



LUMBER CO-OPERATOR

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SEPTEMBER 2022

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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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Lee Slomkowski, Kamco Supply Corp. of New England, Wallingford, Conn.

If you would like more information on how to become part of the Lumber Co-operator's Editorial Advisory Board, contact publications at 800-292-6752 or publications@nrla.org.



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Periodicals postage paid at Rensselaer, N.Y. and additional mailing offices. Copyright ©2022 by the Northeastern Retail Lumber Association, Inc. Materials may not be reproduced without written permission. Lumber Co-operator (ISSN-0024-7294) is published six times a year by NRLA Enterprises, Inc., 585 North Greenbush Road, Rensselaer, N.Y. 12144-9453. POSTMASTER: Send address changes to the Lumber Co-operator, 585 North Greenbush Road, Rensselaer, N.Y. 12144-9453 or email publications@nrla.org.



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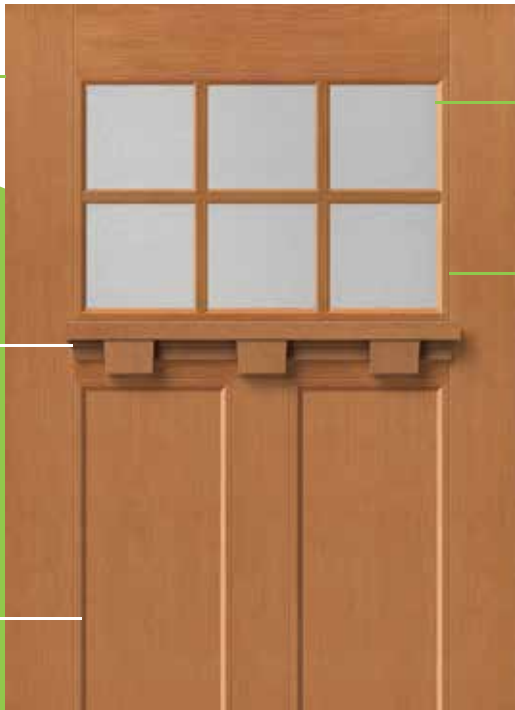
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Rita Ferris
NRLA President

Let me start with a HUGE word of thanks! Thanks to the 22% of NRLA members who participated in our membership survey conducted by the Farnsworth Group. Your opinions are most important and will shape our work for the next three years!

As we had hoped, you identified NRLA as the top trade association in the industry! Thank you. We have also learned where our opportunities lie, which, as it turns out, is where your opportunities lie.

Our survey revealed that in the not-too-distant future, our industry and association will be facing age gap challenges, which if not addressed will undermine the power of independents and the association. Specifically, 69% of the survey respondents identified as owners or decision makers who are over the age of 55 identified the top three challenges as follows: employee/staffing issues (62.7%), engaging young people in the industry (50.9%), and state and federal laws (37%). This really highlights the opportunity for NRLA to increase our support for employee recruitment and development, succession planning, and legislative activities. Fortunately, we are well positioned to do this, and in the coming months you will be receiving more details on how we will address these needs.

Another goal will be to engage members and prospects more effectively. The survey revealed that NRLA is serving two types of members, and each has unique needs. Seventy percent of NRLA members are in a sales volume category of \$19 million or less, 30% are in a sales volume category of \$20 million or more. While there are many areas where our services are equally valued, those with a sales volume of \$20 million or more are more interested in education, marijuana in the workplace, technology, and business scams. Those with a sales volume

of \$19 million or less are interested in ways to grow their business. This is an opportunity to share more details about how our endorsed partner, Conifer Hill Advisors, can help you. On an unaided basis, you told us that when you think of the NRLA the first thing that comes to mind is networking/community, education/training, legislative advocacy/lobbying, and customer service. This confirms that, overall, NRLA is putting its resources in the right places. This was confirmed when you also told us that price, networking, legislation, and education are the top factors driving your decision to join an organization.

Speaking of networking, I am looking forward to seeing you at the LBM Expo in our new location—the Mohegan Sun in Uncasville, Conn., Dec. 7-9. In addition, I am happy to announce that NRLA is now producing the IDEAS Show, which is a one-day trade show primarily serving building material suppliers and their customers in New Jersey and Pennsylvania. The show will take place on March 1 at the Valley Forge Casino Resort in King of Prussia, Pa. Historically, it was created by members in the Eastern Building Material Dealers Association and New Jersey Building Material Dealers Association. The show has grown beyond the ability of the volunteer members and staff who were running the event. This is an important addition to the services provided by the NRLA. We will also investigate if there are other underserved areas in our territory calling for a trade show presence.

Thank you for the opportunity to serve you,



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Nick Kuiken
NRLA Chair, Kuiken Bros., Inc.

“Workforce development” is an essential component of any industry and certainly becomes more critical during the myriad challenges we’re experiencing today. Generally speaking, the term has come to describe a relatively wide range of activities, policies, and programs employed to create, sustain, and retain a viable workforce that can support current and future business. I do not claim to be an expert, but I am sure we can all agree that finding workers is proving to be a much more difficult job than many of us can ever remember. Some of us were born into the industry as a result of a family business; others began as an alternative to post-secondary education or working your way up the ranks as part-time jobs quickly turned into careers. As Baby Boomer employees begin to retire, the struggle to find candidates who would consider a career in the LBM industry has become one of the biggest challenges we all face.

There are many different aspects of developing a workforce, but starting at the beginning, we may need to consider industry awareness and what those who weren’t brought up in this industry really know about what we do and the strong opportunities that are available to create a lasting career in a solid industry. Within our own business, earlier this year we began posting a video campaign that would highlight a broad range of employees and the roles that they play within the organization, telling their personal stories of how they got here and what they love about the career path they chose, but also emphasizing that “Nothing good can happen without good, dedicated people!”

The NRLA understands finding workers is a very difficult job and wants to continue to show value to our membership by assisting dealers in preparing for the challenges of today’s labor market. At a recent strategic planning session, there was much discussion, and we realize there isn’t an easy fix or one thing you can do to make this work, but helping to create stronger industry awareness may be a good place for us to start. As a result, we plan to investigate the benefit of developing a digital campaign presentation with an experienced industry-centered marketing firm, which would help create stronger awareness and educate those outside our industry on what we do and how we do it, while highlighting the career opportunities our dealers can offer. This digital content can be provided to members to help them create more awareness or interest with enthusiastic young members of the future workforce on social media platforms or at recruitment events where you can connect with parents, students, or college and career counselors.

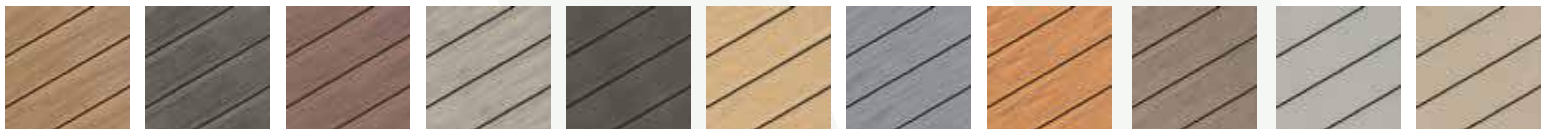
Please stay tuned for further communication through state and local presidents where we would like to gauge the level of interest and how we can partner on this project to ensure success for the future of our industry.



