extra, our exterior board that comes with a 20-year warranty. PrimeLinX products can be used in high-moisture areas such as kitchens, baths, and mudrooms; and can hold heavy objects. PrimeLinX is the smart choice from start to finish.

Ponderosa Millwork ERP Software

Contact: Patrick Gannon **Email:** pgannon@caisoft.com
Phone: 800-422-4782 **Website:** caisoft.com/ponderosa



What Moulding & Millwork products do you sell?

Ponderosa ERP software helps some of the most successful millwork distributors reduce manufacturing time, track detailed production costs, and offer responsive service that drives repeat sales. Unlike most LBM software that is based on legacy point-of-sale and kitting solutions that just don't offer the level of production control, manufacturing visibility, and customer service capabilities that millwork businesses need, Ponderosa's production tools provide a true picture of margins, improve production scheduling by factoring in product lead times and shop capacity, reduce costs and increase on-time, complete shipments, provide real-time, company-wide visibility into production and customer delivery status, prevent errors with a true Product Configurator that only makes the correct selections possible, and increase inventory accuracy and turns.

What is one product you'd like to highlight?

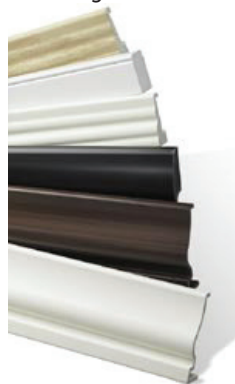
Millwork Product Configurator.

Patwin Plastics

Contact: Dave Tura **Email:** david.tura@northeastmarketing.net
Phone: 617-763-1455 **Website:** patwin.com

What Moulding & Millwork products do you sell?

Patwin's foamed rigid PVC extruded cap and panel mouldings are marketed under the American Pro brand.



New synthetic technology permits the manufacture of mouldings with industry-leading density and surface hardness. All profiles can be sawed, sanded, and painted like traditional wood mouldings, but will never warp or chip.

What is one product you'd like to highlight?

American Pro cap and panel mouldings are available in a variety of standard geometric shapes (square, triangle, rectangle, round), and custom profiles can be produced to custom specifications. The mouldings will not yellow, and end caps are not needed.

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GIVING SUPPORT TO EMPLOYEES IN THE TIME OF A PANDEMIC

Kay P. Whitmore, SPHR, SHRM-SCP, ACC, CPRW

Supporting your employees in a time when we are significantly impacted by the COVID-19 outbreak requires different leadership skills. As a leader, you are in a unique position to provide support and offer resources to help manage stress and foster resilience. You have an important role in providing guidance and direction to support team members and positive outcomes. As our national and organizational response unfolds, your own sense of calm, focus, and self-assurance will play a significant role in easing the stress of your team members. Your role in helping employees to address their questions and needs and support them in understanding new policies and protocols cannot be underestimated. In many ways, our managers are a critically important point of contact in these difficult times. At the same time, it is especially important for managers to take care of themselves and seek support when needed so they are available to their teams and others.

The workplace is often a place where people turn to others for help when they are dealing with problems. Unfortunately, our current circumstances have impacted so much of what we value at work. Below are some of the many work-related factors that can add to stress during a pandemic, including:

- Concern about the risk of being exposed to the virus at work
- Taking care of personal and family needs while working
- Managing a different workload
- Lack of access to the tools and equipment needed to perform one's job
- Feeling guilty about not contributing enough to work or not being on the frontline
- Uncertainty about the future of the workplace and/or employment
- Learning new communication tools
- Dealing with technical difficulties
- Adapting to a different workspace and/or work schedule

Knowing so many factors may impact an employee's ability to cope with their circumstances, it is important that you recognize what stress looks like. Some of the signs may include the following, but know that anything that seems out of the ordinary be a sign your employee is experiencing difficulty.


