

The logo consists of the letters 'LC' in a large, bold, black sans-serif font. The letters are set against a white square background that is placed over a photograph of green foliage.

LUMBER CO-OPERATOR

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**SPECIAL ISSUE:**

**DECKING**

NOVEMBER 2021

**NRLA**  
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Bennett Supply Company  
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**Lumber Co-operator Mission Statement:**

Lumber Co-operator is committed to broadening awareness of critical issues shaping the lumber and building material industry. We promise to equip our readers with the necessary tools to compete in an ever-changing business environment. Contact the *Lumber Co-operator* at 800-292-6752 or 518-286-1010.





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Rita Ferris, NRLA President

As we enter the final quarter of the year, our industry continues to be blessed with strong business and the challenge of labor reluctant to reenter the workplace. The labor relief expected in September, when the COVID-19 federal unemployment subsidies ended, did not materialize, catching employers off guard.

So why didn't the workforce return to "normal"? Some people who were unemployed during COVID or working remotely came to the realization that they no longer want to be a part of the "grind culture." This is a culture of working long hours to earn advancement and being electronically accessible to the workplace at all hours. Many workers now feel that this work style led them to burnout, and they missed out on other important parts of their lives because they were either wholly unavailable due to working long hours or weren't fully present in other areas of their life because they were electronically connected to the workplace.

The result is that the workforce we've been wanting to welcome back is taking extra time to figure out how they can change their future by improving their earnings and quality of life. This phenomenon is occurring worldwide and is impacting all industries. In the United States, this will have an impact for generations as the cost of the grind culture is being taught in college, high school, and grammar school.

Another thing to be aware of is that grind culture contributes to racism and impedes our industry's ability to attract the very people we want and need. When a person is working long hours and is unable to disconnect from work, they are essentially being forced to live in the moment and lose the ability to plan their career. There is also a fear that if a person

isn't always accessible to work, they will not advance in the workplace. This impacts people of color, who disproportionately work in low-wage jobs where grinding is most often expected.

A shunning of the grind culture is part 1 of our challenge. Part 2 is retaining the workers we have. The U.S. Department of Labor recently reported that the "quit rate" of employees is exceptionally high, with 2.9% or nearly 4.3 million U.S. workers quitting their job in August 2021. Unfortunately, retail trade is among the top three industries experiencing the highest quit rates. In August, the quit rate for the retail trade industry was 4.7%.

We are living in transformational times. There is transformation in our workforce, in financial institutions, and in moving from the industrial to the digital age. As an industry of entrepreneurs, we know that there are major opportunities for those willing to approach our workforce and businesses with an open mind. There is opportunity to hire great people, but we need to meet them where they are. This requires reevaluating the purpose of work, pay, work hours, and employee development.

On the state and federal level, NRLA is advocating for workforce development initiatives that will support today's workforce and improve employee retention. We are also offering an Industry Recruitment Event on Wednesday, Dec. 8, 2021, during LBM Expo in Providence R.I. So join us and build a bright future for your employees and company.

Thank you for the opportunity to serve you,





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Lorraine Miner  
NRLA Chair, Miner's Inc.

At this point, it seems daunting to write about my past two years as chair of the NRLA. Let me explain ...

Becoming the next NRLA chair was something I had worked very hard toward for many years. Then in October 2019 it became a reality. It was at the NRLA Annual Meeting in Mystic, Conn., that I was officially installed as the NRLA chair. Our employees, my family, friends, and NRLA staff were all there to celebrate this wonderful occasion with me. It truly was a great moment in my career.

It was such an exciting time. I had so much planned for my term. And, for the first few months, it was all normal and great fun—everything was going just as I had envisioned. We had board and committee meetings, and LBM Expo was in person ... I even went to the NRLA headquarters to visit with staff to see how I could be of more assistance to them.

Then, COVID attacked. We were all stunned, and everything had to change—and fast! The NRLA has always been experts at turning on a dime, and this time was no different. As small business owners, our first fear was that our livelihoods were in danger. But the NRLA worked tirelessly to see that our industry was deemed essential—and they were successful. How grateful we all were that we could continue to conduct business, and it turned out to be even better than we expected.

To say the least, my term as chair has been dramatic, intense, and undoubtedly historic for our association, our country, and our lives. There certainly hasn't been another time like it in my lifetime. But even so, it has had its benefits too.

Because my husband and I are 67 and 68, we were expected to stay home. This time showed us something that many people wonder about for themselves: How will they do in retirement together? David and I have been married for 49 years, and we are accustomed to working together 24/7. Because of the pandemic, we found the answer to this question—we will do just fine.

In-person meetings had been cancelled indefinitely, and just about everything had gone virtual. Although it took a bit of getting used to, over time it proved beneficial. People could attend meetings without the time or money of travel, employees weren't away from work for as long, and NRLA's legislative events and educational sessions have been able to be vastly attended. So much so that I'm pretty sure virtual events and meetings will be used more to our advantage in the future.

Although the pandemic changed everything I had originally planned for my own term, it was also a blessing for me on a personal level. This is because back in December 2019, I needed a new hip. Most knew that, but many didn't know how bad it was. By the time of my surgery, my hip had broken, and I needed a wheelchair. If we had been conducting business in person, I wouldn't have been able to attend anything for months, including the LBM Expo, which was held virtually last year. So, the result of the pandemic and virtual meetings was a tremendous help to me and allowed me to complete my duties.

With all of that said, I am very happy to say that this year's LBM Expo will be in person in Providence, R.I., on Dec. 8 and 9, and I do hope to see you all there! Also, for the past few months we've been attending state and local meetings and events in person—it's sure been a welcome change. We have a different, caring industry where so many of us have known each other for generations. We have truly missed each other, no matter how helpful virtual was. It's been so nice to see people again.

Now that my term as chair will be ending, I know I'm going to miss it all. But my participation on the NRLA board isn't over yet. Next, I'll be moving into the treasurer seat for a year where there's more to learn and do. After that, I hope to find something new to do in the association, as it's filled with a great group of people.

*Lorraine*



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Frank Saluti, NYLE President  
Shepley Wood Products

The last two years have not been easy on anyone. I don't believe that anyone could have predicted that when this pandemic first started, we would be in the place we are now. When I was elected president of NYLE in December 2019, I certainly didn't expect to have to navigate the hurdles that were about to be thrown at us as a group. Entering the 2020 fiscal year, I was wide-eyed and optimistic about the year that was ahead of us. Being at the helm of an organization that is almost entirely driven by in-person learning and networking, and not knowing if any of that would be possible, was as intimidating for me as I'm sure it was for many members. The always looming question of what was going to happen next was becoming something that was asked on a daily basis.

I couldn't be prouder of the board of directors in how they helped steer the organization through it all. From not knowing how we would still try to hold events and keep our mission on track, to being able to hold our first in-person event in over 18 months, just this past August, was remarkable. The in between showed us that we did not have to sit back and wait. We were able to hold a virtual Spring Leadership Conference, which was very well attended. A virtual LBM Expo, which was a HUGE success and very well done by all of the NRLA staff. That was truly an amazing feat!

As I've discussed in my past letters, the NYLE board voted to rebrand the group as we know it today. Ideally, we would have liked to unveil this at the 128th LBM Expo. At this point, we aren't sure if we'll be able to do that, but we will still push forward to make the organization a better one that everyone can be proud of. It was a unanimous decision that any change would have to be decided on by the entire board due to the fact that we wanted everyone's input on where we are trying to take it. There have been many conversations and tons of great feedback that is all being carefully examined to ensure we do this right. Much like all great things, this will take time to achieve.

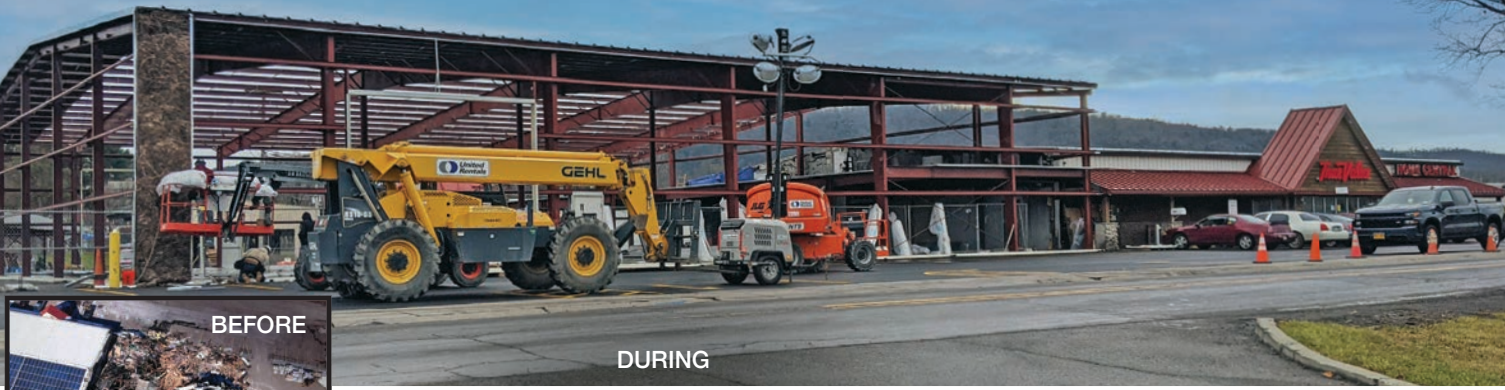
I don't have a single regret about my time over the last two years as NYLE president (with the exception of not purchasing stock in Zoom). I look forward to being able to help the rest of the executive board, and all board members for that matter, as they rise through the ranks. I want to finish by profusely thanking all of our sponsors, state and locals, and, of course, the entire NRLA staff for supporting us through these awkward times. I look forward to seeing everyone at the 128th LBM Expo in December.

*FX Saluti*



# A Phoenix Rising From the Ashes May Be a Myth

But for Home Central, CT Darnell and Sunbelt Rack made it a reality.



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## Builders' General Supply Company Celebrates Its 90th Anniversary!



Now four generations strong, Builders' General was incorporated in 1931 with its first location in Cranford, N.J. With its recent acquisition of Direct Millwork in January 2020, the company now operates seven locations across central New Jersey.

The company is led by third-generation brothers Tim (CEO) and Phil Shaheen (president), and Tim's son TJ Shaheen (executive vice president). Tim and Phil's sister, Betsy Shaheen, fills key management roles. Tim's other sons, Mike and Brian, as well as Phil's son, Phil III, have also integrated into key roles for the company to help continue the family's fourth-generation legacy.

According to its website, Builders' General Supply's true cornerstone is its passion for offering a complete line of building products and services with competitive pricing, quality products, and reliable, honest service, all made possible by the dedicated work ethic among its employees. This creed has stood the test of time and created the strong foundation that supports its distinguished reputation in the industry.

## In Time of Need, NRLA Members Receive LIFT Disaster Relief Assistance

The Lumber Industry Fund for Today (LIFT) is an industry-specific fund and NRLA member benefit that provides immediate financial assistance and peer support to member employees who are significantly impacted by a fire or natural

disaster resulting in a loss of shelter.

For more information on NRLA's LIFT fund, or to donate, go to [nrla.org/about/giving](http://nrla.org/about/giving).



**1.** Bryan Jaeger, owner, Jaeger Lumber Supply Co., Inc. in New Jersey (right), presented employee **Jonathan Rowland** (left) with a LIFT check after his home was flooded by Hurricane Ida. John and his wife have lived in the home for the last 30 years.

**Kaitie Oringer** (not pictured) of Manufacturers Reserve Supply in New Jersey received a LIFT check after her home was flooded.

**2.** Mike Catalina of Bellevue Builders Supply, U.S. LBM LLC in Schenectady, N.Y., gave a LIFT check to employee **Joyce Livingston** who lost her home due to a fire on Oct. 1.

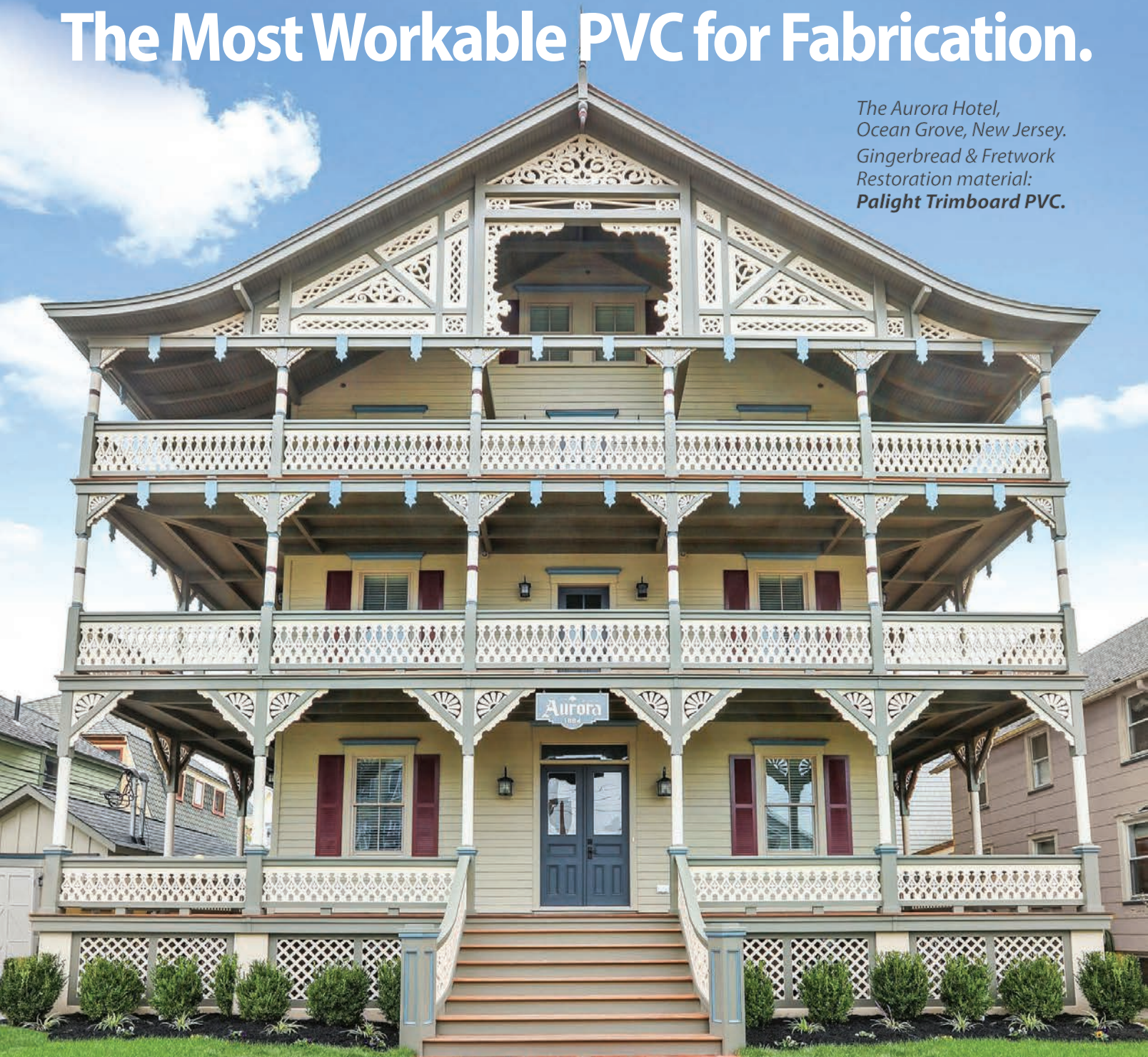




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## Koopman Lumber Acquires Fairhaven Lumber in Fairhaven, Mass.

Koopman Lumber Co., headquartered in Whitinsville, Mass., announced its acquisition of Fairhaven Lumber, LLC in Fairhaven Mass. The Fairhaven location will be Koopman's 10th location in Massachusetts. Fairhaven has been in business for 70 years.



## Sherwood Lumber Announces Partnership with Ply Gem MSV & Clipstone

Sherwood Lumber has announced its partnership as a premier distributor of Ply Gem Stone and ClipStone products and will begin distribution in early 2022. This partnership solidifies Sherwood Lumber as a player in the exterior building products space and provides even larger robustness to Sherwood's offering on siding products and accessories.

"Sherwood Lumber is a premier distribution partner, and we're thrilled to be part of their catalog," said Jeff Byers, general manager of ClipStone, part of Cornerstone Building Brands.

"At Sherwood, we believe the winning recipe for success is derived from having a completeness of vision and the ability to execute that vision. We are very excited about this product and this partnership," said Todd London, SVP of marketing and sales at Sherwood Lumber.



## Masonite Introduces Defendr Door System

Masonite International Corporation unveiled its Defendr Door System. It is designed to impede attacks inside buildings, providing valuable time for security personnel and law enforcement officers to respond.

"We believe it is important to create solutions that are intended to help provide students, educators, healthcare workers, and other employees with safe spaces to learn and work," said Alex Legall, senior vice president and architectural business leader, Masonite.

Learn more at [masonite.com/defendr](https://masonite.com/defendr).



## Genesee Lumber Acquires Smith Lumber

Genesee Lumber is excited to announce the acquisition of Smith Lumber and Hardware Center at 5833 Big Tree Rd. in Lakeville, N.Y. For more than 65 years, Smith Lumber and Hardware Center has been serving its community as a family-owned, quality lumberyard and home improvement center.