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NRLA Welcomes New Retail and Associate Members!



Freedom Millwork Pipersville, PA

Eastern Building Material Dealers Association (EBMDA) welcomes its newest retail member, Freedom Millwork, based in Pipersville, Pa. EBMDA Chair Brent Hankins offered a hearty “Congratulations, Herb and fellow Freedom Millwork staff, as we are thankful for your commitment to the industry.”

Founded in 2014, Freedom Millwork specializes in high-end millwork and provides a full range of millwork products and services to clients ranging from homeowners and designers to architects, builders, and general contractors. They supply custom cabinetry, door manufacturing, and retail building materials. Freedom Millwork has made two acquisitions to complement its existing business.

Herb Benjamin, CEO, stated, “Our goal is to become an integral part of our client’s team. We can address any material needs without delay. Our staff, who are our greatest asset, have more than 350 years of combined experience producing stunning millwork creations. We fuse our history of knowledge, professionalism, and collaboration to bring our customers exceptional products, unrivaled customer service, and very competitive pricing.”

When asked why Freedom Millwork decided to join the NRLA and EBMDA, Benjamin stated, “Roundtable opportunities are tailored to our specific millwork needs that only come from membership. We want to grow our business and industry knowledge while providing for our continued success. Also, the online Learning Management System (LMS) is just what we need to train our growing staff.”

Benjamin looks forward to networking with other business owners to share knowledge and collaborate on best practices in the industry.



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O'Connor & Associates, Ltd. (OCA) started its humble roots in 1979, when Terry O'Connor Sr. lost his job and started a manufacturer’s rep agency out of his home. Terry Sr. expanded his family business to include his son, Terry O'Connor Jr., and Jennifer Allare. The agency has grown to thirteen outside sales representatives, operating in thirty-eight states throughout the United States, including the New England market.

O'Connor & Associates, Ltd. (OCA) is happy to become part of the highly regarded NRLA marketing culture and is excited to support its member organization with four outside sales professionals, including Jude Kundla, Chris Boyts, Crystal Johnson, and Scott Morvillo. You can meet all our sales professionals and learn how we go to market by visiting our website at oca-ltd.com, or call our office at 800-894-4199 for more information.



LOOK AT THESE RISING STARS! Nominate Your Star Employees or Co-workers



If you are an NRLA retail or associate member with an employee or co-worker 40 years old or younger who goes the extra mile as they actively and proudly work in the LBM industry, why not nominate them to be highlighted in the LC?

To nominate your Rising Star employee or co-worker, scan the QR code above with your smartphone!



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Sliver Club Awards Burt Mullen with John E. Belanger Memorial Trophy Award



The Sliver Club conferred the 2022 John E. Belanger Memorial Trophy Award, to G. Burton "Burt" Mullen on June 1 at the Marshfield Country Club, in Marshfield, Mass. The Sliver Club, founded on April 12, 1912, for the purpose of playing golf, and to form a closer fellowship between

the different branches of the lumber trade.

If creating a fellowship was the goal of The Sliver Club, it has been an overwhelming success. Sliver Club member Joseph W. Cusack introduced his dear friend who he first met at a Sliver event 63 years prior. Cusack noted Mullen's service as former President of the Sliver Club, Harry L. Folsom Hoo Hoo Club, Massachusetts Retail Lumber Dealers Association, and the NRLA Executive Committee where he ascended to 3rd Vice President. Burt, who owned Mullen Lumber until 1995 and who has owned Mullen Realty Management for 62 years was also a resolute member of ENAP known today as LBM Advantage. In fact, Burt sold LBM Advantage the property in New Windsor, NY where LBM Advantage stands today.

Burt thanked the organization and most especially, the membership who he has enjoyed for many years. In his usual fashion, Burt brought down the house with his quick wit, regaling stories, and natural charm. Congratulations Burt Mullen on receiving this well-deserved award!



Pictured L to R: Bob Zavorskas (SLIVER Historian), Jack Connors, NRLA President Rita Ferris, Burt Mullen, and Joe Cusack.

Pictured above: Bob Zavorskas and award recipient Burt Mullen.

Members Going the Extra Yard



Mid-Cape Raises Over \$38K for Local First Responder Mental Health

With Mid-Cape's long-time support of local first responders and commitment to the Sean M. Gannon Memorial Fund, they chose to focus specifically on the mental health and wellness of local first responders. For the past 5 months, Mid-Cape has sold t-shirts and key chains, held a virtual silent auction, hosted an employee fundraiser, a golf tournament, and obtained sponsorships for their upcoming fourth Annual First Responder Appreciation Day, all to raise \$38,311 (and counting) in support of local first responders and their mental health and wellness. Mid-Cape Home Centers has been a staple in the community for their philanthropic efforts. President Jack Stevenson states, "Whether it's materials for a veteran's home, the organizing of a blood drive, or volunteers for Habitat for Humanity and Housing Assistance Corp initiatives, we recognize the value of a strong community and want to help with creating that environment as best as we can."



LMC Makes a Difference Through Charitable Contributions

This year through Dealer fundraisers and several employee fundraisers, some of which LMC matched, more \$40,000 was raised for six charities across the country and even one international contribution for humanitarian efforts in Ukraine.

The charities included Elle's Angels, United Way, American Cancer Society, Juvenile Diabetes Association, St. Jude's, American Heart Association, and Humanitarian efforts to support Ukraine. The work of these charities makes such a significant impact across the country/world.

For more information, visit LMC.net.

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Culpeper Wood Preservers Acquires Northeast Treaters

With this acquisition of Northeast Treaters of Belchertown, Mass., and Athens, N.Y., Culpeper Wood Preservers further strengthens the distribution coverage area for its pressure-treated wood into markets that stretch from the southeast to the northeast and into the Midwest. Culpeper Wood Preservers now has a total of 16 treating plants within its footprint.

“We are thrilled about the acquisition and adding Northeast Treaters to our company. Culpeper Wood Preserver’s continued growth highlights our commitment to excellence for our customers, suppliers, and employees,” said Jonathan Jenkins, president of Culpeper Wood Preservers.



Oldcastle APG Acquires Barrette Outdoor Living

Oldcastle APG, a CRH Company, has acquired Barrette Outdoor Living, an industry-leading manufacturer of fencing, railing, outdoor accents, and related products in North America. This acquisition will expand Oldcastle APG’s ability to offer retailers, dealers, contractors, and consumers a more diverse and comprehensive suite of durable and sustainable outdoor solutions.

Founded in 1975, Barrette Outdoor Living operates 10 manufacturing facilities and four distribution sites across the U.S. and Canada. The acquisition of Barrette will bolster Oldcastle APG’s portfolio and expand opportunities for customers to access end-to-end architectural solutions.