- Irritation or anger
- Feeling uncertain, nervous, or anxious
- Lacking motivation
- Feeling tired, overwhelmed, or burned out
- Feeling sad or depressed
- Having trouble sleeping
- Having trouble concentrating
- Change in appearance
- Missing work, meetings

Stress reactions can fluctuate quite significantly. An employee may have good days and days that are more difficult. It's helpful for you to share that these reactions are to be expected and that you can work together to move forward.

Experiencing an extended health crisis like the COVID-19 pandemic can have positive as well as negative effects. For instance, it can lead to deeper connections with others. It can inspire greater authenticity, a shift in values, the realizations that one is stronger by enduring through complex, threatening circumstances. You can support employees through this process by demonstrating your interest in what they might be discovering about their changes in life and work.

As a manager in these and other challenging times, there are many ways you can support your employees, build resilience, and manage job stress.

- Communicate with your coworkers, supervisors, and employees about job stress.
- Identify things that cause stress and work together to identify solutions.
- Encourage time off, including breaks and vacation days.
- Encourage use of an employee assistance program (EAP) if your company has one, and/or other mental health resources.
- Help employees to identify things they do not have control over and ways to manage the circumstances they are in with available resources. Help employees avoid spending too much time trying to predict the future and worry about what might happen.
- Promote consistent daily routines when possible—ideally ones that are similar to their schedule before the pandemic.

- Keep a regular sleep schedule.
- Take breaks from work to stretch, exercise, or check in with colleagues, coworkers, family, and friends.
- Spend time outdoors, either being physically active or relaxing.
- Set a regular time to end your work for the day, if possible.
- Practice mindfulness. Use or enroll in Headspace, Calm, or other mindfulness programs.
- Take breaks from watching, reading, or listening to news stories, including social media. Hearing about the pandemic repeatedly can be upsetting and mentally exhausting.
- Find ways to connect your people to others on your team and in the organization to talk with people they trust about their concerns.
- Encourage volunteering and acts of service. Helping others improves one's sense of control, belonging, and self-esteem.
- Remind employees that there are no set rules for working through something like this. Promote patience and an openness to exploring new ways to work and manage daily life.
- Check in regularly. Increase positive encouragement, reinforcement, and gratitude for employees' contributions. 

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You're "NEW"— NOW WHAT?

Strategic promoting when
you're new to sales in the industry
(and even if you're NOT)

By Mike Petrocelli

I remember being the "new" rep in a relatively young company selling hardwood floors, wholesale, throughout New England back in the '90s. No one knew me. I was green and didn't know a lot about the industry, but I had a great brand behind me and people who wanted to see me succeed. I think that's still so integral in this industry even as we leave 2020 and look to the promise of 2021. Even though it's harder than ever to be remembered through the noise that's all around us, there are very viable ways to build a strong presence, even though you may be new to this industry. In many ways, being new has a tremendous advantage if you use it with the right mindset and build on a strong foundation. Here are some things to consider as you launch your career.



ALIGN WITH YOUR COMPANY BRAND STRATEGY:

Learn the patterns of email and social media campaign launch times so you can align your communication and endorsement of them. Once you understand the marketing and brand strategy your company has set forth, get to know those who have worked on and developed that strategy, and learn what tools they are using and what you can highlight in the field. For instance, subscribe to all social media platforms and make sure your prospects and customers use that information for themselves.

STUDY YOUR CUSTOMERS LATEST, RIGHT BEFORE YOU ENGAGE THEM:

Visit their website and check any “in the news” info that is new. Follow them on social media and learn their customer base and sell accordingly. If you act as a partner looking to help them grow their brand, you will be seen as an invaluable part of their team! Don’t waste time trying to force them into a mold that doesn’t fit! That doesn’t mean you can’t suggest another avenue at the end of the meeting, but don’t necessarily lead with that information.