Going forward, Genesee Lumber will continue to carry premium products, superior hardware, and maintain staff with expertise to assist both contractors and homeowners. This acquisition will serve to increase delivery and product availability in Lakeville and the surrounding area.

"This is a great opportunity for us to expand our business within the western New York region. When the opportunity presented itself, we quickly realized it would be a good long-term move to strengthen both companies," said John Harrower, Genesee Lumber president and CEO.

Genesee Lumber, also a family-owned business, has been serving western New York for more than 90 years. Built on the same family values that have been key to its success, Smith Lumber and Hardware is a welcomed addition to the Genesee Lumber family.



## Capital Forest Products Now a 100% Employee-Owned Company

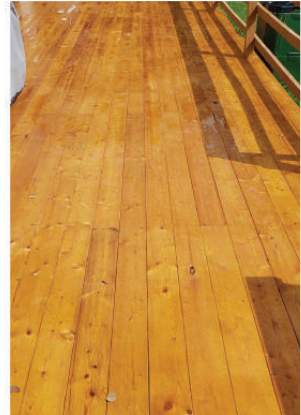
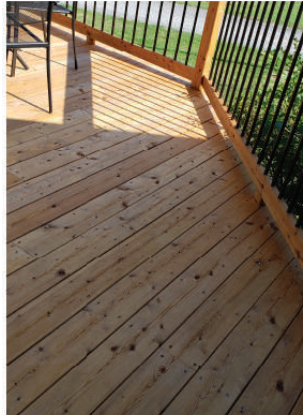
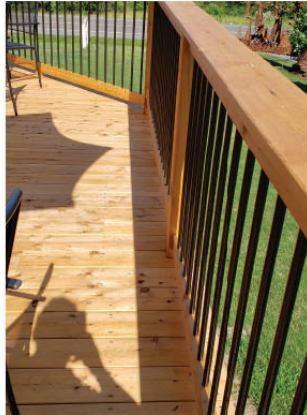
Capital Forest Products announced the finalization of its transition to a 100% employee-owned company. Implementing an employee stock ownership plan (ESOP) grants company shares to each of its present and future employees and provides a positive organizational shift to strengthen Capital Forest's core values and commitment to its stakeholders.

The transition to employee ownership will ensure longevity for the company and will place in the hands of its employees the continuation of a 40-year legacy of exceptional service and commitment to its customers, vendor partners, and employees.

The company's shareholder employees, newly appointed board of directors, and Founder and President Michael Tichenor plan to maintain much of the same structure and day-to-day operations that have made Capital what it has been for decades, but with a reinvigorated passion and vested common interest in the future success and profitability of the company.



# Concerned about available wood fiber out there?



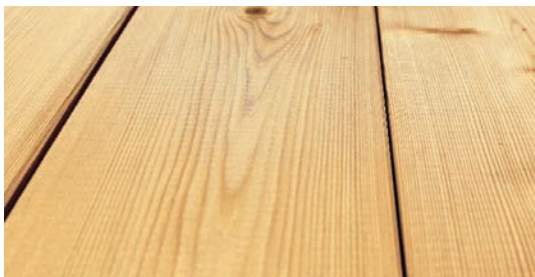
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*Siberian Larch Siding*

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Learn more about Siberian Larch decking at [holbrooklumber.com](http://holbrooklumber.com)



## Barrette Outdoor Living Announces Acquisition of National Vinyl Products

Barrette Outdoor Living, Inc. announces the new partnership with National Vinyl Products (NVP), a family-owned and -operated vinyl fence and railing manufacturer based in Nephi, Utah.

As part of its mission to offer diverse, flexible outdoor solutions that are ingeniously designed and meticulously engineered, Barrette Outdoor Living partners with companies that share similar visions and values. Because of that, partnering with National Vinyl Products is a natural evolution for both companies. "NVP's product portfolio, U.S. manufacturing capabilities, and cultural values are what we look for in a partner," said Jean desAutels, CEO of Barrette Outdoor Living. "We are excited to continue our strong growth path together."

Barrette Outdoor Living and NVP share a similar culture and work ethic that will ensure a seamless transition. Both companies are committed to sustainability, using recycled materials, and providing eco-friendly, quality products. NVP is a family-run company with strong community roots.

"Joining the Barrette Outdoor Living family gives us the ability to elevate our product offerings to our customers and continue to support their growth," said Zack Clark, general manager of NVP.



## MoistureShield Expands Throughout Northeast with Seven New BlueLinx Branches from North Carolina to Maine

MoistureShield has expanded distribution with BlueLinx branch locations in Charlotte and Raleigh N.C., Denville N.J., Yaphank, N.Y., Burlington, Vt., Bellingham, Mass., and Portland, Maine. Each BlueLinx location will offer the full line of MoistureShield composite decking products to its dealers.

"We are excited to continue to grow our national footprint with BlueLinx with this significant expansion from North Carolina to the Northeast," said Matthew Bruce, VP of sales, MoistureShield.

## RUSSIN

ESTD 1957

## Russin & Tropical Team Up to Distribute Black Label



Russin will be the exclusive Northeast and Mid-Atlantic distributor for Black Label, Tropical Forest Products' new brand of ipe and other tropical hardwoods that is 100% verified legal and graded to strict standards. Some Black Label products are already in stock at Russin, and others, including branded fasteners and oil, will arrive over the next few months.

It's no secret that COVID-19 has caused major supply disruptions in the tropical hardwood market. Tropical Forest Products has overcome this through a unique sourcing program that gives them best-in-world fiber and enables the company to be extraordinarily picky about the grade they'll accept. This will ensure Black Label is not only the best ipe on the market, but also the most abundant, even in challenging times.

Black Label will be marketed with the dealer, homeowner, and architect in mind—dealers of Black Label can expect eye-catching displays, jacketed samples, and product literature, combined with Tropical and Russin's online presence. Stocking programs will roll out to Russin's dealer base in the fourth quarter. "Joining forces with Tropical for Black Label simply made sense," said Jordan Russin, co-president for Russin. "We think alike in our desire to sell the highest quality products in the market, and both companies recognize the power of digital marketing to enhance the brand. I'm excited for the opportunities Black Label will present for our dealers."

## arxada

## LSI Rebrands as Arxada

LSI, a global specialty chemicals business with leading positions in Microbial Control Solutions ('MCS') and Specialty Products Solutions ('SPS'), announced it has rebranded as Arxada. The new name follows the Company's launch as an independent business in July 2021, after the completion of the sale of Lonza Specialty Ingredients from Lonza Group.

The re-brand reflects the company's passion for delivering high performance and realizing potential, both for its customers and within its own operations. Arxada's industry-leading regulatory expertise and deep understanding of each customer's markets and evolving requirements, combined with its broad portfolio of science and technology capabilities, enable it to provide customized solutions which help customers perform at their best.

To learn more, go to [arxada.com](https://arxada.com).



# arxada

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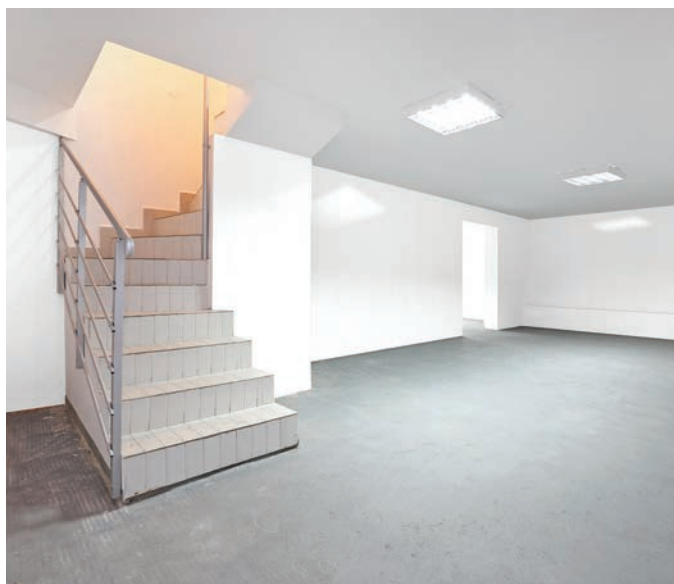
You can expect the same quality, service, and innovation synonymous with our preservatives and our brand.



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## NEW PRODUCT

## PALCLAD Pro and DURACLAD Interior PVC Wall Cladding

Palram Americas' PVC wall cladding is the smart alternative to traditional FRP and drywall. Installer-friendly (contains no fiberglass particles), the panels are also water-resistant, easy to clean, and withstand harsh chemicals and frequent cleaning cycles. Inherently bacteria, mold, and mildew resistant, PVC wall cladding is an ideal solution for high-moisture and high-humidity environments.

Available in a solid or multiwall structure, these panels are Class A fire rated, USDA/FDA compliant, and 100% recyclable.

Contact Brenda Hogan, [brenda.hogan@palram.com](mailto:brenda.hogan@palram.com), for more information.



### Koppers Completes Sale of Denver Facility

Koppers Inc., a wholly owned subsidiary of Koppers Holdings Inc., an integrated global provider of treated wood products, wood treatment chemicals, and carbon compounds, today announced the closing of the sale of its facility in Denver to an affiliate of Hines, the international real estate firm, and EnviroFinance Group, a Denver-based brownfield redeveloper.

The property encompasses approximately 60 acres located near Denver's central business district as well as the Denver International Airport.

As part of its network optimization program, Koppers transitioned crosstie treatment activities from its Denver location to another production facility. Koppers completed cleaning, decommissioning, and demolition of its wood-treating operations at the Denver facility in early 2021.

Regarding the transaction, Executive Vice President and Chief Operating Officer James Sullivan said, "I'm pleased to report the completion of this transaction as it represents the latest measure in furthering our strategy to optimize our network and expand our market presence. As a result of this sale, we are well on our way to achieving the estimated cash proceeds of \$30 million that's embedded in our projected net capital expenditures of \$80 million to \$90 million for 2021."



### UFP Industries Acquires Shelter Products

UFP Industries announced that UFP Distribution, LLC, a wholly owned subsidiary of UFP Construction, LLC, acquired the operating assets of Shelter Products, Inc., in Haleyville, Alabama, for \$6.5 million. Shelter Products operates its distribution and logistics business from an 87,800-sq.-ft. warehouse that specializes in manufactured housing industry customers. Shelter Products' facility is adjacent to a UFP manufacturing facility that supplies trusses to manufactured housing builders, and the proximity will enable additional operational synergies.

"We continue to believe the lack of affordable housing will create greater demand for factory-built housing, and Shelter Products will help us meet this demand and offer opportunities to distribute new products in the southern U.S.," said Patrick Benton, president of UFP Construction. "Shelter Products has been a terrific vendor for us for many years, and their talented team has an unmatched reputation for customer service. This transaction, which will be seamless to customers, is another example of how UFP's new organizational structure creates more focus on individual markets and products."

**HAVE NEWS OR NEW PRODUCTS  
TO SHARE?**

Email [publications@nrla.org](mailto:publications@nrla.org).



# The Best Alternative to FRP: PALCLAD PRO by PALRAM



Class A  
fire rated



No fiberglass  
particles



EverClean™  
protective film



100% recyclable



5 year limited  
warranty



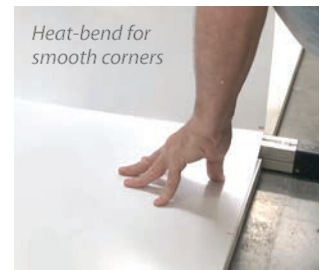
Resists harsh  
chemicals

PALCLAD™ PRO interior PVC wall cladding panels are an attractive, easy-to-install, and cost-effective alternative to Fiberglass Reinforced Plastic (FRP) panels. Unlike FRP, PALCLAD PRO panels are installer-friendly, containing no fiberglass particles. Plus, EverClean film protects each sheet from glue and dirt until the job is done! Connecting profiles are also available.

These low-maintenance panels are inherently bacteria, mold, mildew, moisture and chemical resistant, making them the ideal solution for environments that are water-prone or require frequent deep cleaning.



*EverClean film  
keeps it clean until  
the job is done*



*Heat-bend for  
smooth corners*

- ▶ Clean Air Gold Certified; allows for LEED and WELL credits.
- ▶ Non-toxic, lead free, phthalate free & USDA/FDA compliant.



Pioneers in PVC innovation  
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Get free samples at [PalcladPro.com](http://PalcladPro.com) or call 800-999-9459

## ON THE MOVE

### Kohltech Windows & Entrance Systems Names Jeff Barsalou as Business Development Manager for the U.S.



Kohltech Windows & Entrance Systems, a Canadian manufacturer, has named **Jeff Barsalou** to lead the U.S. sales team. As the business development manager, Barsalou will be responsible for oversight of Kohltech throughout the U.S., focusing on new growth opportunities within the U.S. market and executing the company vision with his sales team.

This announcement comes from Scott Ferguson, VP of sales and marketing, "In his four years with Kohltech, Barsalou has taken Kohltech's marketing to the next level by developing strong processes and marketing campaigns to help us grow in our key markets."

Barsalou's experience includes a master of business administration degree from Saint Mary's University, regional pharmaceutical contract sales experience, and leadership in the Canadian Coast Guard.

### PPG Appoints Meri Vainikka as Vice President, Architectural Coatings, EMEA, North and East

PPG announced the appointment of **Meri Vainikka** as vice president, architectural coatings ("AC"), Europe, Middle East, and Africa ("EMEA"), north and east. She will report to Tim Knavish, PPG executive vice president.

In this key leadership role, Vainikka will have full accountability for the AC EMEA north and east region, which includes the Tikkurila legacy business. She will work closely with the Tikkurila integration team to ensure an ongoing, effective transition over the coming months.

Vainikka earned a master of science degree in Economics from the Helsinki School of Economics and Business Administration. In addition, Vainikka had MBA studies at the University of South Carolina.

### BlueLinx Appoints Ryan Taylor as Vice President of Investor Relations and Treasury

BlueLinx Holdings Inc. announced the appointment of **Ryan Taylor** as vice president of investor relations and treasury, reporting to Kelly Janzen, senior vice president, chief financial officer, and treasurer.

In this newly created role, Taylor will lead the investor relations and treasury functions, with an emphasis on enhancing engagement with the investor community and maintaining a prudent capital structure to support the

company's growth strategy.

Prior to joining BlueLinx, Taylor served for more than 20 years at SPX Corporation and its spinoff, SPX FLOW. Most recently, Taylor served as chief strategy officer at SPX FLOW where he played a leading role in the development, execution, and communication of a transformational strategy, which delivered significant value for SPX FLOW shareholders.

### Samara Toole Joins the AZEK Company as Chief Marketing Officer

The AZEK Company Inc. has appointed **Samara (Sam) Toole** as the company's chief marketing officer (CMO). As a member of AZEK's leadership team, Toole will help strengthen the company's brand prominence and ensure consumers and customers have a stellar and consistent experience with the company.

Toole brings more than 20 years of experience driving growth and building brands for purpose-driven companies in the home, lifestyle, and consumer products industries.

"In addition to her experience building dynamic marketing strategies, Sam brings a deep understanding of our target consumer and an ability to build an experience that meets their needs—in some cases before they even know they have them. Her entrepreneurial mindset will be a great resource, and I couldn't be more excited for her to join us on our journey," AZEK CEO Jesse Singh said.

## IN MEMORIAM



**Frederick Augustus Stahl**, 95, Victor, N.Y., passed away on Oct. 14.

After completing service in the U.S. Army in 1946, Stahl joined his father and began working for Rochester Lumber Company. He remained working there until retiring in 2015. Stahl's brother, Gerald, and son, Glenn, are now principal officers of Rochester Lumber which now employs more than 60 people.

Stahl was actively involved with the NRLA for many years. He served as NRLA president in 1974, after he served on the convention committee from 1962-64, as director from 1967-70, and was a member of the executive committee from 1970-78. In addition, Stahl was a 43-year member of the International Hoo-Hoo organization and served as director of the National Dealers Association in 1975. He also served as secretary, treasurer, and director of Genesee Reserve Supply.

Stahl will be remembered for his love of family, love for his country, and his willingness to give back to the community.



## REDWOOD Product Sheet



# Redwood Timbers

The use of redwood timbers for timber framing and exposed beam construction can produce dramatic results and lend the natural beauty and strength of wood to building projects, both indoors and out.

## Beautiful

The beauty of redwood timbers is timeless. Cut from the center of the tree, redwood timbers are a rich, reddish-brown tone. And, because they are a natural product, each piece has a completely unique grain pattern and characteristic.

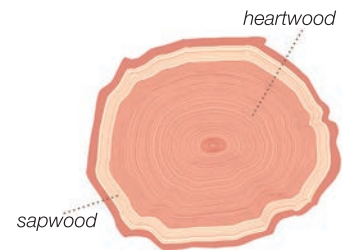
## Versatile

Redwood timbers can be used in any application where Western Red Cedar has traditionally been used. Typical applications include:

- Arbors
- Barns
- Beams
- Decorative accents
- Framing
- Headers
- Posts
- Rafters
- Shade structures
- Trellises

## Durable

Available in **Construction Heart grade**, redwood timbers possess natural resistance to termites and decay.