Coastal Forest Products’ Will Distribute TandoStone Products

Derby Building Products announces the full line of Tando products—TandoStone, Beach House Shake, and TandoShake—will be distributed by Coastal Forest Products’ Charleston, S.C. branch. The premier building materials distributor, based in New Hampshire, has expanded its Iron Woods tropical hardwoods facility into a wholesale supply business for multiple superior brands. Coastal will distribute Tando products in a 150-mile radius from Wilmington, N.C. to all of South Carolina.



Hammond Lumber Company Selected as a 2022 Best Place to Work in Maine

Hammond Lumber Company (Hammond) was recently recognized as one of the 2022 Best Places to Work in Maine. This statewide survey and awards program is designed to identify, recognize, and honor the best places of employment in Maine, benefiting the state’s economy, its workforce and businesses.

The 2022 Best Places to Work in Maine list is made up of 100 companies in three size categories: 34 small winners (15-49 U.S. employees), 45 medium winners (50-249 U.S. employees) and 21 large winners (250+ U.S. employees). Hammond is one of the 21 winners in the large employer category with 875 employees across Maine and New Hampshire.

To learn more, visit hammondlumber.com.

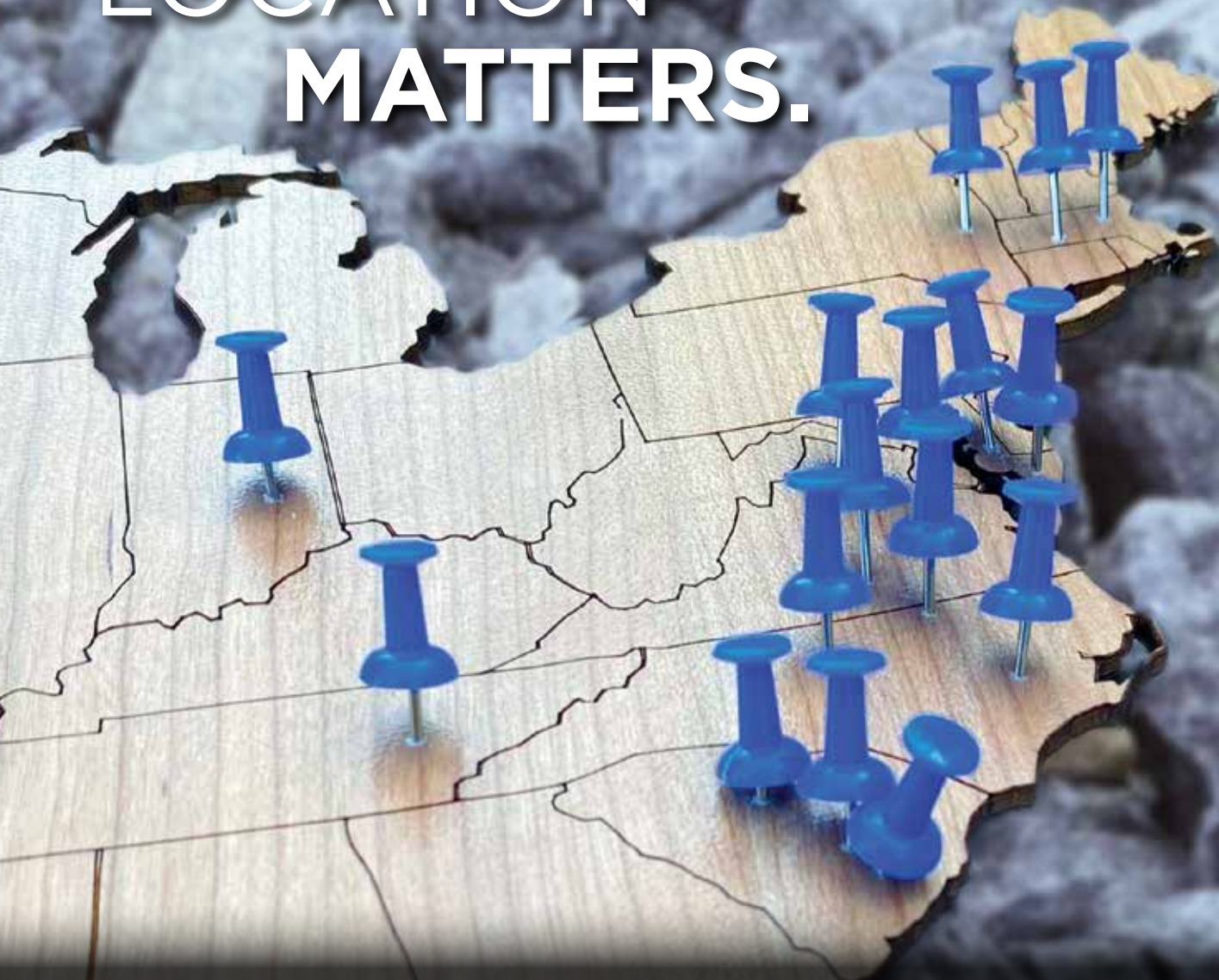


Hammond Lumber Company Acquires Brock’s Building Materials

Hammond Lumber Company announced that it has acquired Brock’s Building Materials, a third generation, family-owned company located in Rochester, N.H. Hammond is a fourth generation, family-owned building material retailer established in 1953. With the acquisition, Hammond now has nearly 900 employees and 22 locations across Maine and N.H.

To learn more, visit hammondlumber.com.

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Envision Outdoor Living Products Launches Different by Design Campaign

Envision Outdoor Living Products has launched its Different by Design campaign, an advertising and marketing program rooted in the high quality, premium beauty, and exclusive manufacturing process of Envision's composite decking and railing products. Through advertising, social media, and local outreach, Different by Design highlights the unique properties and extensive selection of Envision decking and railing that set them apart for pros and homeowners who don't compromise on quality, style, and performance.

Learn more about how Envision Outdoor Living Products are Different by Design at envisionoutdoorliving.com/different-by-design.



Andersen Corporation Announce Plans to Develop First Energy Generating Windows and Doors

Andersen Corporation, manufacturer of windows and doors and Ubiquitous Energy, a leader in transparent solar technology, have entered into an agreement to jointly develop a first-of-its-kind energy generating window and door products.

The companies are working together to bring products to market that will revolutionize solar generation for residential and light commercial buildings. With this revolutionary technology, the products the companies are jointly developing are intended to bring renewable energy generation to windows and doors while providing a clear, natural experience that is similar to what is expected from traditional windows and doors.

To learn more, visit andersenwindows.com.



The Lumber Co-operator Wins Two Prestigious Design Awards

The NRLA is proud to announce that, under the art direction of Melissa Stankovich, its coveted publication, the Lumber Co-operator (LC), has won two design awards from Graphic Design USA (GDUSA) in its 2022 American Inhouse Design Awards competition. The purpose of this competition is to reflect the varied ways in which in-house designers and creative professionals advance the mission of their companies, brands, and causes through graphic design. More than 7,000 entries were submitted and only the top 10% were recognized. Both the March 2022 issue and a selection of LC cover designs were selected to be awarded.