USE ANY PAST NEGATIVES FOR POSITIVE:

A company is only as good as the way it handles complaints. Learn the detailed steps of how your company handles complaints and the procedures recommended by the manufacturers and through all channels. This is one of THE most powerful areas to perfect. Determining where things may have gone wrong and properly alleviating the situation solidifies relationships for years to come and can make or break even the most established relationships. Once you intently listen to the concerns and venting of your customer, attack those concerns and issues at the root, and be a problem solver for success. Companies

and/or reps that don’t handle this area well usually end up paying the price. If you hit a roadblock with a past account, ask them if there were past issues or unsolved problems. You’ve got nothing to lose.

USE BRANDED PROMOTIONAL ITEMS:

In past years, promotional items and corporate apparel were a great way to create good will as you stopped in and saw buyers and inside salespeople. Everyone loves getting free SWAG! The good news is that it’s still the case and now more than ever it brightens their day to receive something positive during these trying times. Due to the nature of the industry, a lot of your contacts are still on site, but if they aren’t, ask permission to send items directly to where they reside. Check company policy and make sure it’s okay, but especially now you will be going above and beyond to get branded items into their hands and then make sure to follow up!

ESTABLISH A GREAT HABIT CALENDAR:

Go above and beyond! It never returns empty for you. Along with specific company rhythms for information, product launches, and selling periods, set yourself apart by establishing traditions during certain times of the year that can keep you more memorable than your competition. Work with your marketing team to educate your customers on your products so it’s easier to choose your product over others. Remember it’s all about them! Finding out and remembering birthdays, acknowledging specific holidays, and congratulating personal milestones can be extremely powerful! Branded items are huge in this industry, and sending or handing out seasonal giveaways is a powerful reminder of your presence even when you’re not there. For instance, calendars, journals, apparel, and many other items that stay in front of them.

MAKE CO-OP ADVERTISING DOLLARS YOUR PARTNER:

I was always AMAZED at the amount of co-op monies that were left unused at the end of each year! I remember enlightening customers who did not even know they existed. Several decided to use them and saw their business with my product lines explode! It was a lot of fun to see the results, and very lucrative. Start now, as the year is just beginning, to remind customers of where to find and keep track of co-op dollars and the media forms they help cover. Especially independent dealers who have SO MANY other companies that give them funds. Co-op dollars are your partner! They’re an accelerator and create powerful opportunities to get the information in front of the right audience. Check with your company to see what media forms are covered and if they have established ads for simple posting and/or launch.

This industry is one of the greatest in the entire country due to the deep roots and channels established for years. Use your new perspective to bring energy and enthusiasm as we kick off this year! Even if you’re not new, the above information can help you launch a different perspective or solidify what good habits you’ve developed. Keeping things new is good for your mind and motivation! 2021 is a new beginning, use it to challenge yourself and add to this great industry! There’s always room for good people and ideas to keep the industry strong! Here’s to a great 2021! 🍀

Michael Petrocelli the owner of Petrocelli Marketing Group, which specializes in branded giveaways. He spent years as a wholesale rep in the lumber industry and now creates powerful results for dealers and suppliers. He can be reached at mp@petrocellimkt.com or 800-264-4294.

"NEW YEAR'S RESOLUTIONS FOR YOUR BUSINESS"

By Jack Leary



By the time you read this article, we will be in the middle of January and already into a new year. I think I can echo what most people are thinking: 2021 has to be better than 2020, right!?



Some people look at each new year as the opportunity to start off with a clean slate. Many people think about the new year as an opportunity to make resolutions of what they are going to do differently in their lives. Unfortunately, studies show that most resolutions fail early into the new Year, in the 60%-80% range, depending on whom you listen to.

So, as we think about the pretty common resolutions in our personal lives, it occurred to me that we don't hear much about making New Year's *business* resolutions? And, if we have such a high rate of failure in our personal lives, what will make resolutions

for our businesses any different?

We businesspeople are usually pretty good at setting goals, so for businesses let's focus on goals and not call them resolutions. First, we recommend setting the type of goal and how it could play a part in the success rate. Goals should be something that are obtainable, measurable, and public. That means everyone who can have an impact on the success of the goal understands it and is working in concert to achieve it. Also, you should have a feedback loop to let everyone know how you are doing toward the goal.