## Certified Sustainable

Humboldt Sawmill redwood timbers are harvested from 440,000 acres of Forest Stewardship Council® (FSC® C013133) certified timberlands in Northern California. Proudly made in the U.S.A., Humboldt Sawmill supports hundreds of workers earning family-wages and benefits.

## Product Availability

Humboldt Sawmill redwood timbers are available in a variety of stocking dimensions. Additional products are available via special order. Please contact your **Hood Distribution Sales Representative** to learn more.

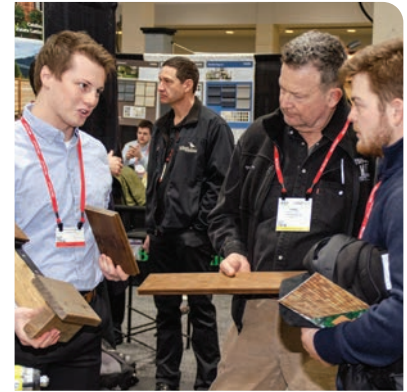


Ayer, MA 800-752-0129  
Durham, CT 800-848-8338  
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# 128th LBM EXPO

## Exhibiting Companies



A&B Wood Design  
Acadia Insurance  
Altenloh, Brinck & Co. US, Inc. / SPAX  
American Building Supply  
Atlantic Forest Products  
Atlantis Rail Systems  
BAM WOOD  
BB&S Treated Lumber of New England  
Better Business Bureau Serving  
    Eastern MA, ME, RI & VT  
BlueLinx Corporation  
BlueTape  
Boise Cascade  
Boyce Highlands, Inc.  
Britton Lumber Company, LLC  
BROSCO  
BWI Distribution by MASONITE  
Cameron Ashley Building Products, Inc.  
Capital Forest Products, Inc.  
Capital One Trade Credit  
CertainTeed Corporation  
    Roofing Products Group  
Cleary Millwork/Wholesale Doors  
Coastal Forest Products  
College Hype  
Combination Door Company

Concept SGA Inc.  
Cranes101  
Crown Heritage  
CT Darnell Construction/Sunbelt Rack  
Culpeper Wood Preservers  
DAP  
Dibbs Inc.  
Divvy  
DMSi Software  
Dupont  
Duration Moulding & Millwork  
Eastern Insurance Group, LLC  
ECI Software Solutions  
Epicor Software  
EVERMARK  
F.D. North America  
Fairway Wholesale Distribution, LLC  
Federated Insurance  
Feeney, Inc.  
Flagship Forest Products  
Garden State Lumber Products  
Georgia-Pacific Wood Products  
GRK/ITW Brand Fasteners  
Holbrook Lumber Co.  
Holden Humphrey Co.  
Hood Distribution

Huber Engineered Woods  
Huttig Building Products  
Hyundai Material Handling  
ICS ILVA USA  
IKO  
Interfor  
INTEX Millwork Solutions  
JELD-WEN Windows and Doors  
Johnson Lumber Company, LLC  
Keene Building Products  
Keiver-Willard Lumber Corp.  
Krauter Auto-Stak  
Lamb & Ritchie Co.  
LBM Advantage  
Liberty Building Products  
Lincoln Wood Products, Inc.  
Lonza Wood Protection  
Luxwood Software Tools  
Madison Wood Preservers  
Maine Wood Treaters  
Mariotti Building Products Inc.  
Marketing & Sales Associates  
Masonite  
Metrie  
National Nail Corporation  
National Vinyl LLC



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NITCO  
 Northeast Treaters, Inc.  
 OMG Inc./Fastenmaster  
 Orgill, Inc.  
 Owens Corning Sales, LLC  
 Paint Sundries Solutions  
 PaintCare  
 Paradigm  
 Parksite  
 Patwin Plastics  
 Pennsylvania Lumbermens Mutual Ins. Co.  
 Ponderosa/CAI Software, LLC  
 Portland Stone Ware Co., Inc.

PrimeSource Building Products, Inc.  
 Quikrete Companies (The)  
 R.A. Graham Co., Inc.  
 Reeb Millwork  
 Rex Lumber Co.  
 Russin Lumber Corp.  
 San Group  
 SBC Cedar  
 Simpson Door Co.  
 Simpson Strong-Tie Co.  
 Top Notch Distributors  
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 Upstate Door, Inc.

US Lumber  
 Vista Railing Systems Inc.  
 Warren Trask Company  
 Western Red Cedar Lumber Association  
 Westwood Lumber Sales  
 Windsor Windows  
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 Woodgrain Doors  
 WorldView Ltd.  
 Yesware Solutions, Inc./LBM Lift Off

(as of 10/26/21)

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Boise Cascade



Demo Zone 3 – Tony Blue  
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NRLA Annual Business Meeting  
 & Reception



Desserts & Nightcaps—Howie Mandel  
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Water Stations | Booth 604




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# LBM EXPO

December 8-9, 2021  
 Rhode Island Convention Center, Providence, R.I.

LBM EXPO IS BROUGHT TO YOU BY **NRLA**  
 Northeastern Retail  
 Lumber Association

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*Celebrate with us as we install Nick Kuiken  
as the new NRLA Chair during the  
NRLA Business Meeting at the  
128th LBM Expo on Thursday, Dec. 9  
at 6 p.m. in Providence, R.I.*

Welcoming NRLA Chair:

# NICK KUIKEN

Kuiken Brothers Company, Inc.

Nick Kuiken is the incoming chair of the board for the Northeastern Retail Lumber Association. He is the vice president of sales for Kuiken Brothers Company, Inc., which currently operates nine locations throughout the New York metro area of New Jersey and southern New York.





Nick brings with him to the role not only his own skills and experiences, but a legacy of a family that has adhered to the shared values of integrity, honesty, and hard work instilled through previous generations to grow over time from a small family lumber business into a multi-location market leader in lumber and building materials serving the busy New Jersey, New York area markets since 1912.

“We are all very proud of our nearly 110-year history, our Kuiken family heritage, which has dedicated themselves to a moral foundation in running a business with honesty and integrity that has continued to grow and persevere throughout the years, through both times of prosperity and difficult times,” Nick said. “I am proud to be a member of the fourth generation of the Kuiken family involved in this business and hope to do my part in continuing to pass these shared values forward to future generations.”

Nicks’ career path was clear very early on. “I was interested in being involved with the family business from a very young age. I can remember riding my bicycle to work doing odd jobs until I began working part-time on Saturdays and after school by the age of 15,” he recalled. “This is the only job I have really ever held; I guess you could say I was hooked from the very beginning.”

Nick joined the family business in earnest upon graduation in 1984. At the time, Kuiken Brothers operated a single-location lumber and hardware store at what was once one of the original family homesteads in Fair Lawn, N.J. In the early 1990s, the first of many growth opportunities presented itself, and the business began to slowly expand into new markets and diversify into new product categories, creating opportunities for personal growth and advancement and allowing the company to position itself for the future. During the course of his career, Nick has had the honor to experience one of the unique benefits of working in a family business: working with three generations of family from his late grandfather, father, brother, and many cousins, as well as an extensive and talented team of employees who have dedicated much of their lives to this business and industry alike.

“We’ve been blessed over the years to have a tremendous group of employees who have given us the ability to prosper and grow. We truly believe that nothing good happens without good people,” Nick explained. “We have always had

a hands-on family presence that works cohesively together, because we love what we do. I’ve had the unique opportunity over the years to learn from previous generations of family members who have instilled a culture of integrity and a strong work ethic. They have been role models, mentors, and leaders in business and in life. This is a great industry to be a part of. You can learn so many things from everyone if you’re open to observing and listening.”

Nick brings a significant personal history of service in the LBM industry to his new role. He previously served on the Lumbermens Merchandising Corporation (LMC) Planning Development Education Committee and the Building Materials Committee. He began serving on the board of the New Jersey Building Materials Dealers Association (NJBMDA) in 2006 and was actively involved when the organization began talks about affiliating with the NRLA in 2012. He subsequently led the task force that formally joined the two associations in 2014. Nick joined the NRLA board in 2015 and was elected to the NRLA Executive Committee in 2017. “Over the years, I have enjoyed the professional camaraderie and friendships that have been created because of industry connections like the NRLA—through roundtables, committees, and board service,” he noted.

Few people could be more firmly rooted in the traditions and guiding principles of this industry than Nick Kuiken or more prepared for the role of board chair. Asked what his goals are in this role, he laughed and said, “Survival.” But seriously, “Whether we manage to achieve success during these challenges is largely dependent on our ability to persevere through the toughest adversity without giving up,” he elaborated. “A lot has changed for each of us over the past 20 months, but one thing that hasn’t changed is the value of a strong industry association like the NRLA, which will advocate for its members. Working together, united, we can continue to impact the legislative and regulatory processes affecting the local and national LBM industry. I hope to be one of the people who will champion for our industry and work to continue to show the value of this organization to our retail dealer and associate membership.

Outside of work, Nick and his wife, Sheryl, have three children: Andrew, 23; Matthew, 21; and Katie, 18. In his spare time, he enjoys golf, fishing, and spending relaxing time on the beach. **LG**



WHY  
**TIME**  
MATTERS  
MORE THAN  
**PRICE**

**LUMBER MARKET TIPS FOR 2022**

By Matt Meyers



**MONEY BUYS TIME.** If you prefer watching football to raking leaves, you can exchange cash for time and watch football this weekend. Cash can buy time in lumber markets, too. In fact, you have more control over time than price when it comes to locking in profit in lumber.

**PRICE CYCLES ARE BIASED AGAINST BUYERS**

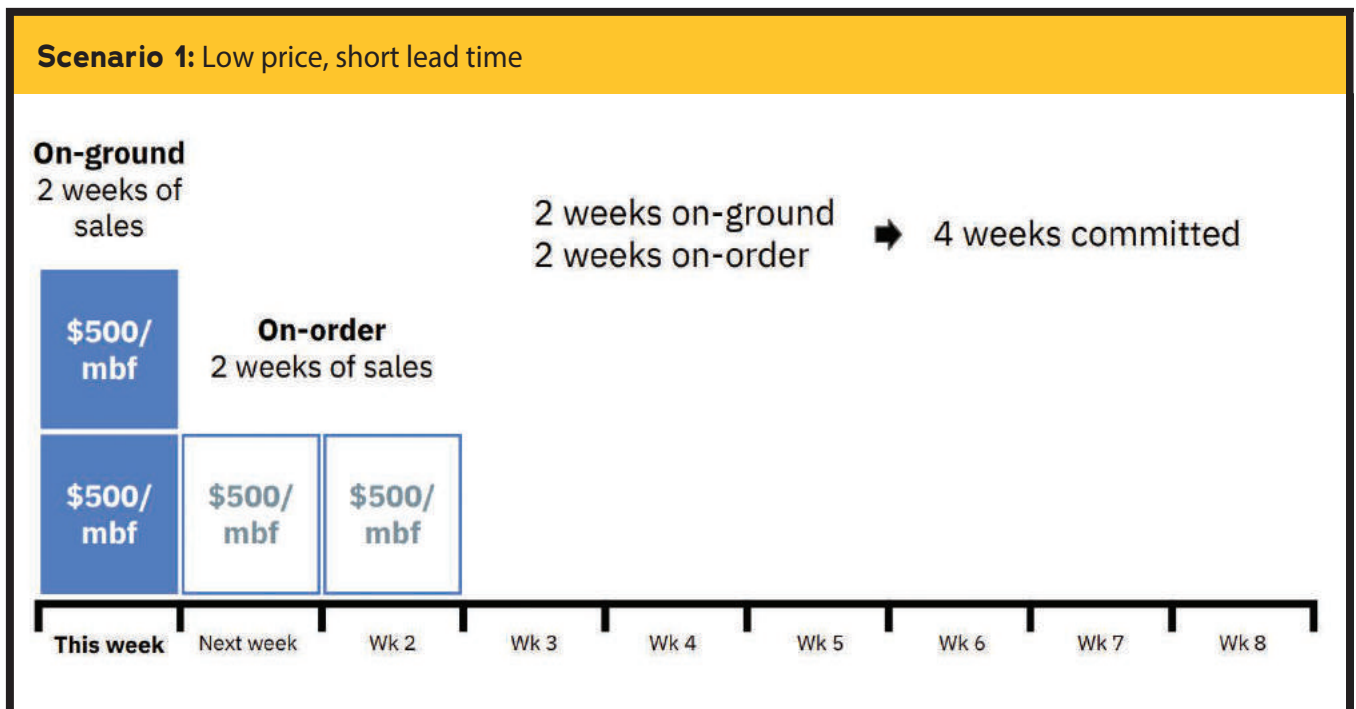
As the price you pay for lumber changes, so does the price your customers expect to pay. Your inventory cost is an average of your past purchases, over time. Prices move faster than your inventory costs on the way up and the way down. Therefore, your profit is determined by today's price minus average cost over time (average inventory cost or AIC).

Lumber prices are highly correlated to lead time for delivery from suppliers. When suppliers have more available production and inventory, delivery lead time is short and prices tend to be lower. When supply availability is tight, delivery lead times are longer, and prices tend to be higher. More importantly for lumberyard operators, lead time dictates

how fast your average inventory cost will respond to market price changes. Even if your on-ground inventory quantity stays the same, short lead times mean you book less future inventory at any given time, so your average inventory cost responds more quickly to market price moves. Conversely, long lead times force you to book more future inventory, and it's generally at a higher cost! These two lead-time scenarios work against your profit as a buyer.

**TWO SCENARIOS**

The scenarios illustrated below and on the page to follow show on-ground and on-order volume. Both scenarios have two weeks of on-ground inventory but with different lead times and market prices. Each box is equivalent to one week of sales.



## Scenario 2: High price, long lead time

**On-ground**  
2 weeks of sales

2 weeks on-ground  
8 weeks on-order

10 weeks committed



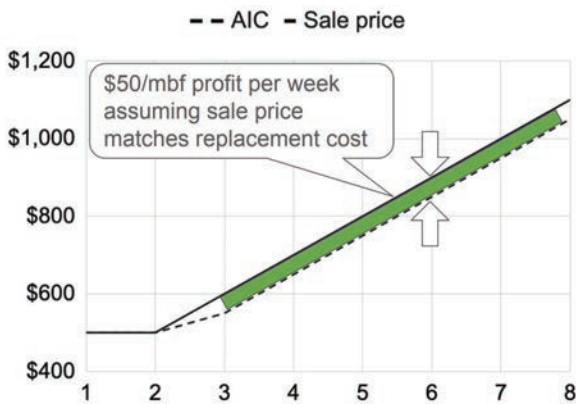
### WHAT HAPPENS WHEN THE MARKET STARTS TO MOVE?

To compare profit in both scenarios as the market moves, let's assume the market moves up by \$100 per week in Scenario 1 and down by \$100 per week in Scenario 2. Let's also assume, for simplicity of math, that the sale price to contractors is the same as replenishment cost on any given week. Generally, you want to charge more than you pay, but this assumption simplifies the math and leads to the same conclusion.

In Scenario 1, average inventory cost responds quickly to price changes because on-ground and on-order volume are low. In Scenario 2, the average inventory cost responds painfully slowly as price decreases. That's because there are eight weeks of sales on-order, and price is typically set at the time of order. The results are a narrow green profit band on the way up (Scenario 1) and a big red triangle of losses on the way down (Scenario 2).

### Scenario 1: Rising price and lead time.

**RISING MARKET:** AIC and sale price contribute to profit each week.



### Scenario 2: Falling price and lead time.

**FALLING MARKET:** AIC and sale price increase losses each week.

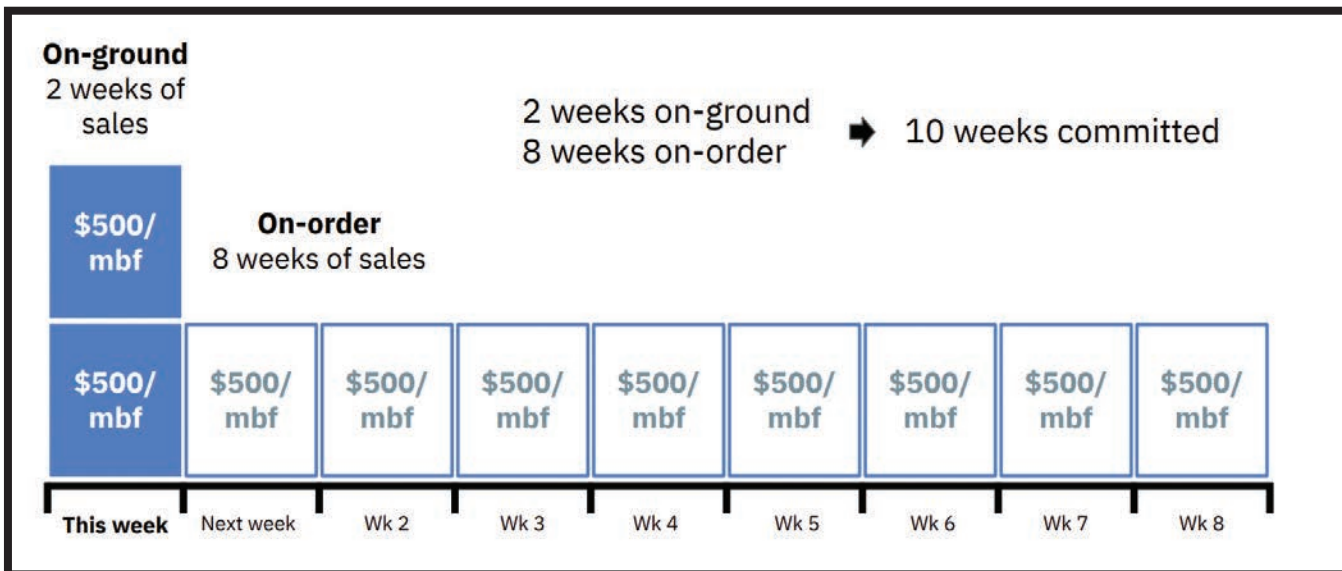


These price scenarios portray extremes of the cycle. Most market moves are not so pronounced. The punchline, however, remains the same: time matters more than price! Even if you buy consistently at prices better than the market, your success will be trumped by time.