US LBM Acquires South Florida Truss Manufacturer and Supplier Deco Truss

US LBM, a leading distributor of specialty building materials in the U.S., has acquired Deco Truss, primarily a manufacturer and supplier of structural roof and floor trusses to customers in South Florida and the Caribbean.

To learn more, visit uslbm.com.

Scams are on the Rise—Protect Your Yard!



The busy season combined with new employees that may be unaware of the scams going on are creating vulnerabilities. Learn potential signs to minimize fraud in

NRLA's YouTube webinar: **Best Practices For Credit Card Acceptance To Minimize Fraud**. To watch the webinar, go to <http://ow.ly/apal50JfXV>, or scan the QR code above.

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ON THE MOVE

Mike Catalina Joins Russin Sales Team



Russin has announced the hire of **Mike Catalina** to the company's outside sales team. A dynamic industry veteran with great ideas and insight, Catalina comes to Russin with entrenched business contacts and the creativity that is required to thoughtfully pursue new business in today's rapidly evolving business environment.

Catalina comes to Russin utilizing experience gained from a career in leadership roles with major building product dealers and suppliers. Within the industry he can list a broad range of accomplishments both in sales and distribution management.

US LBM Names Steve Short Senior Vice President of Supply Chain



US LBM has announced that **Steve Short** has been promoted to senior vice president of supply chain for the company. In his new role, Short will lead US LBM's building materials sourcing and procurement strategy and supply chain operations, supporting the company's more than 400 locations nationwide. Short joined US LBM earlier this year as vice president of operations and succeeds Senior Vice President of Supply Chain Pat Managan, who is retiring from the company. Short has held numerous executive-level positions and leadership roles in the building materials industry.

PPG Appoints Brad Budde as Vice President and Chief Digital Officer



PPG announced the appointment of **Brad Budde** as vice president and chief digital officer, effective Sept. 6. Reporting directly to Irene Tasi, chief growth officer, Budde will lead the company's digital strategy and execution to accelerate customer digital engagement with PPG.

Budde joins PPG from Emerson, a Fortune 500 global technology and software company providing innovative solutions for customers in industrial, commercial and residential markets, where he was vice president, digital customer experience.

Flagship Adds to Operations Team

Flagship Forest Products is pleased to announce that **Garrett McLaughlin** has been hired as Director of Operations. He will streamline this critical function to ensure that product quality

and customer service exceed expectations. Garrett joins Flagship after a six-year stint at The Walt Disney Company in Burbank, Calif., as a Business Analyst. He is a graduate of Boston College.

BlueLinx Appoints New Regional Vice Presidents

BlueLinx Holdings Inc., announced the appointments of **Bryan Hall** and **Joan Burke** as regional vice presidents ("RVP"). Bryan joined BlueLinx on June 13, with more than 20 years of senior leadership experience in warehousing and distribution, including developing high-performing teams. Joan begins her role with BlueLinx effective June 27. She has more than 30 years of experience across multiple industries and high impact senior executive leadership roles across the value chain from commercial through supply chain.

NRLA Welcomes New Senior Accountant



NRLA would like to welcome **Christophe Wilkes** as its new senior accountant. Most recently, Wilkes worked for three years as a coordinator of grants-accounting at St. Anne's Institute, and prior to that, he was an accountant for the Center for Disability Services, both located in Albany, N.Y. Before coming to the Capital Region, he spent twenty years as an international money market broker in New York City. His role at NRLA will consist of performing all facets of accounting in coordination with the director of finance.

IN MEMORIAM

Paul Colliton, 68, of Brewster, Mass., formerly of Stoneham, Mass., passed away peacefully on Aug. 28. Colliton had a long career in the building materials industry and retired from Huttig Building Products. He had also worked prior to that at Boston Cedar & Millwork.

John M. Fields, 99, of Irondequoit, N.Y., passed away on July 24, surrounded by his family. He owned and operated Matthews & Fields Lumber Company for the last 65 years. In his free time, John enjoyed painting and writing poetry, but he always cherished the time he spent with his family.

George Rafuse, 74, of Brunswick, Maine, passed away at Maine Medical Center on June 14. George worked as a CPA for many years and retired from Macdonald Page and Co. as a director. He took great pride in helping family, friends, and clients.



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◀ Feeney Introduces Enhanced LED Rail Lighting Kit for DesignRail

The updated lighting solution simplifies installation and delivers added versatility, while also offering a longer product warranty. Developed to install easily into DesignRailtop or bottom rails without special tools, Feeney's new DesignRail LED Rail Lighting Kit now accommodates a single, continuous 55-foot run and is field trimmable for optimal flexibility, with four-inch cut lines for convenient reference. The lighting system is certified by UL and maintains its certification even when cut in the field.

For more information, visit feeneyinc.com/LED-Rail-Lighting.

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◀ National Nail's STINGER NailPac Cap Nail System

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◀ Simpson Strong-Tie Introduces Lightweight Quik Drive Cordless Combo Kit

The Quik Drive Cordless PROCCS+ Multi-Purpose Combo System is a lightweight, cordless version of the popular Quik Drive auto-feed screw driving system for collated fasteners. Designed to improve speed, reliability, and user comfort for a wide variety of subflooring, underlayment, and decking applications, the cordless Quik Drive features quick-loading collated screw strips, precise countersink adjustment, and the patented Quik Drive auto-advance mechanism.

For more information, visit strongtie.com.

▶ FastenMaster Introduces Collated Cortex Plugs for Trex Enhance Decking

FastenMaster has expanded its popular Cortex hidden fastening line with seven new colors of pre-aligned, collated Cortex Plugs for the Trex Enhance decking system, packaged with FastenMaster's exclusive Spotter Lid, specifically designed for proper Trex Enhance board installation on joists and rim supports. Cortex Plugs are made from the same composite material as the decking to create a 100% perfect color and texture match, and they come with a warranty for the life of the project.

For more information, visit fastenmaster.com.



◀ Envision Introduces Two New Earthy Colors to Ridge Premium Composite Decking Collection

In response to growing customer demand for lighter hues, Envision Outdoor Living Products has added two new colors—Sandstone and Alpine Fog—to its budget-friendly Ridge Premium collection of capped composite decking. Emulating cooler mountain tones, Sandstone is a light, natural brown, offering a beautiful balance of sandy and honey hues; Alpine Fog is a blend of cool silver tones in an on-trend light gray.

For more information, visit envisionoutdoorliving.com.





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Hingham Lumber Company

CELEBRATES 75 YEARS



**“WE ARE VERY
GRATEFUL TO THE
MANY EMPLOYEES,
CUSTOMERS, AND
VENDORS WHO HAVE
CONTRIBUTED TO
THE SUCCESS OF
THIS COMPANY.”**

Photo pictured left: Aerial photo of current Hingham Lumber Company location in Cohasset, Mass., established in March 2003. Pictured below, left: Wm. R McNulty Sr. (Tom and John McNulty's grandfather) in Quincy, Mass. Center: Hingham Lumber McNulty family photo from left to right: T.J., Thomas, John, and Michael McNulty. Top right: Contractor party circa 1987. Bottom right: Old Hingham Lumber flatbed truck, circa 1987.