So, for your business what are some goals you may want to consider for 2021? We have all heard the story about "doing the same thing over and over again and expecting a different result," right? Many are so involved in the day-to-day operations of the business that it's hard to have a fresh perspective. If that sounds familiar, you might need some outside perspective. A great place to start is to do something for your "personal growth," such as having a business coach or mentor to bounce ideas off of. Even top performers across industries have coaches to help them.

HERE IS A LIST OF SOME IDEAS YOU MAY WANT TO CONSIDER FOR GOALS THIS YEAR:

- Set aside one hour a day to plan.
- Create a goal tracker of things you should be monitoring.
- Participate in more training that is being offered by NRLA.
- Make an initiative to attract more young people to your business.
- Review your current technology; do you have the tools you need? Upgrade where necessary.
- Resolve to do a top-to-bottom "succession plan" for every position in your organization.
- Review your employee appraisal program and compensation plans. Do they encourage the behaviors you value most? Are you staying competitive and rewarding performance, or do you treat everyone equally when raises are given?
- Create a list of things that waste time, and develop solutions to address them.
- Evaluate your marketing to understand which touch points are the most effective in engaging with your customers. Are there segments you should be investing in more? Less?
- Develop an integrated marketing plan.
- Take a batch of checks from Accounts Payable and review every one of them.
- Show up at an unexpected time, and look at things as a customer would.
- Spend a day with your best truck driver; look for pinch points in your workflows.
- Collect a log of telephone inquiries to understand why people are calling your business.
- Analyze returns as a percent of sales for your outside sales reps.

While this list is not meant to be all inclusive, hopefully some of these ideas will help your thinking in establishing some new goals and practices in the new year.

We try to simplify things whenever possible, so if you aren't sure how to get started, try asking yourself this question: If you could do one thing that would have the biggest impact on your

business in this new year, what would it be? The answer is probably a great place to start. 

This article was written by Jack Leary, senior vice president & partner at Impact 180 Consulting Group. If additional ideas or insight into improving your results appeal to you, we have helped companies like The Home Depot, Black & Decker, Masco, Universal Forest Products, Orgill, KB Home, and GE generate increases in sales, market share, and profit. Feel free to contact me at leary.jack@impact180group.com or 216-408-9306.

Building Material Supplier Overcomes LOGISTICAL CONSTRAINTS and Mother Nature to Increase Profitability

Reeves Ace Hardware of Highlands, N.C., surmounts inefficient material handling, restrictive ordinances, and extreme weather to optimize storage and customer experience.

By Mike Curry



Reeves Ace Hardware created a drive-through structure to provide additional storage without additional overhead.



The racking design included wide aisles to ease loading, shopping, accessibility, and increased volume.



Steel King was able to offer the sole-source responsibility, resulting in a seamless interface between engineering and manufacturing.

When Reeves Ace Hardware of Highlands, N.C., sought to improve the efficiency and merchandising of its lumber and building material operations, some serious challenges hindered logistics, quality control, and profitability.

Since its downtown location is landlocked and subject to restrictive building ordinances, this limited the available space

to increase product storage and left some product uncovered and insufficiently protected from weather.

Cramped, inefficient storage had led to redundant handling of product, causing damage and depleting inventory. Without a fully covered warehouse, Highland's annual 81" of rainfall, along with snowfall, caused unavoidable product damage.

A lack of continuous rack space for display and storage also hindered merchandising and inventory management. Because of this, customers could not readily see all products available, and shipping products to jobsites was impeded.

In response, Reeves Ace Corporate President Jeff Reeves, Manager Jim Luke, and Sales Manager John McCall identified sev-

eral key objectives. This involved creating a drive-through structure to provide additional storage without additional overhead, with wide aisles to ease loading, shopping, accessibility, and increased volume.

To prevent product damage in a severe climate, the structure would need to be engineered to survive the “storm of the century.” (Their foresight was substantiated two weeks later when a snowstorm destroyed their existing lumber shed.) The structure also had to comply with local ordinances, offer aesthetic appeal, and avoid disrupting Reeves’ existing operation because business could not be shut down for construction.