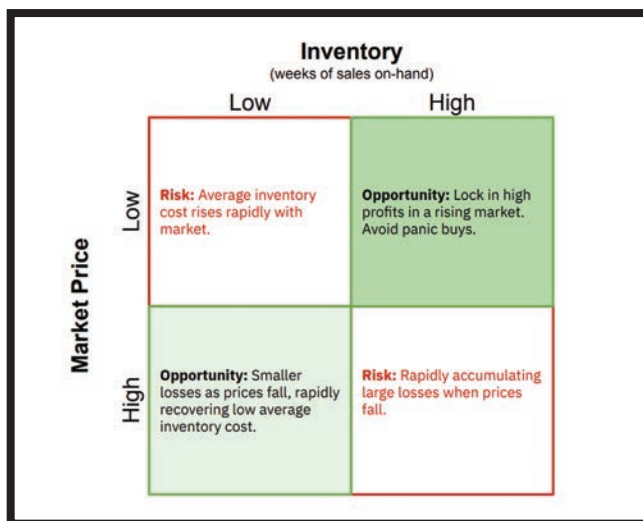
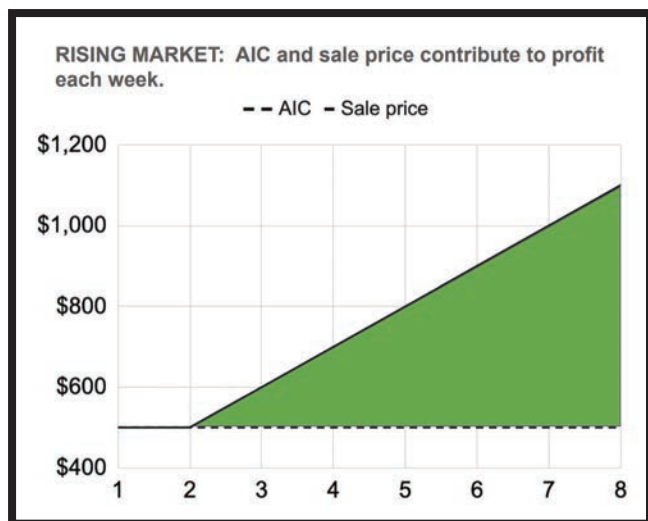


## SWITCHING THE GAME—HOW TO LEVERAGE TIME IN YOUR FAVOR

You can make time your ally by committing extra inventory on-order or on-ground when prices are low. This will keep your average inventory cost lower for longer in a rising market and give you the extra time to avoid panic buying.




Lock in profit to create a green triangle to hedge against the unavoidable red.



### A MATRIX TO EVALUATE RISK AND OPPORTUNITY

Buying better is not always about individual transactions, or the old and obvious mantra of “buy low, sell high.” It’s about using time as an ally and purposefully managing inventory levels based on market risk and opportunity. Time is the key variable within your control.

The matrix above shows risk and opportunity in various conditions. I have kept it simple, as a 2x2 matrix, even though there are many shades of market price and inventory levels in the middle that are influenced by seasonality, transportation shortages, and your sales and marketing strategies. The concept is the same no matter how many boxes in your matrix—maximize opportunity, minimize risk. Stay in the green boxes to improve profit in 2022. 

**About the Author:** Matt Meyers has 25 years of experience in the full breadth of the LBM industry supply chain and is the founder and CEO of Yesler. The Yesler platform helps you visualize data and model purchase plans in time, then execute those purchase plans digitally with your suppliers. Yesler is not an ERP, we are the buyer’s superpower that works with any ERP.

# THE GAME IS **CHANGING**

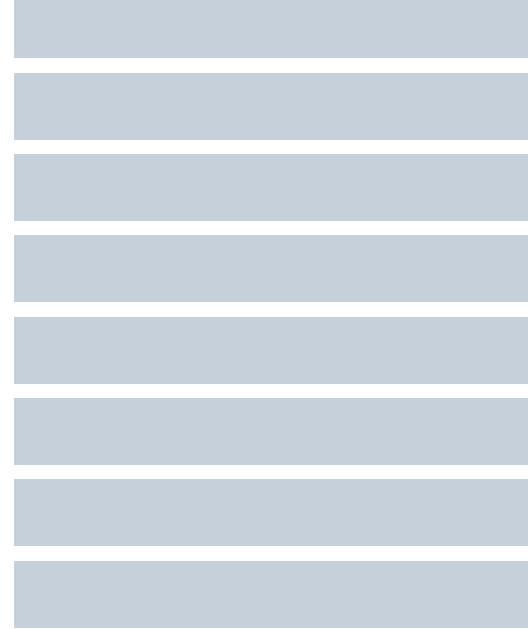
## Keys to Capitalizing on a Rapidly Evolving Decking Market

By Jordan Russin



*Images courtesy of Russin. Above: MBrico deck tiles in concrete effect. Opposite page: Deckorators Voyage decking.*





Joan Dinowitz was certain of one thing—she knew what she didn't want.

While working with an architect to design her new home, she was presented with composite and tropical hardwood options for her expansive deck overlooking the Hudson River. "I trusted my architect and I knew all of these products would perform, but they just didn't speak to me," Dinowitz reported. "So I started Googling."

Her Google search led her down several product rabbit holes, but it also provided an education. From there, digital retargeting campaigns found their way into her social media feeds, and the next thing she knew, she was spending hours building expertise in wood decking.

Bob Powers saw the world a little differently. He was replacing a hardwood deck from a generation ago at his home in Massachusetts, and he knew for certain he wanted a composite. But to compare the various composites on the market, Powers also went online. "Thermal characteristics and heat retention were extremely important to me," Powers said. "Once I knew what I wanted, I started chasing contacts online and making phone calls."

Dinowitz and Powers had one thing in common—by the time they started calling supply houses, they had developed a knowledge base on the products they were seeking, and often they felt the suppliers didn't know these product lines as well as they did. "From a consumer standpoint, it's not pleasant," said Powers.

For Powers, it did make his choice easier—he selected products and suppliers that presented themselves well online, were interested in his business, and were knowledgeable about the materials he was considering. There's a lesson here for all of us in the decking space.

A generation ago, when low-maintenance decking products were first introduced, there were fewer choices. Today, the

options are dizzying. From natural wood products to composites, PVC products to modified wood, and even more unique decking materials such as porcelain tile, the array of choices is enough to confound an industry professional, let alone a homeowner. That said, we need to recognize that our customers' purchasing habits are changing and respond accordingly.

- Most of these searches start online. Is your website updated, easy to find, and simple to navigate?
- Is your frontline sales team well trained? Do they understand the entire spectrum of products on the market versus simply what's in stock at your location? Do they know whom to call when they need more information?
- Have you audited your customer service experience? When a homeowner or an architect calls your location asking about a product they've researched online, what experience are they likely to have?

The choices available in today's decking market have stratified the consumer base. From entry-level pressure treated wood and composite to the most exclusive products on the market, there is decking for every customer. Unlike even a decade ago, today's consumer doesn't want the product their neighbor just laid down on their deck, and they're willing to devote the time and money to find the product that fits their own unique designs.

The ability to quickly Google any subject and build expertise is our greatest threat—and our largest opportunity. Not too long ago, bringing in homeowner traffic was all about your physical location and the appearance of your showroom. Today, how you present online and how you represent yourself over the phone is even more critical. **LG**

---

**About the author:** Jordan Russin is co-president of Russin. Russin distributes a broad spectrum of decking products to 13 Northeastern and Mid-Atlantic states, and helps its customers' customers choose the right product for them through its digital outreach efforts. Helping end users to make informed choices enables Russin to bring business to its dealer base.





# DECKING PRODUCT SHOWCASE

Photo Credit: Russin

## RUSSIN

ESTD 1957

### Russin

**Contact:** Jordan Russin **Email:** jordan@russin.com  
**Phone:** 800-724-0010 **Website:** russin.com

#### What Decking products do you sell?

Russin offers the industry's most exciting composite in Deckorators, unique porcelain from Mbrico, and the widest array of wood decking products on the market. From cedar to Black Label Premium ipe to Thermory, think Russin!

#### What is one product you'd like to highlight?

Black Label is changing the game in tropical hardwoods. Graded with the most restrictive rules in the industry and backed by a top-notch marketing program, Black Label is hardwood you can count on. Consistent quality, great availability, and a full line including branded accessories—think Russin for ipe!



## PARTICIPANTS

American Lumber Co.....	35
Bennett Supply Company.....	38
Boise Cascade.....	37
Cameron Ashley Building Products.....	35
Coastal Forest Products.....	40
Culpeper Wood Preservers.....	36
General Woodcraft Inc.....	34
Holbrook Lumber.....	38
Holden Humphrey Co.....	39
Patwin Plastics.....	36
Rex Lumber Company.....	34
Russin.....	32
Warren Trask Company.....	40
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# BUILD LONG LASTING STRUCTURES WITH POWER PRESERVED GLULAM®

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## POWER PRESERVED GLULAM® FEATURES

- Manufactured with superior strength southern yellow pine MSR Lumber.
- Offered in two oil-borne preservative treatments: Clear-Guard™ and Cop-Guard®.
- Fast, easy, one-piece installation that's more efficient than bolting or nailing multi-ply dimension or structural composite lumber members together.
- Excellent choice for decks, boardwalks, pergolas, covered porches and demanding environments such as bridges, highway sound barriers, railroad cross ties, and floating docks.
- 25-year warranty from the treater.



*Anthony Forest Products is part of the Canfor Group of Companies*





## Rex Lumber Company

**Contact:** Tom Murray or Ed Godek

**Email:** information@rexlumber.com

**Phone:** 800-343-0567 **Website:** rexlumber.com



### What Decking products do you sell?

Rex Lumber Company stocks ipe, African mocha, Mayan machiche, garapa, Accoya, genuine mahogany, and massaranduba decking. We can also draw on our vast network of suppliers to find most tropical products, including teak, timborana, and pucté. We add “new” species on a regular basis.

### What is one product you’d like to highlight?

Accoya decking is solid wood decking with an industry-leading durability warranty. Accoya has a 50-year above-ground and 25-year in-ground or freshwater contact warranty against decay and rot. Accoya is made by acetylation, which is a non-toxic process, and has complete penetration and modification. Accoya is much easier to work with than most tropical or composite decking, and does not require carbide tooling, but should use stainless steel fasteners. Custom pre-finishing options are available.

## General Woodcraft Inc.

**Contact:** Chris Nolan **Email:** chris@generalwoodcraftinc.com

**Phone:** 860-444-9663 **Website:** mataverdedecking.com



### What Decking products do you sell?

Mataverde Premium Hardwood Decking—a family of the finest high-density hardwood decking products available. Species include ipe, cumaru, garapa, and FSC machiche hardwood decking—protected by a 25-year limited warranty. Mataverde hardwood decking is a beautiful, all-natural durable decking.

Mataverde Deck Clip—need a reliable hidden deck fastener? Consider the Mataverde Deck Clip. This unique fastener is 100% stainless steel and finished black for low visibility. Works with all types of softwood and hardwood decking.

Mataverde Eurotec Rooftop Deck System—use full-length Mataverde decking with this revolutionary European adjustable pedestal and aluminum joist rooftop deck system.

### What is one product you’d like to highlight?

Mataverde garapa premium hardwood decking is a lighter-toned durable hardwood decking. With the recent shortages of pressure treated decking, garapa is an affordable, long-lasting decking material to consider.





### American Lumber Co. Inc.

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



#### What Decking products do you sell?

Western red cedar, ipe, Batu mahogany, and bamboo. NewTechWood capped composite deck boards and deck tiles. Fortress steel deck framing.



### Cameron Ashley Building Products

**Contact:** Todd Haas **Email:** toddhaas@cameronashleybp.com  
**Phone:** 315-960-7974 **Website:** cameronashleybp.com



#### What Decking products do you sell?

Reserve Supply sells DuraLife MVP and Siesta Profiles (composite) decking. We stock the full line of the Landscapes and Hardwoods collections, which include the colors pebble, mahogany, coastal grey, slate, golden teak, Brazilian cherry, tropical walnut, and garapa gray. For the natural deck, Reserve stocks the full line of YellaWood premium treated deck boards, dimension lumber, and timbers.

#### What is one product you'd like to highlight?

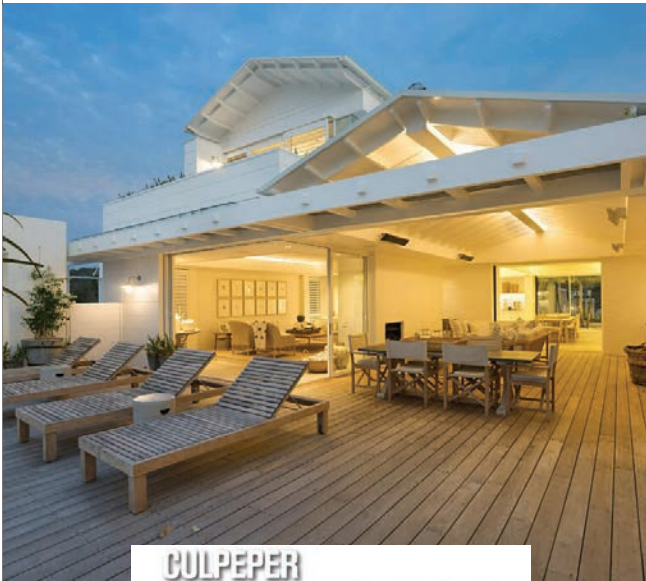
The MVP profile is perfect for the value-conscious homeowner wanting a beautiful, low-maintenance deck. Reserve Supply stocks DuraLife MVP in 12', 16', and 20' boards. We have fascia, risers, square-edge, and end-cap boards for your decking project. To help complete the installation, we stock the DuraLife Step-Clip system, the Fastenator Hidden Clips system, Cortex plugs, color-matching fascia screws, and stainless-steel decking screws.





## Culpeper Wood Preserving

**Contact:** Todd Palmatier **Email:** tpalmatier@culpeperwood.com  
**Phone:** 800-817-6215 **Website:** culpeperwood.com



**CULPEPER  
5/4 SELECT**



### What Decking products do you sell?

Culpeper 5/4 decking, Culpeper 2x6 decking, Culpeper Prodigy.

### What is one product you'd like to highlight?

Culpeper 5/4 Select decking.



**PATWIN PLASTICS**  
EST. 1971

## Patwin Plastics

**Contact:** Michael Staryak **Email:** mike.s@patwin.com  
**Phone:** 617-763-1455 **Website:** patwin.com



### What Decking products do you sell?

Patwin Plastics' American Pro line of exterior building products has always been a leader in the marketplace. Our PVC decking as well as porch flooring is made from the highest quality materials only manufactured in the United States. Fabricated in Linden, N.J., American Pro Decking/ Porch Flooring is available in six colors with enhanced UV stabilization, providing industry-leading fade resistance. The realistic, wood-grained deck boards cut like authentic softwood and are fastened with standard deck screws. The Patwin name has been synonymous with quality and innovation in the plastic profile extrusion field for more than 50 years. Founded by Thomas Hannen in 1971, and still managed by the Hannen family, Patwin manufactures a wide variety of extruded plastic products, including a wide variety of PVC moldings.

Patwin Plastics is represented in New England by Northeast Marketing Associates, LLC: nemark.net or 617-763-1455.





## Boise Cascade

**Contact:** Westfield, MA: Jeremy La Russo, Greenland NH: David George

**Email:** jeremylarusso@bc.com; DavidGeorge@BC.com

**Phone:** MA - 877-462-6473; NH - 603-334-5650

**Website:** bc.com/distribution



### What Decking products do you sell?

We stock the full line of Trex decking. From the top-of-the-line Trex Transcend in five Tropical finishes and three classic Earth Tones, to two mid-tier options, high-performance capped composite Select in five colors and Enhance Naturals in four colors. For the budget-minded, there's Enhance Basics in three colors. We have a deck board to meet anyone's needs. All Trex deck boards are available in 12', 16', and 20' lengths, in both a grooved edge for concealed fastening or square edge for conventional fasteners. All Trex decking is backed by an industry-leading 25-year fade, stain, and structural limited warranty.