Hingham Lumber Co.


(HLC) is a single-unit independent lumberyard located in Cohasset, Mass. The company was founded in Hingham, Mass., (20 miles south of Boston) in 1947 with the company's priority to provide framing, trim, doors, and windows to builders on the South Shore. Starting any new business is difficult, but this was magnified at HLC because it was two years before the first forklift was purchased.

HLC was founded by William R. "Bud" McNulty Jr. after his return from World War II, where he was a U.S. Naval aviator. Bud had worked for his dad, William R. McNulty Sr., as a carpenter's assistant prior to college and eventually the Navy. Upon Bud's return from the Navy, he decided he would start his own building materials supply business. Soon thereafter, Bud hired his dad (second generation) to help build this new company. As Hingham Lumber grew, Bud also enlisted all 11 of his children to help grow the business.

In 1975, son Tom and daughter Bobbi (McNulty) Driscoll were added to the staff in Hingham, with John McNulty coming on board in 1976 after his stint in the U.S. Marines. As the company developed in the late 1990s, they were faced

with their biggest challenge: an eminent domain takeover of their property by the Massachusetts Transit Authority. This challenge was met with a new state-of-the-art facility that opened in March 2003 in the nearby town of Cohasset. The new facility was built on a more expansive site with a 60,000-square-foot warehouse and a 24,000-square-foot store, showroom, and office building.

The new operation allowed HLC to increase door, window and kitchen display selling areas. In addition, a much larger store was built to serve contractor and homeowner customers. The large warehouse allowed for more efficient product pickup by customers in any weather conditions. Today HLC remains a family business owned and operated by Bud's sons Tom and John. Fourth-generation family members TJ McNulty and Mike McNulty continue to build on the family tradition of building success through partnerships.

Hingham Lumber has celebrations planned for this year to thank everyone who contributed to the success of this company. Tom McNulty stated, "We are very grateful to the many employees, customers, and vendors that have contributed to the success of this company! We thank you all!" 



SET UP TO FAIL

By Kevin Hancock



“The first peace, which is the most important, is that which comes within the souls of people when they realize their relationship, their oneness with the universe and all its powers, and when they realize at the center of the universe dwells the Great Spirit, and that its center is really everywhere, it is within each of us.”

—Black Elk

It's 5 p.m. on a Thursday, and the convenience store is packed. Steadily, the line at the checkout counter grows as new customers enter faster than existing customers leave.

At the front of the line, behind the register, a lone employee never looks up. He's wearing a short-sleeved company shirt with a nametag hanging on an angle. He toggles between the bar code reader, the lottery ticket terminal, and the cigarette and tobacco wall behind him. It's all clearly new to him, and to make matters worse, he's alone. The check-out station to the left says, "Next register please." The one to the right says the same. Off to the side, the corporate mission statement is posted. It says something about exceptional customer experiences. Minutes go by. The line builds as the lone employee toils. "Inquire within for excellent career opportunities," reads another sign near the door.

Eventually, a supervisor emerges from the back. She's clearly not happy.

"I can help the next person in line," she says in a soft voice without looking up, but no one in the front of the line hears her.

"I can help the next person in line," she says again, with no increase in emphasis.

Eventually the next person in line sees the opening and moves over.

Some might look at this scene and think, "What unmotivated employees." "No one wants to work hard anymore," one might say. "What happened to taking pride in your work?" another might offer.

But as I stand indiscreetly in line, that's not what I see. I see something altogether different.

What I see is a complete failure in corporate leadership. One new employee plonked on a register at rush hour when three fully trained staff members are needed. That's what I see. The corporate signs about a commitment to service excellence and great careers only make it all worse. This is a company that says one thing yet does another. This is a corporate failure, not an employee failure. This is the kind of company that gives work a bad name. And it happens all the time across America. When people at work do not thrive, it's generally the responsibility of those who lead them. In fact, most anywhere you see a community of humans struggling, it's a failure in leadership. Humans are designed to thrive, and deservedly so. It takes self-centered leadership to make them struggle.


Take the Pine Ridge Indian Reservation in the southwest corner of South Dakota, for example. It's a place I've been over two dozen times in the last 10 years, and I still have many friends there today. Statistically, Pine Ridge is the poorest place in America. Alcoholism, abuse, suicide, and other extreme social challenges all run well above the national average in this isolated and segregated community. So, let's take a look at how the people of Pine Ridge got there. They were literally hunted by the United States Army to near extinction in the 1870s. Those who survived were sequestered intentionally away from white society on reservations like this one across the northern plains and told they could not leave. What followed next was 100 years of intentional genocide. The goal

was to "remove the Indian" from their essence and remake the people there in the white man's image. Missionaries forced haircuts and change of dress, children were transported east to unforgiving boarding schools, and traditional ceremonies, and even their language itself, were often banned.

Try to imagine your entire family and race being treated for 100 years as something that needed to be erased and forgotten. That's what happened on the Pine Ridge Indian Reservation. All the while, American history school textbooks described it all as the opportunity creating "winning of the West."

Now, flash forward to the present. Are you still surprised that Pine Ridge is the poorest community in America?

Of course, we all need to focus on personal accountability. There's never a time when personal accountability is not central to growth, progress, and transcendence. But that's not the point. Wherever you see people floundering, struggling, and just getting by, you are looking at a failure in leadership.

Humans are built to thrive. That's our natural state. For that to be our common future state at work, leadership needs to change. Leadership must transition to be about giving other people a stronger voice. Leadership must be about dispersing power, thereby creating the conditions for humans to thrive. Leadership is not about leaving a new employee alone on a cash register at rush hour and then showing him or her at the weekly huddle how bad the store metrics were that shift. That's not leadership any more than forcibly depriving the people of Pine Ridge of their authentic voice. Humanity's advancing leadership is about letting people know they are amazing exactly as they are and surrounding them with support systems that make them feel trusted, respected, valued, heard, and safe. 

About the author: Kevin Hancock is an award-winning author, speaker, and CEO of Hancock Lumber, one of the oldest companies in America and nine-time recipient of the "Best Places to Work in Maine" award. Kevin can be reached at khancock@hancocklumber.com.

MANUFACTURE SUCCESS:

Employee Retention in the Retail Lumber Industry

By Elton Mayfield



The pandemic has resulted in the biggest workforce culture shift in decades. One of the industries most affected is the lumber industry. The Great Resignation has rippled through the retail lumber sector, causing many employees to leave their jobs, never to return. What is the underlying issue? How can an employer improve employee retention during the Great Resignation?



WHY EMPLOYEES LEAVE

Employees leave for a number of reasons in any economy. They get a more lucrative job offer. They decide to go back to school and leave the industry. They have a life-changing event, like getting married, having a baby, retiring, or moving out of the area. Some may just have grown tired of their job and want something more fulfilling or exciting. The pandemic increased the number of people who left their jobs for all of these reasons. More people decided to retire; more chose or were forced to work from home; and more decided that they wanted something different post-pandemic.