Reeves turned to a store fixtures supplier known for its expertise in lumber and building material facilities. The company’s regional sales manager, Bill Lawson, teamed up with a manufacturer of warehouse material handling products to develop a unique solution—a cantilever rack supported building.

A cantilever rack supported building is more cost effective than a conventional metal building and freestanding racks because the racking supports the structure. This equates to fewer required contractors and faster structure erection.

Equally important, with the cantilever rack supported design, the concrete involved in the construction process can utilize a much simpler, more cost-effective design than traditional options. Footings for support columns do not need to be as deep as those for conventional buildings. Building anchors are installed in finished concrete, not placed prior to concrete pours. This was a major factor in allowing Reeves to continue doing business during construction.

In regard to warehousing and material handling, cantilever rack is often used to maximize the storage density and selectivity of long, odd-shaped items such as lumber, doors, pipe, tubing, sheet metal, and rolls of material without the need to palletize. Unlike standard pallet rack, cantilever

rack, with no obstructive front column, offers individual selectivity. This lowers handling time and cost, and saves horizontal space normally lost to rack structure.

To identify the maximum allowable building size on the property, in compliance with building ordinances while optimizing lineal and cubic storage space, the store fixtures supplier worked closely with Luke, McCall, Yard Foreman Justin Watson, and an in house P.E. qualified engineer provided by the manufacturer of warehouse material handling products.

The result would be a 100-foot long-by-92-foot wide building with three double-sided runs of cantilever, including two drive aisles. The building would also take advantage of an existing single-sided, 70-foot-long cantilever structure.

Functionally, a drive-through cantilever building was the best choice to meet Reeves’ needs, since the racks are compact, adaptable, and well suited to storing long or odd-shaped building materials. In addition, installing the right system minimizes handling time and employee stress.

To meet the structural requirements to withstand the “storm of the century,” the design utilized strategic spacing of roof support columns, along with cost-effective roof girder and roof substructure. The engineering resulted in a snow load of 40 pounds per square foot that exceeded local code requirements.


The building design includes features that virtually eliminate product damage. To protect product inside the building, the design utilized sheeting on the outside walls of cantilever runs, while engineered 10 foot eaves shelter product outside that is exposed to weather. Because forklifts are prone to damage gutters that capture rainwater runoff at the side of the building, the design places the gutter in the roof. They increased the gutter’s size by widening the space between the roof purlins and the gutter, so the downspouts can run down the side of the end walls, out of harm’s way from forklifts.

Additional design features enhanced material handling and logistics, with a layout that has facilitated order picking and increased volume, and allowed customers to see total product assortment. Taking into account the cantilever arm loads based on bundle weights, maximum forklift reach, and gable end requirements, the design utilizes two 90-foot runs of double-sided cantilever, with a base, three arms on each side, and one 70-foot center run of a base and three arms per side. The bottom two levels are for picking orders, and the top two levels are for overstock on the outside runs. The inside run allows picking on three levels and overstock on two levels.

The design also includes a climate controlled office; however, this required special column engineering since two separate columns were needed to straddle the office. Construction utilized durable cement board siding to meet local codes. The interior was upgraded with pre galvanized wall girts and purlins to resist corrosion as well as painted girders that match the cantilever components.

Throughout the entire construction process, the team coordinated efforts to allow Reeves Ace Hardware to continue to serve its customers.

The use of drive-through cantilever rack supported building has resulted in significantly better material handling, product protection, merchandising, and aesthetics. This has boosted profitability, the bottom line, and civic pride.

“This project was long overdue,” Luke said. “We should have really done it 20 years ago. It is a great asset to our company, our inventory, and our community.” 

Mike Curry is the Southwest regional sales manager for Steel King Industries (steelking.com), a leading manufacturer and integrator of material handling products and systems that improve operational efficiency in a variety of environments including manufacturing, assembly, distribution centers, storage facilities, and warehouses. Curry has more than 20 years of extensive experience in custom-designed cantilever-rack-supported structures for the building material industry.