### What is one product you'd like to highlight?

Trex Transcend composite decking is Trex's premium line of decking, combining elevated aesthetics with the highest level of performance. Trex Transcend also has the broadest range of decking colors and finishes—the Tropicals collection comes in five tropical, variegated tones, while the Earth Tones collection comes in five classic earth tones. It's engineered with a proprietary shell technology that protects against fading, staining, scratching, mold, and mildew, and it's backed by the Trex 25-year limited residential fade and stain warranty.



## U.S. Lumber

**Contact:** Sales Department **Email:** info@uslumber.com

**Phone:** 800-222-6255 **Website:** uslumber.com



### What Decking products do you sell?

Trex Enhance decking pairs beautifully with all Trex railing lines, allowing you to offer customers both a traditional look or a completely unique mix. Made from 95% recycled plastic, reclaimed wood, and sawdust. Trex Enhance is backed by the Trex 25-year limited residential fade and stain warranty. Trex Enhance Basics offers a durable, protective outer shell, resists fading and staining, and is backed by 25-year limited residential and fade and stain warranties. Available in grooved-edge boards to utilize Trex hidden deck fasteners or square-edge for traditional installation.

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### Holbrook Lumber

**Contact:** Peter Krihak **Email:** peter.krihak@holbrooklumber.com  
**Phone:** 800-833-3383 **Website:** holbrooklumber.com



#### What Decking products do you sell?

At Holbrook Lumber, we offer endless possibilities in the decking category—from what nature has to offer in tropical hardwoods such as ipe and mahogany, to Siberian larch, thermally modified white ash, and good old southern yellow pine! We invite you to explore the wide variety of offerings from “the decking experts” at Holbrook Lumber.

#### What is one product you’d like to highlight?

Holbrook’s Siberian larch is a beautiful, durable, decay-resistant decking option. Relatively new to the North American deck market, Siberian larch is dimensionally stable, relatively low-cost, and naturally resistant to decay. It has a very dramatic and beautiful knot structure and is very unique in its appearance, making it an excellent choice for those who prefer the beauty of wood on their outdoor surfaces. Siberian larch is an excellent species for milling and is available in many profiles such as decking, siding, rhombus profiles for benches and privacy screens and more.



### Bennett Supply Company

**Contact:** Dave Williams **Email:** davew@bennettsupply.com  
**Phone:** 724-274-1700 **Website:** bennettsupply.com



#### What Decking products do you sell?

Bennett Supply offers AZEK PVC decking, TimberTech composite decking, and Cedar decking to our customer base, the independent lumber dealer.

#### What is one product you’d like to highlight?

TimberTech-AZEK has three collections—Bennett Supply stocks all three. Pictured is the Vintage product line. This collection features a natural-looking color with a wired-brushed, low-gloss finish. This collection is available in three widths (3-1/2”, 5-1/2”, 7-1/4”). This gives the homeowner the ability to have a truly customized deck specifically for them.





**Holden Humphrey Company**

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



**What Decking products do you sell?**

We sell ACRE by Modern-Mill, Western red cedar, Alaska yellow cedar, ExoDek Batu, premium ipe, Pau Lope brand ipe, DeckWise deck accessories, and Messmer’s wood care products.

**What is one product you’d like to highlight?**

ACRE by Modern-Mill is a revolutionary new composite deck board made with PVC and rice hulls. It’s produced in a zero-waste facility, making it sustainable as well as beautiful and durable.



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## Coastal Forest Products

**Contact:** Mike Descoteaux **Email:** mdescoteaux@coastalfp.com  
**Phone:** 800-932-9663 **Website:** coastalforestproducts.com



### What Decking products do you sell?

Coastal offers a variety of decking solutions, including Fiberon and Barrette (DuraLife) composite and PVC decking, Iron Woods ipe, garapa, and red balau hardwood decking, as well as several cedar decking options.

### What is one product you'd like to highlight?

The Iron Woods decking brand represents a level of commitment to product quality, environmental stewardship, product development, and technical support that is unmatched in our industry. Iron Woods hardwood decking products are available in the broadest range of dimensions and profiles available in the market—stock or custom. Iron Woods products are available in several species and, when installed properly, have stood the test of time in commercial projects and backyards across America through their natural qualities of superior strength, hardness, durability, and fire resistance.



## Warren Trask Company

**Contact:** See website **Email:** See website  
**Phone:** 800-752-0121 **Website:** wtrask.com



### What Decking products do you sell?

Ipe decking: From only top-producing mills in Brazil, our expansive inventory includes kiln-dried 5/4x4 and 5/4x6 decking. Our kiln-dried is available in S4S and grooved. Accessories include 2x4, 2x6, 4x4, 1x8, and more. Douglas fir C&Better and B&Better VG in 1x4 and 5/4x4, S4S and T&G, and 5/4x6 S4S. Warren Trask also has fortified Douglas fir in 1x4 and 5/4x4, which is Tru-Core treated and primed, for painted applications. Blue Star Dark Red "Select and Better" meranti decking and accessories is the only full-line producer of imported hardwood decking for the U.S. market that is fully certified by an internationally recognized program, the PEFC. Decking sizes include 1x4, 5/4x4, and 5/4x6, as well as "Blue Star Plus," a factory-applied coating designed for optimal product performance. In addition, we offer S4S boards in 1x4-1x12, 5/4x6-5/4x12, and 2x4-2x12 milled to perfection. Accessories include molded handrail, 2x2 balusters, and 4x4 posts to complete your decking project. For soffits and feature walls, we offer 1x4 and 1x6 profiles that include V-joint, center-match, and edge and center bead. For covered porch applications, we offer 5/4x4 TG with preferred lengths available upon request. Also available is our premium long-length rafter and pergola parts program offered exclusively by the Warren Trask Company, produced by the Blue Star Factory in Malaysia. 2x6 through 2x10, 3x6 through 3x10, up to 20' lengths, as well as 4x6 and 6x6 posts/beams. Nova Batu (red balau) offers great value with 1x4, 5/4x4, and 5/4x6 8-20' REL tallies, 2x2, 2x4, 2x6, and 4x4 in stock.





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Warren Trask stocks the full line of Blue Star products including decking both in unfinished and pre-stained in Blue Star Plus



### 5/4" x 4" and 6" Decking

Kiln dried 12-14% MC. Run to moulding quality finish. Surfaced 4 sides with 2mm radius eased edges.



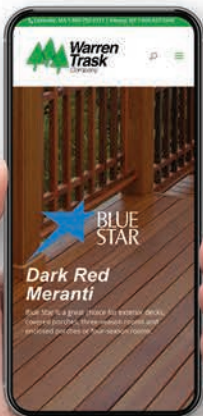
### S4S Boards & Stair Treads

Kiln dried 12-14% MC, run to moulding quality finish. Surfaced 4 sides on high, square edges.



### Decking Accessories

Matching 2"x2" E4E balusters, handrails, bottom rails and 4"x4" and 6"x6" posts available.



Visit us at [WTRASK.COM](http://WTRASK.COM) for complete details



# Warren Trask Company



# Elevate OUTDOOR SPACES *with* ON-TREND RAILING OPTIONS

By Brad Adsit, CDT, LEED AP



**A**s more homeowners invest in their outdoor living spaces, there is a growing emphasis on creating decks and patios that are unique and personal. As with indoor spaces, homeowners are seeking interesting finishes and designs that create a distinctive look while allowing them to express their individual style.

One way to instantly transform exterior spaces is to add railings or replace existing deck railings. When chosen thoughtfully, the right railing can personalize a space, make a statement, or even blend in seamlessly with its surroundings. Fortunately, the railing category continues to evolve and offers an ever-expanding range of standard—and custom—options.





### A BEAUTIFUL, LONG-LASTING SOLUTION

Aluminum railing systems, in particular, are gaining traction. Strong, lightweight, and easy to install, powder-coated aluminum railings are not susceptible to rotting like wood or rusting like steel. These durable railings are available in a variety of top rail profiles and infill options along with classic and trend-forward colors—making them an attractive, versatile solution that can easily be coordinated with both interior and exterior color palettes.

In addition, aluminum railings require very minimal maintenance, which appeals to the growing desire of homeowners for more carefree lifestyles. As these railings frequently include recycled content and can be recycled at the end of their useful life, they are also an eco-friendly solution.

Another area where aluminum shines is its ability to hold up to the elements, especially in harsh environments like marine settings and other locations exposed to constant moisture. High-quality aluminum railing systems use isolation bushings to separate dissimilar metal components, helping to prevent corrosion—especially when the railings are paired with stainless steel cable infill. Most manufacturers follow AAMA 2604 powder-coat specifications, providing valuable peace of mind that the railing system will provide beauty for years to come.

### GOING WITH THE GRAIN

While many homeowners appreciate the organic appeal of wood railings, they don't want to spend the time and expense required to keep them looking good. Aluminum railings in realistic powder-coated wood-grain finishes are a great alternative railing option for areas regularly exposed to moisture. Virtually indistinguishable from the real thing, the fade-resistant finishes provide strong impact- and weather-resistance without the need for ongoing maintenance.

### OPENING UP THE VIEW

When it comes to infill options, homeowners are increasingly opting for railings with cable infill. This clean-lined infill provides unobstructed sightlines from a deck or patio along with a timeless aesthetic. Cable railing can be paired with a

number of railing frame types, including those made of wood, metal, or composite materials, and complements a wide range of architectural styles. It is important to keep in mind that not all cable railing is created equal. Only cable infill constructed of marine-grade stainless steel is intrinsically resistant to corrosion.

### ETCHED IN METAL

Laser-cut aluminum panels are a newer infill type that offers virtually endless design options. Available in a range of statement-making patterns, including nature-inspired looks, the durable panels feature a powder-coated finish on both sides and come in a variety of on-trend colors. Panel designs can be customized for even more flexibility.

### MESH APPEAL

Another popular infill type is 316 stainless steel mesh panels, which include an array of eye-catching patterns and geometric lines. Multiple options are available, including a range of wire diameters, crimp patterns, and spacing, making it possible to achieve distinctive aesthetics with a contemporary look and feel while still preserving the line of sight.

### LIGHTING THE WAY

LED lighting on deck railings—including under-rail lighting and post lighting—is an attractive and functional addition to a deck area or porch. Not only does this type of lighting delineate the perimeter of the space, but it also brings a warm glow to the space itself, extending the hours of outdoor enjoyment. In addition, lighting increases safety by illuminating stairways, which can be challenging to navigate at night.

### RAILINGS MADE EASY

When it comes to railing designs, it's important to offer a solution that is as durable as it is beautiful. Fortunately, when considering today's expanded railing options, it's possible to provide the best of both worlds.

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**About the Author:** Brad Adsit, LEED AP, CDT, is director of product development at Feeney, Inc., where he manages the process of growing the company's product lines and enhancing existing products. Adsit initially studied architecture and is finalizing a degree in civil engineering. To learn more, visit [feeneyinc.com](http://feeneyinc.com).

*Images courtesy of Feeney, Inc.: Left: DesignRail Laser Cut Aluminum Panel Infill includes eye-catching patterns, like this nature-inspired design. Above, left to right: DesignRail in Hartford Green, part of Feeney's new ColorEasy powder-coated color offering. CableRail infill from Feeney paired with composite wrapped sleeves delivers an elegant, durable railing solution. DesignRail Stainless Steel Mesh Panel Infill makes a statement while preserving the view.*



# RAILING PRODUCT SHOWCASE



Photo Credit: Feeney, Inc.



## Feeney, Inc.

**Contact:** Kym Nosbisch **Email:** knosbisch@feeneyinc.com  
**Phone:** 510-496-9064 **Website:** feeneyinc.com

### What Railing products do you sell?

Feeney, Inc. is a leading manufacturer of high-quality architectural products that enhance the spaces where people live, work and play. Feeney residential and commercial products for exterior and interior applications include CableRail stainless steel cable assemblies, Quick-Connect auto-locking cable fittings, DesignRail aluminum railing systems with optional LED lighting, and DesignRail panel infill.

### What is one product you'd like to highlight?

We'd like to highlight our DesignRail Wood Grain Top Rail, which makes it easy for you to have the beautiful look of wood with the durability of powder-coated aluminum. Available and ready to ship, our woodgrain top rail is offered in both rectangular and graspable options, as well as three distinctive colors (cherry, walnut and weathered gray) with realistic wood grain patterns. To learn more about how DesignRail makes it easy for you, visit feeneyinc.com.



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**L.J. Smith Stair Systems**

**Contact:** David Evans **Email:** devans@ljsmith.net  
**Phone:** 978-259-9466 **Website:** LJSmith.com



**What Railing products do you sell?**

Cable system infill for exterior or interior applications.

**What is one product you'd like to highlight?**

Our 316 marine-grade stainless steel cable and swageless cable fittings provide an unimpeded view on any deck and require very little maintenance. The system includes sized and drilled aluminum powder-coated posts for simplified installation. Will accommodate level runs in three rail heights and open tread stairs or kneewall stairs in two rail heights.

**Northeast Lumber Sales, Inc.**

**Contact:** Jon Cantliffe **Email:** jonc@northeastlumber.com  
**Phone:** 800-727-6357 **Website:** northeastlumber.com



**What Railing products do you sell?**

Northeast Lumber Sales, Inc. stocks a full line of Color Guard vinyl railing along with a wide selection of accessories. In addition to the Color Guard vinyl rail, we stock a wide range of their popular Lincoln aluminum rail series, complete with accessories and multiple installation options perfect for your customer's deck or porch. An elegant textured finish is available in black, bronze, and white. Both Lincoln aluminum and Color Guard vinyl boast the industry's easiest-to-install product line, loved by builders throughout the Northeast.





### American Lumber Co. Inc.

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



#### What Railing products do you sell?

Fortress Railing (cable and steel). Railing components in Western red cedar, ipe, Batu mahogany, and bamboo.



### Holden Humphrey Company

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



#### What Railing products do you sell?

We sell Western red cedar handrail and balusters, ExoDek Batu balusters, and ipe balusters.

#### What is one product you'd like to highlight?

ExoDek balusters provide quality without compromise. They come with a Class A fire rating, they're remarkably consistent they offer natural durability and long-lasting performance.



### Cameron Ashley Building Products

**Contact:** Todd Haas **Email:** toddhaas@cameronashleybp.com  
**Phone:** 315-960-7974 **Website:** cameronashleybp.com



#### What Railing products do you sell?

Reserve Supply sells a variety of quality railing products to meet our customers' needs. From Fortress Building Products, we stock the Fe26 Iron Rail in three colors and the vertical cable rail in black sand. Our primary railing is from Color Guard. We stock multiple colors and styles of their railings in both aluminum and vinyl.

#### What is one product you'd like to highlight?

Color Guard's Lincoln aluminum railing has one of the easiest installations in the industry that ultimately saves labor costs. The rails are true-to-length with textured, powder-coated aluminum meeting IRC code requirements and made in the USA. Reserve Supply stocks the Lincoln rail in 36" and 42" heights in black, white, and bronze in lengths from 4' to 10'. We have white rail with black balusters also. Our inventory includes many Color Guard accessories of different style posts, drink rails, and solar lighting. We stock Color Guard's Upside Deck Ceiling, which improves the look of raised decks.

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## Atlantis Rail Systems

**Contact:** Carey Hicks **Email:** carey@atlantisrail.com  
**Phone:** 508-732-1025 **Website:** atlantisrail.com



### What Railing products do you sell?

Atlantis Rail offers a complete line of stainless steel and aluminum cable railing and glass railing systems, including the RailEasy, HandiSwage, SunRail, Spectrum, and NOVA II systems. This innovative collection of low-maintenance cable railings offers unobstructed views capable of fitting any indoor or outdoor commercial or residential designs.

### What is one product you'd like to highlight?

Atlantis Rail's Nautilus Cable Railing System utilizes 2" round stainless steel rails and customer's choice of post material to design a personalized railing. It can be combined with RailEasy or HandiSwage cable railing components to achieve a spectacular and unique cable railing system. Stairs and angles are made easy with the adjustable mounting hardware. Utilizing non stainless steel post material provides the element of creativity and expression that can turn the railing into deck art. Cost and lead time is kept low by skipping the customization of posts. This system will dress up a deck while providing an unobstructed view.



## Bennett Supply Company

**Contact:** Dave Williams **Email:** davew@bennettsupply.com  
**Phone:** 724-274-1700 **Website:** bennettsupply.com



### What Railing products do you sell?

TimberTech composite railing: Radiance rail, Premier rail, Contemporary rail, and Radiance rail express. TimberTech Metal Railing: Impression rail, and Impression express rail. Infill options may include: Composite balusters, aluminum balusters, glass panels, and cable rail. Fairway railing: Cellular PVC rail, composite rail, aluminum rail, vinyl rail, and steel rail.



### What is one product you'd like to highlight?

Fairway vinyl railing is available in five series. Pictured is the 220 series with a glass and vinyl baluster in fill. Low maintenance, Traditional profile that is fade resistant and reinforced with aluminum in top and bottom rails.





## Coastal Forest Products

**Contact:** Mike Descoteaux **Email:** mdescoteaux@coastalfp.com  
**Phone:** 800-932-9663 **Website:** coastalforestproducts.com



### What Railing products do you sell?

Coastal offers a wide variety of high-quality railing options, including vinyl, cellular PVC, composite, and aluminum. Railing brands include Fairway, Fiberon, INTEX, Barrette, and CertainTeed, each with their own unique designs and options.