In the lumber industry, the pandemic drove retail lumber prices to an all-time high in May 2021. People stuck at home had more time for DIY projects, and demand soared at a time when supply and distribution systems were challenged. Many retail lumber employees worked long hours and overtime while their neighbors were at home collecting unemployment because the businesses where they worked were closed. In other parts of the country, high lumber prices meant that employers had to cut employees. Once out of work, those employees found other ways to make money, both at home and in other industries.

The events of the last two years have put stress on lumber employees, enough to make them leave their jobs in droves. Retaining those employees who remain has never been more important. To follow are a few suggestions on how you can make your workplace somewhere that employees want to stay.

HOW TO RETAIN EMPLOYEES

Employee retention incorporates a variety of factors. Just a few retention strategies you can try include:

Recruiting & Onboarding

Keeping good employees starts before they are even hired. Your first interactions with a recruit set the groundwork for potentially years of interaction. How do you present your company when you are interviewing a prospective employee? Do you discuss pay and benefits up front? Do you clearly outline the job duties and responsibilities? Clearly stating what an employee can expect in the job helps prevent any misunderstandings once they are hired.

When it comes to training, do you simply have a new hire work with an existing employee, or do you have a set training protocol, complete with videos? Do you have an employee designated as your training coordinator to ensure every new employee gets the same information? In one pre-pandemic study, a lack of good training was cited by 25% of employees who quit their jobs. The study, funded by IBM, stated that “employees who do not feel they can achieve their career goals at their current organization are 12 times more likely to consider leaving than employees who do feel they can achieve their career goals.”

Setting Goals

Setting goals and helping employees know that they are valued by your company is also important to employee retention. Employees should know what is expected of them and what

they can hope to achieve by reaching set milestones. Upward mobility is also important. Employees want to know that they will be able to advance in the company if they put in the time.

Competitive Pay & Benefits

Pay, and to a lesser degree, benefits, is the most important thing when attracting and keeping good employees. After all, no matter how much an employee enjoys his or her job, if they can't pay their bills, they aren't going to be happy in the long run. Minimum wage increases have created a mess when it comes to how small businesses handle compensation. The extra money they are forced to pay entry-level employees must come from somewhere. With lumber prices already skyrocketing, few lumber retailers have felt comfortable raising prices. That means the extra has to come from profits and other employee pay, not an ideal situation. As a lumber retailer, you might offset the lack of raises for mid- and higher-level employees by offering additional benefits that will offer your company a tax deduction, things like a 401(k) plan or eye care.

Other business owners are raising pay to keep employees. In 2015, Seattle-based Gravity Payments raised the minimum salary for all company employees to \$70,000. Most of those employees are still with the company today. Think about how much you've spent on recruiting, hiring, and training new employees over the past seven years. Maybe a higher wage is the right idea?



Workplace Culture

No one wants to work somewhere that's tense or even hostile. However, a work atmosphere that's too easygoing can promote bad customer service. Finding that perfect balance

between the two is essential to keeping your good employees. Do this by giving your employees a say in major company decisions, listening to their suggestions and concerns, and empowering your employees to make decisions in their areas.

A good work/home life balance is also essential, and employees are increasingly looking for a job that allows flexibility to do things like attend a child's ball game or take time off on a sunny day. One recent study found that half of the employees surveyed said that a good work-home balance was why they stayed at their job. That was the top response, above things like doing interesting or challenging work (35%) and receiving good compensation and benefits (30%).



Health & Safety

Health and safety concerns can also cause employees to leave a company. Is your lumberyard unsafe? Are some of your employees ignoring OSHA standards and company safety rules? Make sure that your business is one in which employees feel safe.

Keeping quality employees has never been more challenging in the lumber industry. Help retain your good employees by creating a positive work environment, offering competitive or better compensation and benefits, making sure your workplace is safe, and offering a good work-life balance for employees. **LE**

About The Author: Elton Mayfield's career spans media, production, digital and building industry expertise. His diverse experience makes him nimble, innovative, and curious—always pushing the envelope to create extraordinary work that delivers real results for its clients. Elton can be reached at emayfield@ermarketing.net.

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Rising Women of LBM



A candid conversation with NRLA's first woman chair, Linda Nussbaum, and some insights from other successful women working in the LBM industry.

By Melissa Stankovich



It was March of 2002 when I began working for the NRLA—and when I quickly realized the LBM industry was predominately a male-dominated one. I recall working my first LBM Expo, where I can distinctly remember noticing a vast sea of men who walked the trade show floor and manned the exhibit booths. On occasion, I would see a woman or two as I passed by, but for the most part, it was all men. I was in my mid-20s, and for the first time in my life—as a woman—I really felt like I was in the minority. It didn't bother me much, but it was definitely something that caught my attention and was noticed.

Fast forward to today, and it's quite a different picture. I see women occupying many different job roles in both our retail and associate member companies, working the booths and walking the LBM Expo floor, and holding high-level positions on both the NRLA and state and local association boards. Did you know, according to NRLA's 2022 Comp & Benefits Survey, that 30% of our member companies' staff are female? In 2002, that number was only about 10-15%. What a positive change!



One woman who has always stood out to me since the day I started working for the NRLA is Linda Nussbaum. Linda was NRLA's chair when I started, and unbeknownst to me at the time, was also the first woman (of now two, with Lorraine Miner, 2019-2022) to hold this prestigious executive board position. Linda has always inspired me with her outward confidence and sheer tenacity. I've always seen her as one of those "can-do-it-all" women. Over the years, she has been heavily involved in the industry and NRLA initiatives, such as the pay-when-paid tax law bill.

“I have had opportunities in this industry that I never could have dreamed of. It has been very empowering.”

Recently, I was able to take a trip down memory lane with Linda as we candidly spoke about her journey working in the LBM industry. Here is a little bit from our conversation...

WHEN DID YOU BEGIN YOUR CAREER IN LBM?

NUSSBAUM: Ironically, 34 years ago, on June 16, 1986. I say that because here we are having this interview on June 15, 2020. Today is kind of my anniversary of being in the industry!

WHAT ATTRACTED YOU TO THE INDUSTRY?

NUSSBAUM: Actually, I wasn't initially attracted to this industry. Before I started working in the LBM industry, I had been working for some large corporate camera companies doing computer conversions and then a national woman-owned medical supply company, where I got their whole computer system set up for all of their branches. Soon thereafter, we started getting into government contracts—I was having a ball!

Then, out of nowhere, I received a call from this lumberyard. It was Howard Kleet, owner of Kleet Lumber. He says to me, “You know, I hear you fixed a computer mess for your current employer and the one before that as well. I really need to talk to you.” Howard wanted to talk to me about similar issues they were having and about me coming to work for him at Kleet. I told him, “Oh no, no. I have a great job. I love where I am and love working for a woman-owned business. I have a nice office, nice clothes ... [she chuckles] I don't want to work in a lumberyard!” But Howard was persistent and kept calling back. Finally, I agreed to meet with him ... just to give him some ideas.