EBMDA Celebrates the Close of 2020 During Its Annual Meeting

With the continuation of the COVID-19 pandemic, the Eastern Building Material Dealers Association (EBMDA) Annual Meeting maintained the protocols of not meeting in person, but held its meeting in a virtual setting.

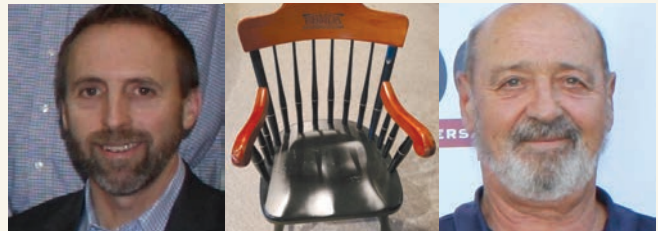


Neal Fruman

EBMDA Chair Neal Fruman thanked the gathering of dealer and associate members, recognized special guests NRLA President Rita Ferris and NRLA Chair Lorraine Miner (Miners, Inc.), and provided a special acknowledgment of its meeting sponsor and speaker Hunter McHugh (Federated Insurance Company—the newly endorsed EBMDA insurance provider).

On behalf of the board of directors, Incoming Chair Brent Hankins and Treasurer Eric Tucker made a unique presentation to Outgoing Chair, Fruman by presenting him with EBMDA's distinctive standard chair for his leadership during 2019 and 2020.

McHugh made a presentation on how owners can best prepare themselves by monitoring what their drivers do when "off hours."



Eric Tucker, Beatty Lumber & Millwork, the distinctive EBMDA standard chair, and Brent Hankins, H.H. Hankins Bros.

Rounding out this robust event, Ferris offered her congratulations to Fruman for his time spent as EBMDA chair and to the entire board for their membership growth and support throughout this challenging year.

Concluding the business portion, Miner was on hand to include her congratulations to Neal, appreciation for the business relationship between the NRLA/EBMDA, and recognition of the many accomplishments they have enjoyed during the past year.

EBMDA New Members, Officers, and Scholarship Recipients

New Members for 2019 – 2020:

Bucks Lumber: Huntington Valley, PA
(Marie & Paul Worthington)

Alpine Lumber: Schuylkill, PA
(Matt Greene)

Friel Lumber: Queenstown, MD
(Rich Stout)

Shore Lumber: Centreville, MD
(Eldridge "EP" Cronshaw)

Tague Lumber: Media, PA
(Vince Tague Jr. and TJ Vanleer)

Naming of Nominations for Officers for the Coming Year:

Vice Chair

Tom Keller (GR Mitchell)

Secretary

Jennifer Flick (Beatty Lumber & Millwork)

Treasurer

Eric Tucker (Beatty Lumber & Millwork)

With a Unanimous Vote, the 2021 Board:

Chair

Brent Hankins (H.H. Hankins Bros.)

Past Chair

Neal Fruman (National Lumber)

Associate Director

Mike Lippincott (Reeb Millwork)

Associate Directors

Chad Miller
(Eastern Engineered Wood Products)

Corbin Reinhart (WindsorOne)

Jeremy Sellars (Wolf Home Products)

Members

Gary Bowman (TW Perry)

Angelo Quattrocchi (CBM Delaware Valley)

NYLE Trustee

Jennifer Flick (Beatty Lumber & Millwork)

NRLA

Philip Jagiela

2020 Inaugural Eric D. Tucker Scholarship Recipients—Recognized By Scholarship Chair Angelo Quattrocchi:

Meghan Reese (Beatty Lumber)

Madison Reese (Beatty Lumber)

Hannah Kohute (Beatty Lumber)

Bridgette Brunk (Peoples Supply Company)

Lily Tucker (Beatty Lumber)

Jessica Anthony (Chestertown Lumber)

Gianni Quattrocchi (CBM of Delaware Valley)

Jozlyn Minnema (Reeb Millwork)

Lillian Schupp (Peoples Supply Company)

Bradford Schaffer (Reeb Millwork)





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—Rose Luce, Bookkeeper,
Fontrick Door Company

"The transition went smoothly switching to Payment Processing Consultants. We had issues with our former company and representatives from PPC helped out to resolve—PPC is more efficient. The new machine seems to process faster as well."