### What is one product you'd like to highlight?

Cellular PVC railing from INTEX captures the design and warmth of natural wood, but provides added durability and low-maintenance characteristics that wood simply cannot match. All INTEX railing kits have a reinforced aluminum core for superior strength with a matte finish and hidden fastening system for aesthetic appeal. Designer infill panels, top rail options, and gates make these railing systems a great choice for any deck or porch project.



## BROSCO

**Contact:** Tim Curran **Email:** tcurran@broSCO.com  
**Phone:** 978-475-7100 **Website:** broSCO.com



### What Railing products do you sell?

BROSCO stocks a complete line of railings to meet your needs. Our extensive offering of railing products provides many options of material, color, profiles and sizes to choose from. Combining simple installation, low maintenance, and the highest quality products provides a great choice for builders, contractors, and homeowners alike.

- Extruded PVC: INTEX (Dartmouth, Hampton, Providence, & Liberty)
- Aluminum: DSI Westbury (Tuscany, VertiCable, & ScreenRail)
- Vinyl – DSI TRX
- Wood Railing System: Vista Brown Treated & Cedar (Somerset, Traditional, & Tuscany)
- Cable: Vista Aluminum Cable Railing System, Crown Heritage Cable Systems, & DSI VertiCable
- ADA Handrail: DSI ADA Aluminum Continuous HandRail
- Glass: INTEX

### What is one product you'd like to highlight?

INTEX Millwork timeless designs provide lasting durability. BROSCO stocks multiple INTEX railing systems. Dartmouth offers outstanding strength in a range of beautiful standard designs with a 1-1/2" baluster and 3-1/2" flat-top or 4" peaked handrail. Hampton is an economical rail solution with performance superior to composite. With a 1-1/4" baluster and 3-1/2" flat-top or peaked handrail providing durability and beauty to any home. Providence is similar to Hampton but with 3-3/4". Flat Rail Liberty is an innovative pre-routed rail system with patented racking stair section. Available in 1-1/4" baluster and 2-3/4" graspable or 3-1/2" flat-top handrail.

# RUSSIN

ESTD 1957

## Russin

**Contact:** Jordan Russin **Email:** jordan@russin.com  
**Phone:** 800-724-0010 **Website:** russin.com



### What Railing products do you sell?

DecXorators has the most expansive railing offering in the industry—whatever the look, Russin can provide it, and we do it while offering the market's simplest railing program. Combine with Invisirail glass panels and Admiral vinyl systems, and you've got a program to reach every consumer.

### What is one product you'd like to highlight?

DecXorators ALX railing is as beautiful as it is simple. With an intelligent program designed around minimal SKUs and high turns, ALX is a system you can sell every day. Need to get even fancier? We make cable and glass easy too!



Boise Cascade®

## Boise Cascade

**Contact:** Westfield, MA: Jeremy La Russo, Greenland NH: David George  
**Email:** jeremylarusso@bc.com; DavidGeorge@BC.com  
**Phone:** MA - 877-462-6473; NH - 603-334-5650  
**Website:** bc.com/distribution



### What Railing products do you sell?

We stock and sell the full Trex Railing line. Trex Signature Rod Rail is available in three colors, is easy to install, no special tools are required, and there's no need to re-tighten each run. The Trex Transcend composite railing is available in six colors with the ability to mix colors and components for custom, perfectly coordinating and complementing designs. Extremely fast and simple installation engineered into the Transcend railing does not come at the expense of clean aesthetics or quality. The Trex Signature aluminum railing's sleek minimalist design lets the view through. Like all Trex products, Signature railing is manufactured in the USA and is backed by a Trex 25-year limited warranty. Trex Select Railing is a composite white railing with round black aluminum balusters that's easy to order, is easy to install, and is finished in matte white. It's a popular look, and it's a price-competitive upgrade from vinyl.

### What is one product you'd like to highlight?

Trex Signature Rail is Trex's premium railing line; it combines effortless style with exceptional strength. Incredibly sleek and remarkably strong, Trex Signature celebrates the refined beauty of negative space. Choose from four infill options, traditional balusters, mesh railing, rod rail, or glass railing, to complement matte, powder-coated aluminum rails and posts. Signature railing is manufactured in the USA and is backed by the Trex 25-year limited warranty.





### Rafferty Wholesale

**Contact:** Keith St. George **Email:** info@raffertyaluminum.com  
**Phone:** 800-732-5473 **Website:** raffertyaluminum.com



#### What Railing products do you sell?

Rafferty Wholesale stocks RailFX cable railing kits and accessories. RailFX is the world’s easiest cable railing solution. An all-in-one affordable system that is easy to order, receive, and install. The RailFX cable railing kits come with a choice of 1/8” or 3/16” diameter 1x19 Type 316 SS cable, SS cable railing hardware fittings for both ends of your cable run, all washers and fasteners necessary, and installation instructions. Accessories such as mounting tabs, cable cutters, and installation aids are available as special orders.

#### What is one product you’d like to highlight?

Rafferty is a family-owned, easy-to-work-with business whose business development staff is committed to staying current and maintaining close relationships throughout all of New England. Free RailFX displays are available for customers as well as extended billing dates. RailFX also offers an online ProFX rebate for first- through third-time customers with a minimum purchase of \$1,000 or more.



### Holbrook Lumber

**Contact:** Peter Krihak **Email:** peter.krihak@holbrooklumber.com  
**Phone:** 800-833-3383 **Website:** holbrooklumber.com



#### What Railing products do you sell?

Holbrook is the Northeast distributor for Key-Link and Superior Railings. We stock vertical and horizontal cable railing, American and Outlook square baluster, and the new Chesapeake railing for deck board installations. In vinyl we stock Superior 200, 3000 series, and new for 2022, their 200 series with black aluminum round balusters. Key-Link and Superior have the largest railing offering in the business, and their Placid Point low-voltage LED lighting creates the perfect ambiance. New to Holbrook is AGS Cascadia stainless steel bar rail. We also have all of the components to create a beautiful railing to complement our Siberian larch decking.

#### What is one product you’d like to highlight?

Brand new from Key-Link is the Chesapeake railing. Chesapeake is available with square baluster, or vertical or horizontal cable infill in three standard textured colors—black, white, and bronze. The Chesapeake series railing is the perfect choice for those who like to spend time on the deck with friends and family. The deck board top rail gives guests a convenient place to rest food plates or drinks, making it easy to host events outdoors. Chesapeake also gives options for customization: Add a coordinating top rail to match the deck or make your own design statement using tropical hardwoods or other elements of your home’s exterior. The Chesapeake series is code-approved for ultimate safety, and beautifully designed and engineered in the USA.





## TIPS FOR SELLING **DECKING** AND **RAILING** PACKAGES

By Chase Moritz

*“Now is the time to help your pro customers elevate their clients’ backyards into truly unique outdoor spaces that are both beautiful and highly functional.”*

Images courtesy of Envision Outdoor Living Products. Pictured above: Envision Distinction capped composite decking in Spiced Teak with V210 vinyl railing. Opposite page: Ridge Premium capped composite decking from Envision Outdoor Living Products combines a rich, natural appearance with the budget-friendly nature of wood.

The demand for outdoor living spaces is higher than ever. The trend was already booming a few years ago, but ratcheted up even further with the pandemic, as socially distanced homeowners sought to expand their spaces and elevate their sanctuaries. In fact, the recently released Q3 2020 Home Design Trends study from the American Institute of Architects found that outdoor living was the leading “special function rooms/area” homeowners were most interested in, with a whopping 70% of architects reporting increasing interest compared to 61% the year before.

For LBM dealers seeking to maximize the opportunity, a savvy approach is critical. Now is the time to help your pro customers elevate their clients’ backyards into truly unique outdoor spaces that are both beautiful and highly functional.

Here are a few strategies to consider to help maximize your sales and strengthen your contractor relationships.



## OFFER A TOTAL PACKAGE

Selling the whole package is a win-win for contractor and customer. The contractor can easily design a deck that ticks all of the items on the homeowner's list while also being able to suggest accessible upgrades, which helps the homeowner achieve the outdoor space they truly envisioned—and then some. As a dealer, work with manufacturers that offer a versatile collection of decking, railings, and accessories (including outdoor lighting, fencing, pergolas, etc.) so that you can provide your customers with that full deck package option and tremendous flexibility across budgets, design needs, and product preferences. Working with products and materials available from the same manufacturer's representative, same supply chain, and same warranties eases the burden of a more robust product offering.

## UNDERSTAND YOUR CUSTOMERS' NEEDS

Having a complete selection of options allows LBM salespeople to sell upgrades and the full decking experience more easily. However, it also can be overwhelming for customers. Ideally, dealers will get to know their DIY customers' needs or, for pro customers, the needs of their clients. By understanding what the deck will be used for and the most important features, you can help guide them to the right product selections.

### Here are a few questions to ask:

- How will the deck be used? Primarily for just the family?  
For entertaining?
- Does your home have young children?
- Do you plan to create a full outdoor kitchen?
- Do you plan to use the deck all day and year-round?
- What is your budget?

The answers to these and other questions can help you put together a decking, railing, and accessories package that best suits their needs and lifestyle.

## GET TO KNOW YOUR DECKING PRODUCTS

Product knowledge is crucial to providing value to your customers. Understanding the features, benefits, and applications of each of your decking and railing lines—and even the lines your competitors sell—can ensure you're helping customers choose the right decking and railings to suit their style and budget.

Railings can be the most challenging to talk about because of seemingly endless combinations of materials and infill types. Make sure to tailor your offerings according to your market and common consumer preferences. If your region heavily favors steel and vinyl, focus on stocking those materials. Getting to know the project is important here, too. For example, a home with sweeping views may call for a more open railing infill, while homeowners who like to entertain may be intrigued by a drink rail top.



And remember that while railings have hundreds of options, they fall into just a few component categories. Break it down into those areas and go from there, asking questions to help narrow things down.

## LEVERAGE ONLINE TOOLS

Some manufacturers have online design tools that allow your customers to see what their product selections will look like together on the home so they can have confidence in their decisions. Dealers and builders can use these tools alongside the homeowner or have them try it out from home, playing around with different colors and styles of decking and railing until they find the perfect combination for their lifestyle.

Be sure to leverage other support tools from your manufacturer, including style guides, inspiration galleries, sample requests, and more.

## USE IN-PERSON DECK DISPLAYS

Even with online tools and the pandemic-driven increase in virtual meetings, in-person deck displays are still vitally important. Consumers like to see and feel before they buy, particularly with composite products they may not be as familiar with. Displays also can help drive home the importance of finishing touches such as lighting and borders—the level of polish that comes from such details can often only be truly realized by seeing it in person.

It's easier than ever to offer pros and consumers a complete deck package. Arming yourself with knowledge and tools, both in-person and online, can help guide them toward the perfect product selections well-suited to their needs and lifestyle. **LE**

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**About the author:** Chase Moritz is Director of Marketing for Envision Outdoor Living Products. Browse Envision's full complement of decking, railing, and accessories at [envisionoutdoorliving.com](http://envisionoutdoorliving.com).

# SCREWS/ FASTENERS PRODUCT SHOWCASE



Photo Credit: R.A. Graham Co. Inc.



## R. A. Graham Co. Inc.

**Contact:** George Graham **Email:** georgeg@ragraham.com  
**Phone:** 800-333-3933 **Website:** ragraham.com

### What Screw/Fastener products do you sell?

R. A. Graham sells a full line of Screw Products, Inc., including structural fasteners, deck fasteners, and more. A large selection of FastenMaster products are stocked in the warehouse too.

### What is one product you'd like to highlight?

R. A. Graham stocks FastenMaster's Lateral Tension System (LTS), which is a complete system designed to transfer the lateral forces on an exterior deck when attached to the wood frame of a structure. The Lateral Tension System is approved for the five most common installation conditions.



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### Holden Humphrey Company

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



**What Screw/Fastener products do you sell?**

We sell DeckWise deck clips and accessories, Cortex screws for PVC, and hidden trim tabs for HardieTrim.

**What is one product you'd like to highlight?**

DeckWise offers the Extreme S deck clip hidden fastener for air- or kiln-dried hardwood, composite, or PVC decking. Do it once, do it right, do it out of sight with DeckWise!



### U2 Fasteners

**Contact:** Kurt Hogard **Email:** kurt.hogard@u2fasteners.com  
**Phone:** 855-895-7096 **Website:** u2fasteners.com



**What Screw/Fastener products do you sell?**

U2 Fasteners is a premium wood-to-wood residential construction screw. Our screws are code compliant for Ground Contact ACQ pressure treated lumber and structural strength. We have 316 stainless steel in our most popular sizes.

**What is one product you'd like to highlight?**

Construction screws from 1-1/2" to 20" and various sizes in 316 grade stainless steel.

### General Woodcraft Inc.

**Contact:** Chris Nolan **Email:** chris@generalwoodcraftinc.com **Phone:** 860-444-9663 **Website:** mataverdedecking.com

**What Screw/Fastener products do you sell?**

Mataverde Eurotec Deck System includes all the fastening components required for a long-lasting, durable rooftop deck, and lots more.

**What is one product you'd like to highlight?**

The Mataverde Hidden Deck Fastener offers you unique advantages for your decking customers:

- Stronger: 100% stainless steel deck clips and stainless steel screws are exceptionally strong.
- Lasts longer: Proven quality of 304 stainless steel for exceptional performance ensures these hidden fasteners will last as long as the hardwood decking they are secured to.
- Easy: Installs easily and fastens deck boards securely.
- Less visible: The black color of the Eurotec Deck Clip and screws makes these hidden fasteners far less visible.
- Affordable: Priced better than other hidden deck fasteners. Add long-lasting value and performance to your deck.



## CAMO

**Contact:** Greg Groenhout  
**Email:** greg\_groenhout@nationalnail.com  
**Phone:** 616-261-2124 **Website:** camofasteners.com



### What Screw/Fastener products do you sell?

CAMO offers comprehensive fastening systems ranging from innovative deck clips to reliable exterior screws, all designed to speed up installs and secure projects. Contractors can fasten rows of grooved decking at once on wood or metal joists with CAMO Universal Deck Clips. The MARKSMAN System helps builders achieve a fastener-free surface on square decking by installing Edge screws into the side of the board. The CAMO LEVER boosts efficiency, straightening and locking any deck board in place before fastening. And the CAMO DRIVE stand-up tool makes it easy to move from joist to joist, fastening CAMO Clips or Collated screws.

### What is one product you'd like to highlight?

The CAMO DRIVE deck fastening tool helps builders tackle installs while standing up, saving them time and back pain. The cordless tool attaches to any drill and comes with interchangeable nose pieces to fasten CAMO's proprietary Collated screws and Universal Deck Clips. Builders use DRIVE to speed up their square decking installs, relying on CAMO's Collated Edge screws to secure the board through the side for a fastener-free surface, or Collated Wood or Composite Face screws for a flush finish with no splitting or cracking. For grooved decking, builders can use DRIVE to quickly fasten CAMO Universal Deck Clips.

## Boise Cascade

**Contact:** Westfield, MA: Jeremy La Russo, Greenland NH: David George  
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**Phone:** MA - 877-462-6473; NH - 603-334-5650  
**Website:** bc.com/distribution



### What Screw/Fastener products do you sell?

We sell Trex Universal Concealed fasteners as well as the Trex Start Clip. We also sell the entire complement of FastenMaster products that work with Trex deck boards. For concealed fastening we stock their new Collated Cortex plug system, traditional Cortex plug system, the Cortex for Trex Fascia plug system designed specifically for fascia boards, TC-G steel clips packaged with screws for a conventional installation as well as buckets and "scrails" for use with the pneumatic gun. In addition, we stock FastenMaster TrapEase 3 screws, color matched for all 23 colors of Trex deck boards, as well as TrapEase for Trex Fascia. To assist in concealed fastener installations, we sell a Trex router bit for on-site grooving of square-edge boards.

### What is one product you'd like to highlight?

The Tiger Claw TC-G Clip system is the fastest, easiest way to hide fasteners on grooved decking. The clip's sharp prongs embed into the upper portion of the groove for strong holding power. The stainless steel screw ensures a lasting connection between decking board and joist. It's available in a hand-driven or pneumatic gun installation method. Spacer tabs on the clip automatically gap the decking 3/16" for a consistent look. TC-G Clips are made of long-lasting 304 stainless steel. Comes with a 25-year warranty.



Holbrook Lumber

**Contact:** Peter Krihak **Email:** peter.krihak@holbrooklumber.com  
**Phone:** 800-833-3383 **Website:** holbrooklumber.com



**What Screw/Fastener products do you sell?**

We carry the Starborn line of deck and fascia screws and plugs along with their unmatched line of installation tools for greater contractor productivity. We also have color-matched epoxy coated and stainless steel screws for the entire MoistureShield line and most other decking colors. We carry Starborn screws and plugs for our Better Brand PVC trim boards and tropical hardwood decking. The Mantis hidden fastening system offers both screw and a pneumatic gun option-minimizing installation time for pros. Mantis can be used on any grooved deck board, including tropical hardwoods.