After about two months of going back and forth, talking to his accountants, attorneys, and brother (Warren), Howard made me an offer I couldn't refuse. When I started, I remember telling Howard that it would take me about a year to get everything done, and then I'd get bored and end up leaving. Howard promised me that would never be the case. And you know what? Howard was 100% correct. I have never been bored a single day here at Kleet Lumber. And that's how I ended up working in the lumber and building materials industry.

Even though I wasn't initially attracted to working in the industry, I have fond memories of shopping at our local

lumberyard, Latham Bros., as a kid with my father. It all came back to me when I first met with Howard at the lumberyard and smelled the sawdust—it felt like home. My dad was a woodworker and really enjoyed it. He was also a teamster truck driver, which now I find funny because that's what I have here now at Kleet.

WHERE ARE YOU WORKING NOW?

NUSSBAUM: I'm still working at Kleet Lumber. I started as the controller, moved up to VP of finance, and now I'm the chief financial officer (CFO) ... and sometimes, the “office mom.” Four of Warren Kleet's sons are in the business and will eventually take it over—they kind of grew up with me. They were always around as kids and through high school working here in the summers. So that's why they've always called me their office mom.

WHAT WAS IT LIKE BEING A WOMAN IN THE INDUSTRY THEN VS. WHAT IT'S LIKE NOW?

NUSSBAUM: It's still male-dominated, but the numbers are changing drastically. So many more key positions are being held by women. Even the daughters of family-owned yards are now running the business.

However, there was a time back when I first came to the industry where I would be the only woman in the room. It was easy to remember me because of that.

I will always remember when I got the call asking me if I'd like to serve on the Long Island Lumber Association's board. I accepted, and at our annual meeting there was a man sitting next to me. To this day, I can't remember his name, but I'll never forget what he said to me. He asked me what I did at Kleet. I told him I was the controller. Then, he says, “You know, there's no place in this business for a woman.” No sooner did he say that did I get called up as they announced for the first time ever, I was going to be the first woman to serve on their board. I often wonder what he thought at that moment and what he thinks now. For a while after that, there were still

some men who wouldn't go to state and local events if I was going to be there because they also thought it wasn't a place for women to be.

It began to change for the better as time went on. When I got on the legislative committee, I was always around. I would drive up to meetings with Merrill Becker a lot. He was also heavily involved in the industry. This was the time when the NRLA was moving from Rochester to Albany, N.Y. I'd hang out with all of the board members—Bill Bruner, Kevin Kelly... We were always talking about industry things, and I was always putting my two cents in. I soon became "one of the guys" and really never thought much about it.

And then I got the call to go on as the NRLA chair.

WHAT WAS IT LIKE TO BE THE FIRST FEMALE NRLA CHAIR?

NUSSBAUM: Honestly, I was kind of taken aback. I was "one of the guys" one moment and the first female chair the next. I sort of felt conflicted ... because I was always just *me*. Then, I went to the NRLA headquarters, and all of the girls in the office were so excited. They gave me my chairwoman cards and had stationery made up ... it meant so much to them [she gets choked up]. I was really touched. I never saw it from that perspective and what it must have meant for the women in the office ... to have the first female chair appointed. And so, it made it so much more fun! I remember being up in Rhode Island at an annual dinner, and a few women made a point to come up to me to talk. They mentioned how they had watched me over the years and how excited they were to meet me—that I was an inspiration to them.

WHERE DO YOU FEEL YOU MADE THE BIGGEST IMPACT WHILE YOU WERE CHAIR?

NUSSBAUM: I felt I made the biggest impact when I was co-chair on the Legislative Committee. I was heavily involved in the pay-when-paid legislation in New York state that went into law on July 7, 1998.

This law was the first industry-specific tax law in the United States that allowed building material suppliers the option of filing their sales tax returns on an accrual basis or on a cash basis. Having this passed was tremendous for me and took a heavy burden off of the LBM industry.

MOST PROUD MOMENT IN YOUR CAREER?

NUSSBAUM: Both Howard and Warren Kleet have really impacted my life and my family's life. I mean, we've been an extended family to them now for so long. I don't know how many people can say that they have a career and have adopted a family too.

WHAT HAS KEPT YOU WORKING IN THE INDUSTRY ALL THESE YEARS?

NUSSBAUM: The people. I met some of my closest friends in this industry. Most have been competitors too, but as I mentioned earlier, a lot of us traveled together and hung out. They are real people, and I have always been able to relate to them.

THROUGHOUT YOUR CAREER, WHERE HAVE YOU FELT THE MOST SUPPORTED AS A WOMAN?

NUSSBAUM: As I mentioned earlier, when I came to Kleet, I had no intention of doing anything more than getting that computer system set up and then going on my merry way. But Howard Kleet would always include me in things I never thought I would get the chance to have exposure to. The same goes for the NRLA when you think about it. Howard would always encourage me to get involved with whatever I wanted to. Whether it was being a part of the legislative committee or moving up the ranks on the boards, I have had opportunities in this industry that I never could have dreamed of. It has been very empowering.

WHAT ADVICE WOULD YOU GIVE TO WOMEN ENTERING THE LBM WORKFORCE?

NUSSBAUM: I would say that there are all kinds of opportunities in this industry, not only for women, but for anyone looking to make a career for themselves here. There's a lot of growth potential.

Women in our industry have done very well. Just look at me and my story! There are great jobs—great paying jobs with wonderful benefit packages that can take you far.

But the perception of working in a lumberyard does need to change. I was also guilty of this misconception before I began my career 34 years ago. I'm so glad I didn't let my misconceptions get in the way of taking on this wonderful opportunity and career path. **LE**

*"In one moment I was 'one of the guys,'
and then the next, I'm the first woman chair."*



◀ Cindy McCarville

DMSI SOFTWARE
Senior Account Manager

Q) How have you seen the workforce evolve surrounding diversity and inclusion?

A) The networking, education, and mentoring opportunities that have evolved over the last five years are tremendous. NRLA's Rising Women Roundtable, Women in LBM webinars, and industry awards showcase the great talent, from all backgrounds, coming to the industry.

Q) When have you felt the most supported as a woman in this industry?

A) Seeing the next generation of women moving into leadership positions gives me so much optimism. I have female peers and mentors from dealers and suppliers across the country. Reaching out to them for support and guidance is priceless.

Leah Fennell ▶

MID-CAPE HOME CENTERS
Talent Development Manager

Q) Is there a woman in the industry who has left a positive impact or impression on you and how has she done so?

A) Years ago, I joined an NRLA leadership roundtable, organized specifically for women in the LBM industry. Connecting with this group of honest and compassionate women, who share a desire to learn and grow, has positively impacted how I show up for others and work to improve myself each day.

When have you felt the most supported as a woman in this industry?

A) During my board service with the MRLDA, I worked with a great group of people who provided unwavering support throughout my journey through the chairs, finishing with my two years as president. I'm grateful for the experience and the connections I made.





◀ Desiree Tirado

DAP GLOBAL INC.