—Tammy Hoehman,
Mosher Lumber, Inc.

"OH WOW! Did not realize the highway robbery that was going on. Please let me know what I need to do to change our processing, preferably sooner than later. Thanks for looking into this for us."

—Tracy S. VanArnam,
Owner, Morristown Fuel
& Building Supply Co. Inc.

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FOREVER A MEMBER

Are you retiring from the LBM industry?

**Do you want to stay connected to the
news and events happening in the industry?**

The NRLA has always had a membership category for retired members who wanted to stay active, but recently, the NRLA board of directors voted to make membership FREE to NRLA retired members.

If you are interested in changing your status to a retired member, please contact Maria Lynch for a membership application at mlynch@nrla.org or 518-880-6374. It's FREE to be a retired member, but we do need you to fill out the application so we can have your most current information.

CURRENT RETIRED MEMBERS

Merrill Becker
Peter Bernier
William Besecker
Richard Blackwell
Frank Blair
Douglas Bohannon
Floyd Calkins
Frank Chalmers
Bruce Charleson
Steve Churco
Jack Connors
James Dattola
John Denison
Tom Driscoll
Ronald Dupuis
Andrew Duroskey
Roger Giorgio
Jon Hallgren
Scot Haynes
Richard Holland
Lowell Jaeger
Bill Kelly
Jeannine Larin
Kenneth Latham
Timothy Llewellyn
Jeff Mancini
Melanie Marple
Henry Marsella
Patricia McDonough
Eileen Miskell
Tony Morgan
Mike Morse
Gerard Moynihan
Burt Mullen
Richard Nichols
Harold Oehler
Anthony Portanova
Kevin Porter
Dan Reilly
Allen Riley
Brian Rivenburgh
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Stanton Roller
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- Cantilever Rack Systems
- Metal Buildings
- Drive-Thru Systems
- Millwork Storage Systems
- Pallet Rack Systems
- A-Frame Systems



Cantilever T-Shed



Bulk Shed



Auto-Stak System



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Krystal Lugo

Location: Ridgefield, CT

Position: Marketing Manager • Ridgefield Supply Company



HOW DID YOU BEGIN YOUR CAREER IN THE LBM INDUSTRY?

My LBM career started four years ago. Prior to joining the LBM community, I was in the non-profit sector for nearly a decade before joining the Ridgefield Supply Company.

WHAT ARE SOME OF THE RESPONSIBILITIES OF YOUR POSITION?

I manage the communication within our company and for customers: maintaining our website, social media postings, email newsletters, sale fliers, as well as digital displays throughout the store. I also organize and execute various events throughout the year: training boot camps, demo days, and mini expos, which have gone virtual due to the pandemic.

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

Having to keep up with the latest trends, knowing which apps can be linked together for greater efficiency, and what Facebook decided to change THIS week will always be a challenge. You learn to go with the flow and make whatever changes necessary.


WHAT HAVE YOU LEARNED SINCE WORKING IN THE INDUSTRY?

The importance of networking and relationships. Your success is dependent on the trust you build with clients and colleagues, especially when you're the new kid on the block.

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

Speak up. Your fresh take on a product or service is what drives innovation. That "crazy" idea you have might be the solution to an issue no one realized was problematic in the first place.

WHAT ARE YOUR PASSIONS OUTSIDE OF THE OFFICE?

I'm always looking for fun activities/hobbies to try. This year I took up kayaking and refinishing furniture. I enjoy spending time with my family and my sweet pup-pup, Apollo. If I'm not out in nature, you'll find me at home cooking or baking. 