**What is one product you'd like to highlight?**

Starborn Industries has long been an innovator in fastening and tools for fastening. Their fascia hanging system features a pre-drilling tool that creates an over-sized hole for the fascia screw, so that the fascia board hangs from the screw and can expand and contract without putting a large amount of force on the fastener or causing an "oil canning" effect on the fascia board. The result of using this system allows for the fascia and treated rim joist to move independently of each other, and the fascia board remains straight and true.

Russin

**Contact:** Jordan Russin **Email:** jordan@russin.com  
**Phone:** 800-724-0010 **Website:** russin.com



**What Screw/Fastener products do you sell?**

Russin is your total decking and siding solutions provider. For any of our decking options, we offer all the necessary clips. We can groove wood decking products in-house and offer a compliant clip system. Rainscreen siding systems are also easy at Russin!

**What is one product you'd like to highlight?**

Getting calls for rainscreen siding? Call Russin! We can offer rainscreen siding systems in cedar, tropical hardwood, and Thermory, and provide all the matching clips and finishes needed to complete the job.

*Coming Up in the January 2022 Issue...*

**Material Handling Showcase**

Contact Donna Berger at [dberger@nrla.org](mailto:dberger@nrla.org) for link. NRLA members participate for free.



## GRK Fasteners

**Email:** grk@grkfasteners.com **Phone:** 877-489-2726 **Website:** grkfasteners.com



**What Screw/Fastener products do you sell?** GRK offers a wide selection of fasteners that includes Multi-purpose, structural, trim, cabinet, composite, and stainless screws. GRK’s products are designed for ease of use and faster drive times, increasing productivity for users. GRK products are Climatek coated, approved for use in treated lumber, and designed for both interior and exterior use.

**What is one product you’d like to highlight?** GRK Deck Elite screws provide a quick drive and clean finish in wood decking top boards. With GRK’s Fast Bite Tip, Deck Elite screws start immediately in wood. The patented W-Cut thread design allows for a smooth, fast drive to increase productivity on the job, and the tan color of the screw provides an ideal finish. GRK Deck Elite screws have a corrosion-resistant coating to resist rust and keep decks looking like new.



## Paslode

**Email:** brandscs@itwbrands.com **Phone:** 877-489-2726 **Website:** paslode.com

**What Screw/Fastener products do you sell?** Paslode delivers a broad range of performance-proven, high quality fastening solutions. Our product categories include framing, finish, and exterior systems. Every Paslode product is engineered with expertise and battle-tested for real world toughness and performance before it leaves out factory. Our decades of expertise in tool and nail manufacturing help us deliver products that stand up to the demands of professionals who use them.

**What is one product you’d like to highlight?** Paslode’s new Model CFN325XP (#906300) is engineered, built, and tested with the pro in mind to get the job done right. It addresses pro contractor needs including strong jobsite performance, greater comfort, and consistent power. At only 7.4 lbs., its performance is outstanding thanks to the uniqueness of its fuel powered system that drives 9,000 nails per battery charge and 1,200 nails per fuel cell to keep you productive all day. It comes with a new rear-load magazine with a bypass follower for faster nail loading—just load and pull. Our 2-year service promise ensures that if your nailer stops working for any reason, we will diagnose and repair or replace your tool within the first 2 years, no matter what the cause.







## Rafferty Wholesale

**Contact:** Keith St. George **Email:** info@raffertyaluminum.com  
**Phone:** 800-732-5473 **Website:** raffertyaluminum.com



### What Screw/Fastener products do you sell?

Rafferty Wholesale carries many top brands of screw and fastener products—U2, FastenMaster, Simpson Strong-Tie, and Starborn-Pro Plug. U2 code-compliant screws offer eight product lines for any type of project. They have 55 SKUs in 316 marine-grade stainless steel construction, universal, and fine trim head screws. FastenMaster is a manufacturer of structural wood screws, composite deck screws, and the popular Cortex hidden fasteners for both decking and PVC trim. Simpson is recognized for products for the residential construction industry, shear walls, moment frames, and fasteners. Starborn offers CAP-TOR xd color-matched screws for composite and PVC. Available in both stainless steel and epoxy. These Deckfast epoxy screws are among the best exterior screws on the market.

### What is one product you'd like to highlight?

Rafferty Wholesale is a wholesale building materials distributor serving retail lumberyards, hardware stores, as well as mason and hardscape yards throughout New England. We have an interactive website and comprehensive sales team that offers a 95% next-day delivery to most accounts. Rafferty regularly promotes pallet-buy incentives and maintains an early winter buy program. Please call 800-732-5473 or visit our website raffertyaluminum.com for more details.



## Altenloh Brinck & Co. US Inc. / SPAX

**Contact:** Joseph Lovett **Email:** Joseph.lovett@spax.us  
**Phone:** 413-588-2032 **Website:** spax.us



### What Screw/Fastener products do you sell?

SPAX Engineered Fasteners: We have one purpose—enhance your performance. Help you create stronger connections. Maximize your speed with every drive. Every SPAX fastener is crafted in the USA and tested under the toughest conditions, all to ensure ultimate strength in every box. Rely on us to amplify your craft.

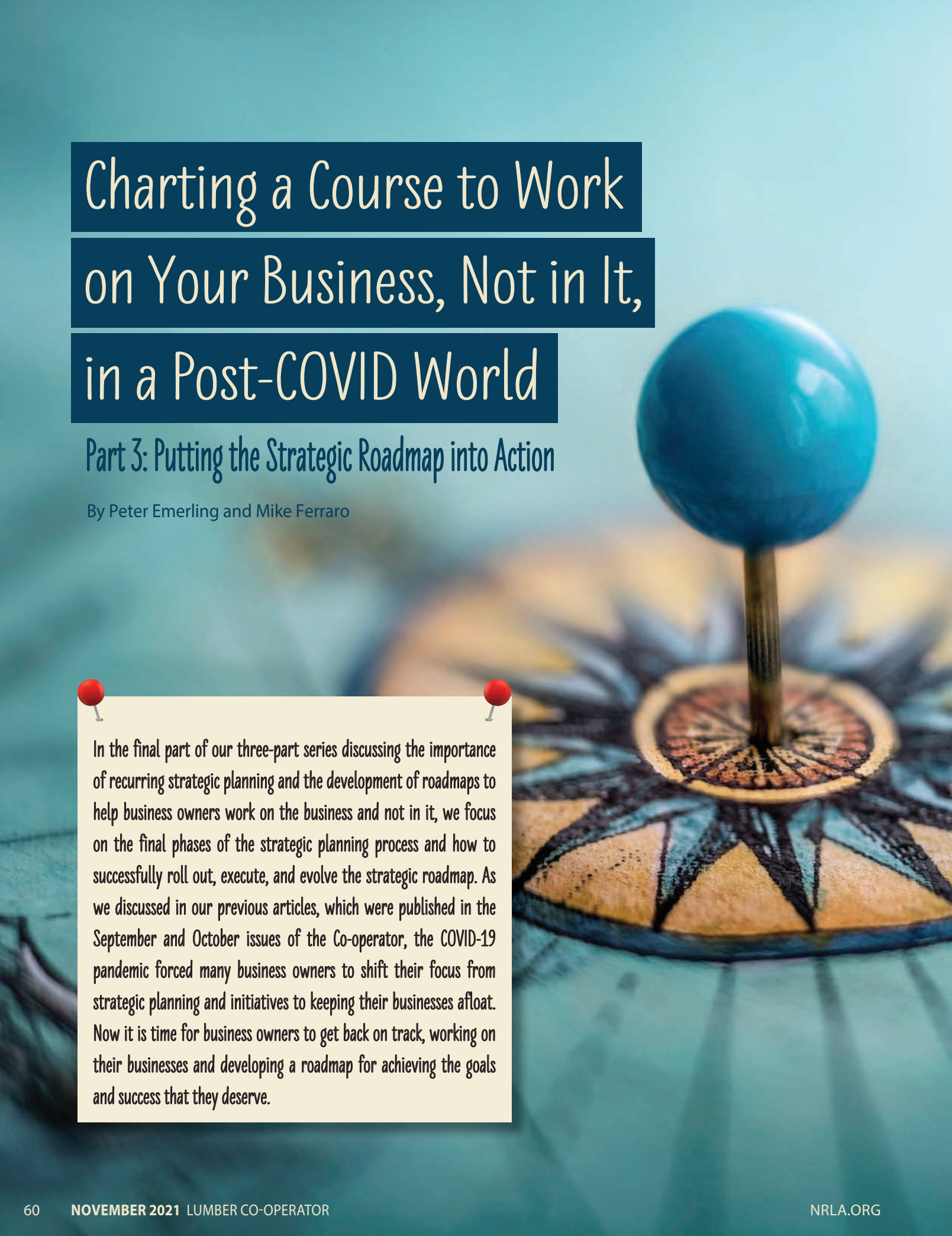
### What is one product you'd like to highlight?

SPAX T-STAR plus PowerDeck Trim Head stainless steel screws are engineered for wood deck board and railing baluster applications. Unique Double ThreadLok design pulls and holds boards tight, preventing screws from backing out and boards from squeaking as lumber dries out. T-STAR plus drive provides superior bit engagement over Phillips and square drive screws.

# Charting a Course to Work on Your Business, Not in It, in a Post-COVID World

## Part 3: Putting the Strategic Roadmap into Action

By Peter Emerling and Mike Ferraro



In the final part of our three-part series discussing the importance of recurring strategic planning and the development of roadmaps to help business owners work on the business and not in it, we focus on the final phases of the strategic planning process and how to successfully roll out, execute, and evolve the strategic roadmap. As we discussed in our previous articles, which were published in the September and October issues of the Co-operator, the COVID-19 pandemic forced many business owners to shift their focus from strategic planning and initiatives to keeping their businesses afloat. Now it is time for business owners to get back on track, working on their businesses and developing a roadmap for achieving the goals and success that they deserve.



## Putting the Road Map into Action (Execution!)

As with many things in life, it's easier to dream, think, and talk than to successfully do. The successful rollout and execution of the strategic roadmap is no exception. The timeline to develop a strategic plan and roadmap will vary by organization and is typically aligned with the company's fiscal year-end. Larger, more complex organizations with a December 31 year-end typically begin the strategic planning process in late winter/early spring and begin communicating the final plan throughout the organization in late November/early December. Smaller organizations may have a shorter timeline, depending on the complexity of the business. Keep in mind that there is a significant amount of work required by leaders and managers to produce these plans (i.e., brainstorming, researching, and evaluating) while also completing their regular day-to-day work duties. It is also important to keep in mind the correlation between the strategic planning process and the budgeting process, and the general timeline for completing these processes. Since the strategic plan dictates guidance for the budgeting process, it is important to ensure the timing of these activities is closely coordinated.

## Communicate, Communicate, Communicate!

Once the strategic roadmap has been defined and is ready to be revealed to the greater company, it is important that leadership clearly communicates the strategic plan throughout the organization. Failure to do so can cause confusion, misalignment, and misinformation to spread across the

organization. Communication of the plan is often done via an "all hands" meeting whereby leadership explains the "who, what, how, and why" of the plan to employees. It is important that this communication is done in a clear and concise manner, and employees are given the opportunity to ask clarifying questions both during the meeting and in the months that follow as they work to execute on the underlying initiatives. Set up feedback channels that allow employees to provide feedback anonymously and be sure to loop their feedback into future updates. These communication channels will allow employees who aren't directly involved in the planning process an opportunity to provide feedback throughout the execution phase.

As part of the communication process, it is important for leaders to provide context for the strategic plan, recognizing the hard work of employees to date and helping employees understand their alignment and involvement with the execution of the strategic plan. Many companies develop a single document that provides a high-level explanation of the plan, the underlying key initiatives, and a list of frequently asked questions (FAQs) to provide additional clarity to employees. As part of this communication, it is important to focus on articulating what's in it for the employees, how the strategic initiatives will benefit them, how they will be measured and tracked, and how progress against the plan will be communicated in the future. This is a great opportunity to energize your employees about the future of your organization and highlight the important role that they play.

After the initial communication, it is important to provide employees with deeper insight and guidance relative to the components of the plan that directly correlate to their area of focus. This is typically done at

the departmental manager level and is reinforced by visual reminders in the workspace that these employees operate in.

## Avoiding Failure

There are many reasons why companies fail to achieve the goals and objectives following the development and rollout of a strategic plan. Failure to meet some of the objectives is expected to happen during the execution phase. Analysis of these failures provides leaders great insight into the operation of the organization and where the additional focus should be placed. Besides the obvious failure associated with letting the plan sit on the shelf after its creation, here are some of the common execution failures that we've seen:

- **Trying to accomplish too much**  
It is human nature to overextend ourselves. We do it every day in our personal lives. Careful rationalization of the strategic roadmap and reviewing the plan with outside advisors is a great way to avoid this pitfall. It will become evident during the quarterly strategic plan review sessions whether the plan was too aggressive or not. If it is, re-evaluate priorities and adjust as necessary.

- **Improperly allocating resources and funds**  
Much like trying to accomplish too much, we often underestimate the level of effort required to accomplish a task, and often overestimate the capacity of our resources. Leaders must recognize the demands they are making on their teams to accomplish strategic initiatives and provide them with the necessary funds and resources to accomplish these tasks. In smaller organizations, these resources are often required to take on these initiatives in addition to their regular job duties.

● **Inability to measure actual progress to the plan**

As discussed in our previous articles, it is critical that the business identify ways to measure progress toward accomplishing initiatives as well as measuring the impact of the outcomes of these initiatives on the performance of the business. As management strategist Peter Drucker said, “You can’t manage what you can’t measure.” It is important to keep in mind that the KPIs and other metrics will need to be revisited during month-end and quarterly review processes to ensure they are being tracked appropriately and to determine whether they are being tracked in a way that continues to align with the strategic plan and are effectively reflecting the performance of the business. KPIs should reflect the operational performance of the business and not just the financial results. Revisit and adjust during quarterly review meetings. While adjusting KPIs may be necessary, you should be mindful of the impact of moving the goalposts too often.

● **Changes in circumstances**

Change happens. It is important for companies to continually revisit the strategic roadmap, ideally on a quarterly basis, to evaluate adjustments needed to the plan. Without this process, the company could be navigating to a completely different destination if a major internal or external change occurs and isn’t reflected/adjusted in the plan. The greater the change to

the organization, the greater amount of time should be spent updating and adjusting the plan.

● **Lack of consistent understanding across the organization**

Lack of clarity and communication of the plan across the organization is one of the most common failures when it comes to executing the strategic roadmap. In a Harvard Business Review (HBR) study, on average, 95% of a company’s employees don’t understand its strategy. It is important for leaders to have a carefully thought-out plan for the continuous communication of the plan, progress on the plan, and any updates to the lower levels of the organization. A balanced scorecard is an excellent tool to facilitate this process.

● **Failure to link incentive compensation with key initiatives**

Formulating and rolling out a plan is great, but what motivation do employees have to put effort into achieving a successful outcome of the plan’s initiatives? It is important to develop an incentive compensation structure that closely aligns with the employee’s role in the strategic plan. Keep in mind that some employees aren’t directly associated with key activities within the strategic roadmap but do contribute to components of those activities. Incentive structures can be complicated, so it’s often best to ensure HR involvement in the process and to minimize the number of changes to the incentive compensation plan once it is put into place.

*Strategic Planning Isn’t a “Set It and Forget It Exercise”*

According to a HBR study, almost 85% of executive leadership teams spend less than one hour per month discussing strategy. One hour! A strategic plan is a fluid roadmap for the business’ goals and objectives and should be routinely reviewed and discussed. As discussed above, leaders should embed KPIs and other metrics from the strategic plan into the monthly financial and management reporting process, and conduct quarterly plan reviews and update meetings. During these quarterly meetings, departmental managers should review the past period’s progress on the plan, highlighting key accomplishments, issues, risks, and obstacles. A balanced scorecard is an excellent tool for linking the components of the strategic plan (i.e. vision, mission, etc.) to the strategic objectives, measures, and targets at a summary level. This scorecard is instrumental in not only tracking progress toward goals and objectives, but also serves as an excellent communication tool for communicating strategy and progress to employees across the organization.

*Getting Help*

Third-party advisors can be instrumental to helping your organization in the formulation and execution of strategic





plans. Many business owners are hesitant to bring in outside help and often try to do everything themselves. This not only results in owners putting themselves back to work in the business, but also restricts the ability of managers and employees to focus on what they are best at, which is servicing your customers and running your business.

As part of our Advisory Board services, we help clients across the entire strategic planning and execution process. At times, we help our clients work through challenging aspects of the process by referring them to industry subject matter experts to help them with activities such as market research, functional and technical experts to assist with the evaluation and implementation of technology solutions and assist with the identification of skilled talent to

bolster management and leadership teams on either a temporary or permanent basis. Third-party advisors typically have an extensive network of resources and are intimately aware of programs available to help small businesses. Here in Massachusetts, for example, there are workforce training funds available to eligible Massachusetts businesses to help fund training and development activities.