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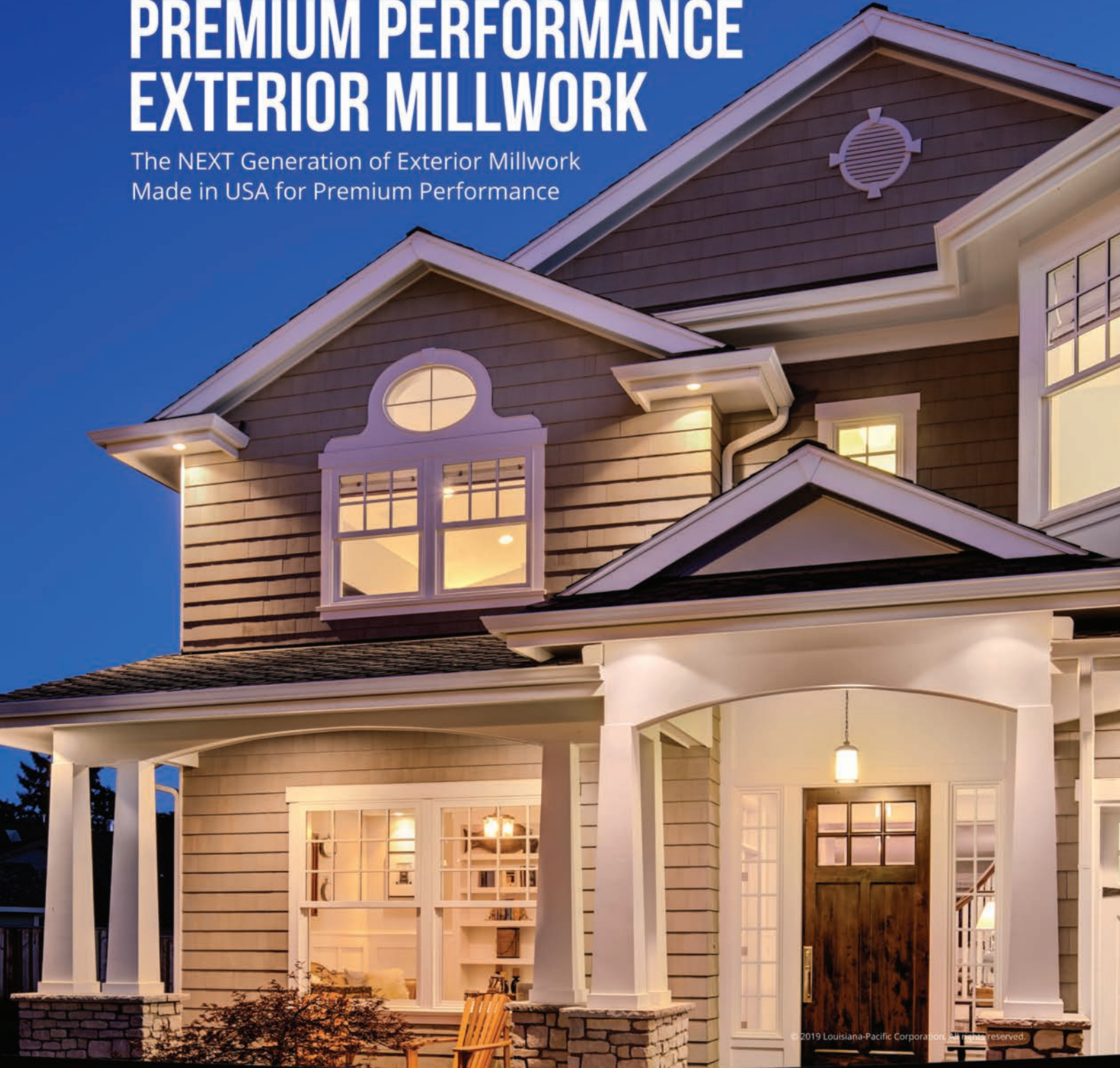
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