### Now is the Time!

As famous American author Alan Lakein said, "Planning is bringing the future into the present so that you can do something about it now." Now is the time to get started on building the strategic plan for your organization and putting a roadmap in place. The

process won't always be easy, the plan won't always be perfect, and there will be failure in achieving all of the goals and objectives. Regardless of this, it will always be worth it. Putting a strategic roadmap in place will not only enable the business owner(s) to focus on the business, but will also increase the organization's ability to pivot when unexpected events occur. **LC**

**About the authors:** Mike Ferraro is a director at Conifer Hill Advisors. He has more than 40 years of experience providing financial and tax compliance and management advisory services to companies in various industries. Ferraro works closely with the client's management team to deliver financial and tax compliance services. He also works closely with company shareholders to formulate short- and long-term strategies to ensure their success. He can be reached at [mferraro@coniferhilladvisors.com](mailto:mferraro@coniferhilladvisors.com) or 617-877-5800. Peter Emerling is a Consultant at Conifer Hill Advisors. He has more than 14 years of experience providing finance, technology, and operations advisory services to middle market companies. He can be reached at [pemerling@coniferhilladvisors.com](mailto:pemerling@coniferhilladvisors.com) or 781-351-1506.

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# NHRLA/RLDAM Annual Meeting

After a year’s postponement, the New Hampshire Retail Lumber Association (NHRLA) and the Retail Lumber Dealers Association of Maine (RLDAM) safely held its annual meetings concurrently on September 10-11 at the Sheraton Portsmouth Harborside in Portsmouth, N.H.

Following board of director meetings by both chapters, attendees had many events to choose from over the course of the weekend. Friday night featured an outdoor reception, lobster bake, and past president and past award winner recognition, capped off by a rousing musical bingo competition. In a close contest, NHRLA eked out the victory to retain the Border War trophy and to take the lead in the all-time series, 5 to 4.

Saturday morning, participants had the choice of playing a round of golf at The Ledges Golf Club in York, Maine, or hop aboard The Heritage for a Portsmouth harbor cruise. Later that afternoon, teams were formed for an exciting all-over-town scavenger hunt.

Saturday evening again featured an outdoor reception followed by the awards banquet. Honored at this event was RLDAM Lifetime Achievement Award recipient Gary Patnode of Rangeley Lakes Builders Supply, RLDAM Lumber Person of the Year George Rafuse, retired of Wipfli/Macpage, NHRLA Lifetime Achievement Award recipient Peter Horne of Parksite, and NHRLA Lumber Person of the Year Wes Robichaud of Coastal Forest Products.

Patnode, along with his wife, Jackie, picked up and moved to the northwestern Maine frontier town of Rangeley in 1983 to found Rangeley Lakes Builders Supply (RLBS) from the ground up. Having grown exponentially since then, RLBS is still thriving, providing building materials throughout western Maine and giving back in myriad ways to the Rangeley community.

Rafuse, a CPA with a keen interest in building materials and local lumberyards, served as an associate director on the RLDAM board for more than a decade, expertly volunteering his time working alongside multiple treasurers with back-office work and upgrading how RLDAM presented its financials.

Horne faithfully served his northern New England customers over the course of 37 years on the road for Parksite, following his own words of wisdom: “Remain true to integrity, to the industry, to your employer, and to self... Reputation and fairness are extremely important—and as the middleman, it was my goal to be fair and loyal to both our company and the customer.”

Robichaud has served as an associate director on the NHRLA board since 2003, joining its membership committee at that time, and chairing that committee and helping to grow NHRLA membership since 2011. He’s also given back to the industry as a three-term past president of the Granite State chapter of the International Order of Hoo-Hoo. 







1. NHRLA Lifetime Achievement recipient Peter Horne (Parksite) (center) is congratulated by Art Breslin (Parksite) (left) and NHRLA President Sara Belletete (Belletetes) (right). 2. NHRLA Lumber Person of the Year, Wes Robichaud (Coastal Forest Products) is congratulated by NHRLA President Sara Belletete. 3. Kevin and Jean Brockmyre (Hood Distribution) with Deb and Dave MacFarland (Moynihan Lumber) at the Ledges Golf Club. 4. Cory Little, Dan Uhlman, Sara Belletete, and Eddie Olson, all of Belletetes Inc., celebrate another Border War victory for NHRLA. 5. RLDAM Lifetime Achievement Recipient Gary Patnode, with wife Jackie, daughter Virginia, and Son-in-Law Adam MacFawn, all of Rangeley Lakes Builders Supply. 6. RLDAM Lumber Person of the Year, George Rafuse, retired Wipfli/Macpage, is congratulated by Christian Smith, Wipfli/Macpage, and RLDAM President Dick Willard (Hammond Lumber). 7. Team "Spruce Springsteen and the Tree Street Band" really ate up the competition in the scavenger hunt all across Portsmouth. 8. A beautiful day for a Portsmouth harbor cruise on board The Heritage.



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# NYLILA Annual Meeting


**The New York Long Island Lumber Association (NYLILA)** held its annual meeting on October 6 at the Manhasset Yacht Club in Port Washington.

An election of officers was held with Eric Raynor (Riverhead Building Supply Corp.) installed as president. Also elected were Vice President Chip Penny (Coastal Specialty Forest Products), Treasurer Marc Gattuso (Water Mill Building Supply), Secretary Anthony Capuano (Reeb Millwork Corp.), and Ex-officio Lance Wagner Jr. (Glendale Lumber).

The highlight of the evening was the celebration of the Lumber Person of the Year, Joe Geluso (Garden State Lumber). Joe was joined by fellow Garden State Lumber

staff, family, and friends. His friends Jim Tuffin (Riverhead Building Supply) and Rich Paci (American Lumber Co. Inc.) shared humorous golf stories before presenting Geluso with his award. He thanked his wife, Anne, and his Garden State family for its support.

There were two scholarships awarded: Jason Kandel (Liberty Panel & Home Ctr.), and to Isabella Procida (Sider Lumber & Supply Co.).

NYLILA wishes to thank Lance Wagner Jr. for serving the board as president for the last three years as well as its 2021 sponsors for their support. 







1. Lumber Person of the Year Joe Geluso's family. 2. President Eric Raynor with Lumber Person of the Year Joe Geluso and Rita Ferris. 3. Past President Lance Wagner Jr. with Eric Raynor. 4. Enjoying cocktails on the deck. 5. Past President Lance Wagner Jr. with NRLA President Rita Ferris. 6. Scholarship parents Marcy and Corey Kandel. 7. Garden State Lumber.



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# EBMDA Bury the Hatchet and Board Meeting

**Bury the Hatchet**, located in King of Prussia, Pa., on September 14, was the highlight following another successful Eastern Building Material Dealers Association (EBMDA) board meeting. At an event sponsored by Wolf Home Products, the EBMDA hosted a friendly competition with the New Jersey Building Materials Dealers Association (NJBMDA), and it did not fail to provide excitement, plenty of camaraderie, and great networking.

To enhance membership engagement, the EBMDA has chosen to provide unique approaches to its meetings for 2022 and beyond. With dealer and associate members from both organizations, all were treated to Axe Master guidance, plenty of food, beverages, and a desire to earn bragging rights and be the recipient of the “Golden Hatchet,” the festivities began. Teams were formed, throwing lanes were chosen, and Axe Masters provided their expertise to an anxious group of competitors. Once the crowd was warmed up, they got down to serious competition with a reminder to focus on the targets ahead and not on anyone in the audience. It was obvious from the start that while everyone was having a spirited time, one would succeed in being named the 2021 top axe person. When the targets had been fully pounded by the throwers, one competitor rose to the top—EBMDA Chair Brent Hankins of H.H. Hankins & Bro. from Bridgeton, N.J. Proudly accepting his award with a huge grin on his face, Hankins offered a challenge to the group: “Who is person enough to attempt to wrest this golden axe from my hands to dominate in 2022?”

Special thanks were given to EBMDA member Eric Tucker of Beatty Lumber for providing the refreshments and to Jeremy Sellers of Wolf Home Products for its third consecutive year of continuing support and sponsorship of the event. 📸



1. EBMDA Bury the Hatchet attendees 2. Jeremy Sellers (Wolf Home Products) 3. Jagiela Brent Hankins Jeremy Sellers 4. Glenn Fallon Jim Argerakis Ian Wallace-Shoemaker Lumber



# WNYLDA Annual Golf Tournament

The Western New York Lumber Dealers Association (WNYLDA) held its Annual Golf Tournament on Thursday, Sept. 9, at the Stafford Country Club in Stafford, N.Y. On this beautiful day, the membership was excited for its first association event since the pandemic as the tournament drew a larger field than it did in 2019.

Defending 2019 WNYLDA golf champions and hometown team Genesee Lumber fiercely defended their title and even played the course with the coveted trophy strapped to the top of their golf cart! This year, though, it was the Fasset Lane/Quikrete team that won the day and took home the trophy!

It was a great day back together for all who attended the fun-filled tournament and steak dinner. 🍴



Tournament winners, Team Fasset Lane/Quikrete: Joe Boucher and Mike Lempko (Quikrete), Charlie Yazak and Butch Calcote (Fasset Lane), and Doug Fields (L) (Matthews & Fields) presenting.

## TEAM WINNERS:

### First place:

Fasset Lane/Quikrete. Butch Calcote, Charlie Yazak, Mike Lempko, and Joe Boucher

### Second place:

Versatex/Aeratis. Dan Smith and Chris Tidwell

### Long drive 1:

Dan Rhodes (Genesee Lumber)

### Long drive 2:

Drew Russell (Nunda Lumber)

### Closest to pin 1:

Jason Guiles (BlueLinx)

### Closest to pin 2:

Drew Russell (Nunda Lumber)

### 50/50 winner of \$270

Mike Lempko (Quikrete)





# MRLDA Western Golf Outing

Typically held in May, the Massachusetts Retail Lumber Dealers Association (MRLDA) Western Golf Outing this year was held on September 27 at the Ranch Golf Club in Southwick, Mass. Claiming first place with a scorching 13-under par was the team of Paul Tarca and Greg Lanciani of Concord Lumber along with Todd Jackson and Rick Post of Wolf Home Products. Second place, with 8-under par, went to the team of Brett DiClementi, Holden Humphrey, along with Scott Van Brundt, Patrick Neath, and Adam Martin of Herrington's. John Evans, Weyerhaeuser, and Denise Brookhouse, Koopman Lumber took Longest Drive awards; Andy Haase, Cowls Building Supply, and Tony Brookhouse, Koopman Lumber, won Closest to the Pin, and Jason Thacker nailed Closest to the Line. [LC](#)



*The first-place team of Paul Tarca and Greg Lanciani (Concord Lumber) with Todd Jackson and Rick Post (Wolf Home Products).*





# VRLDA Golf Tournament & Annual Meeting



1

The Vermont Retail Lumber Dealers Association (VRLDA) held its Golf Tournament and Annual Meeting at the Sugarbush Resort in Warren, Vt., on September 23. The beautiful, award-winning resort was the perfect venue for the group's first event since 2019 and for industry friends to get together.

The day started at the Sugarbush Resort Golf Club at the foot of the Sugarbush Mountains. Golfers met up for breakfast at 8:30 and teed off at 10 a.m. for the shotgun start in the scramble tournament. It was great weather for golf, and the views from the course were breathtaking.

In late afternoon, members convened for the VRLDA Annual Meeting at the Gatehouse Lodge at the base of Sugarbush Mountain on the resort property. The members of the 2021/2022 board were voted in and gave special consideration to award winners for Lumber Person of the Year, Lifetime Achievement Award, and Vendor of the Year.

Other special guests were Tech schoolteachers and students who were invited as part of the years-long effort to foster relationships with schools and young people that will be the future of our industry. NRLA Chair Loraine Miner, Miner's Inc., and NRLA President Rita Ferris also joined for the evening.

Following the Annual Meeting, members enjoyed dinner in the courtyard at Rumbles Bistro & Bar and other activities at the beautiful resort. Golf/Annual Meeting Chair Jeremy Baker (rk MILES) did an outstanding job organizing the first-class event. It was a great day for the VRLDA! 🏆



2



3



4

1. Golf Tournament Winners—rk MILES/BWI Masonite: Bill Miller, rk MILES, Josh Barney, BWI Masonite, Rob Beanland Rob Beanland, rk MILES guest. 2. VTC student Nathaniel Wells with closest to the pin. 3. VRLDA proudly recognizes Scott Flynn (left), rk MILES as 2021 Lumber Person of the Year! Presenting (right) is Brian Wright, Weyerhaeuser. 4. VRLDA proudly awards Ron Warner (posthumously), Goodro Lumber, with the Lifetime Achievement Award. Tim Comes, Goodro Lumber, presents the award to Ron's wife, Marie, and family. 5. The 2021/2022 VRLDA Board of Directors: Josh Druke, WW Building Supply; Paul Koenig, Koenig Cedar; Jeremy Baker, rk MILES; Tim Comes, Goodro Lumber; Tim Lacey, Curtis Lumber; Jason Larrabee, Larrabee's Building Supply; Lance Allen, rk MILES, Sherry Pfenning, BlueLinx; Katie Gallagher, Huber; Claudia Sherwin, Bethel Mills; Brian Moses, Britton Lumber; and Dereck Taylor, Andersen Windows. 6. VRLDA Vendor of the Year Britton Lumber! Brian Moses, Bob Moses, presenter Josh Druke (VRLDA President), WW Building Supply, Ian Girdwood, Ashley Follett. 7. Jeremy Baker, VRLDA Annual Meeting/Golf chair, making sure everything is just right. 8. Golf carts lined up for a beautiful day of golf in the foothills of Vermont.





**GOLF WINNERS**  
**Tournament Winners**  
 Mark MILES/BWI Masonite  
**Second Place**  
 Poulin Lumber/BROSCO  
**Men's Closest to Pin**  
 Nathaniel Wells (Vermont Tech College)  
**Women's Long Drive**  
 Hannah Knapp (US Lumber)  
**Men's Long Drive**  
 Josh Barney (BWI Masonite)  
**Putting Contest**  
 Travis Lane (rk MILES)  
**50/50**  
 Travis Muckle (rk MILES)







## 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:



*Nathaniel Wells*

**Nathaniel Wells** of Stowe, Vt., is a senior in the Vermont Technical College (VTC) bachelor degree program in architectural engineering technology. He is passionate about architectural design and sustainability, and the engineering that goes along

with it. Wells has spent years designing and building tree-houses, which he hopes can be an extension of any future career in the design-build industry.



*Cassandra Pelkey*

**Cassandra Pelkey** of Castleton, Vt., is a senior in the VTC architectural engineering technology program. Pelkey has been a soccer player at VTC and a member of the American Institute of Architecture Students. She got involved in the building supplies industry

in 2020 through a job with a local lumberyard, and she has an interest in the design and construction of residential buildings.



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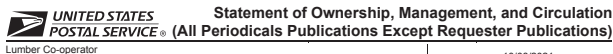
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g. Copies not Distributed (See Instructions to Publishers #4 (page #3))		123	102
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# Mike Linden

**Location:** Hamilton, N.J.

**Position:** Inside Sales Manager • Hamilton Building Supply



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

Coming from the restaurant/hospitality industry, I worked throughout the business in various roles. First in the yard and warehouse to learn the materials, locations, and types of materials we offer. Then moving over to the sales counter to learn the selling and customer service aspects of the business.

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

I manage our inside sales and cabinetry teams as well as contractor and homeowner sales. I assist my team with streamlining the sales process and educating everyone on what's new, where to get specific materials, and the best way to quote and sell building materials.

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

New and always changing products, product offerings, and price increases. It seems manufacturers and suppliers change their products constantly nowadays. So, keeping myself and my team up to speed on what is and is not available is key to our success.

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

Everything when it comes to building materials and construction. I come from a restaurant/hospitality background where customer service was key. The LBM industry combines the best of both worlds, customer service and hospitality for every client or phone call you take, accompanied with learning the ins and outs of the construction and renovation world. So, I basically had no knowledge of the industry. I had to start from the bottom, learning the ins and outs of the industry with help from my co-workers.

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

Keep learning; you can never know too much in this industry. If you don't know something or have never heard of a product, odds are one of your team members has and is there for you to lean on. The more you learn, the more you can help the people around you and, more importantly, help your clients.

## WHAT ARE YOUR PASSIONS OUTSIDE OF THE OFFICE?

Football and traveling. I'm a huge New York Giants fan (recent history hasn't been too great for us), and my wife and I love to travel; we typically travel internationally at least once a year.





# Did you know?

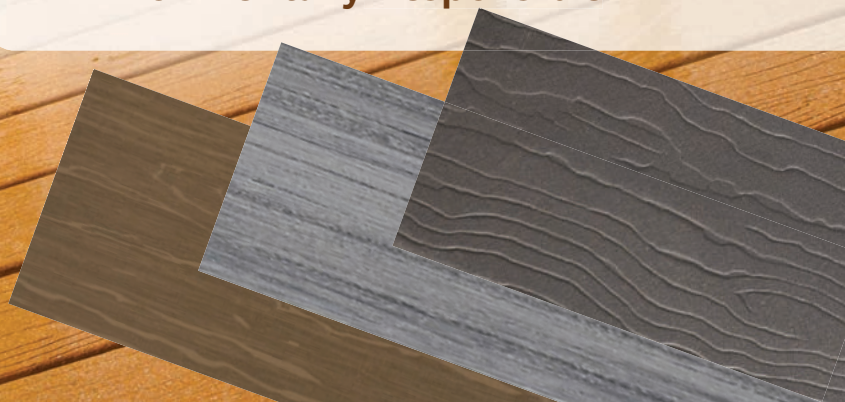
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