Northeast Key Account Sales Manager

Q) What advice would you give to women entering the LBM workforce?

A) Don't be shy; take pride in all the value you bring to the table. If you do not play your music, no one will hear how well you play. So, play your music and play it loud for all to hear. Own all your wins and success. This will support your path to reaching your goals sooner than later.

Q) When have you felt the most supported as a woman in this industry?

A) With the NRLA. The group of women and (men) that support the members daily has been phenomenal to work with. Here on my own growth path, they have been inspirational to not only myself but to all women who encounter those who work at the NRLA.

Hannah Knapp ▶

U.S. LUMBER

Territory Manager

Q) How have you seen the workforce evolve surrounding diversity and inclusion?

A) The northern New England region that I serve is not the most diverse (although that is slowly changing as the great COVID/climate/political migration takes its course). The area I see the fastest evolution is with women joining our industry and stepping into significant roles at their places of employment.

Q) When have you felt the most supported as a woman in this industry?

A) I felt the most supported when the NRLA started the Women's Leadership Group and witnessed the support it received (as proven by participants) from all segments of our channel (manufacturer, distributor, retailer). It acknowledged the growing number of women in our industry and created an opportunity to further develop leadership skills as well as network with and learn from other great women in this industry!





◀ Sarah Thomas

KOOPMAN LUMBER

Brand & Engagement Manager

Q) Is there a woman in the industry who has left a positive impact or impression on you and how has she done so?

A) My aunt, Denise Brookhouse, is the CFO of our business and is an inspirational leader for me. She demonstrates an elegance and poise that is not always common in our industry, one that has been generally more male-dominated in the past.

Q) How have you seen the workforce evolve surrounding diversity and inclusion?

A) I have seen more hiring of women in the last couple of years into positions that were more “traditionally male”—like store management and our first female CDL driver!

Selene Byron ▶

HUTTIG BUILDING PRODUCTS

Maibec Product Specialist
and Regional Marketing Manager

Q) Is there a woman in the industry who has left a positive impact or impression on you and how has she done so?

A) To the women who have been in this industry their entire careers, I listen to their history and advice and soak it up like a sponge. To my female peers, there is a comfort and camaraderie in getting together and talking lumber biz outside of the presence of men. To the younger generation rising in the ranks: there is so much opportunity for strong, smart women in this business—I applaud their confidence and tenacity. ALL generations of women in this business make a positive impact!

Q) What advice would you give to women entering the LBM workforce?

A) Have a strong backbone and some grit. Ask questions. Wear your confidence. Be honest. Have integrity. Work hard and exceed expectations. That’s my advice for anyone in any industry.



8 BEST PRACTICES TO HELP WITH BUILDING A STRATEGY FOR

DIVERSITY &

INCLUSION

By Chris Brown

The concept of diversity and inclusion has continued to gain traction in corporate circles in recent years, as business leaders are beginning to see the untapped benefits to corporate culture and business success. When we mention these terms, most HR leaders generally give a nod in support, suggesting that they've checked that box off their company's to-do-list for workplace growth. However, a deep dive into workplace data shows that only a few companies have truly embraced diversity and inclusivity in the workplace.



Think of diversity as selecting players from different countries and national teams to join a sports team. These athletes differ in skills, strengths, and tactics, as well as cultural and religious backgrounds. Selecting these players with diverse attributes is one thing, making sure each player's skillsets and strengths are harnessed to contribute to the overall success of the team is another, and that's inclusion.

This is similar to workplace diversity, where employees differ across race, gender, ethnicity, religion, and sexual orientation, as well as educational background and experiences. Removing all barriers of discrimination and intolerance that may stem from these differences and pulling from the robust pool of diverse experiences, knowledge bases, and personalities drive both individual success and overall business growth.

When employees who differ in a lot of ways from their colleagues feel that their presence in an organization is valued and respected, they flourish, and the company, in turn, benefits from their unique ideas and skills. "Current employees and potential hires are also raising the stakes," says Connie Hawthorne, director of human resources at Culpeper Wood Preservers. "More and more, when we're interviewing, candidates are asking what we're doing about diversity and inclusion."

Organizations are also realizing that making diversity and inclusion a business imperative will help them avoid tarnishing their reputation, Hawthorne says. "They're thinking ahead, which is great, about what kind of company they are, who they want to be, and what their legacy will be. It's going to continue to be important, and the voices demanding it are only going to get louder," she says.

The following eight best practices for diversity and inclusion can help guide your company with implementing these strategies.

1. ESTABLISH A SENSE OF BELONGING FOR EVERYONE

For each individual to bring their best self forward, a sense of belonging must first be established. Having a connection to an organization or group of people that makes you feel you can be yourself not only results in greater engagement and creativity in the workplace, it's a psychological need.

But these changes take time, and they aren't always linear, Hawthorne says. "A colleague once told me that you don't just fast-forward to belonging. You have to go through the hard work of focusing on diversity and creating that inclusive culture so you can get to belonging," she says.

It's not a one-size-fits-all approach, either—that's why it's so important to share best practices and be open to trying

new things. “The good thing is that as you’re working on diversity, you can also work on inclusion, and vice versa. It’s all interconnected.

2. EMPATHETIC LEADERSHIP IS KEY

Diversity and inclusion are often treated as a single initiative owned exclusively by HR. But for real change to happen, every individual leader needs to buy into the value of belonging—both intellectually and emotionally. Only when the entire leadership steps up to own diversity and inclusion will a company’s diversity and inclusion practices thrive.

“You have to make sure leaders are equipped to make the story their own, feel it within themselves, and be able to explain why they care, why it matters, and why it should matter to their direct reports,” Hawthorne says.

Part of this process requires tuning in to empathy; each person remembering a time when they were excluded, shamed, interrupted, and so on, so they can apply those lessons outwardly, she says. “Leaders have to feel it within themselves; then they can identify the relationship with feeling excluded or making others feel excluded. That’s a critical starting point.”

3. A TOP-DOWN APPROACH ISN’T ENOUGH

Top-down approaches drive compliance, not commitment. From senior leaders to frontline employees, every individual must see and understand their role in company culture. This means identifying differences in employee experience and values across the organization so that change can be made relevant for each person and knowing that lasting change must activate different parts of the system—top down, bottom up, and middle out—in different ways.

4. QUOTAS DO NOT AUTOMATE INCLUSION

Hiring goals may boost diversity numbers, but this won’t automatically create an inclusive culture. Too often, leaders focus diversity and inclusion efforts disproportionately on the employee pipeline, but the employee experience continues far beyond an offer letter. To retain and nurture top talent, it’s critical to take an honest look at the end-to-end employee experience, with an eye toward creating conditions that promote inclusion on a daily basis and designing ways to measure the impact.

“What you must understand is that this emphasis changes everything,” Hawthorne says. “From sourcing and recruiting to hiring and onboarding, to the daily aspects of work, team-

building, culture, from successes and failures, performance reviews, succession planning, mentoring—everything.”

Organizations must adapt their processes to scale diverse and inclusive behaviors. For example, in meetings: Who’s invited? Who gets to speak and how often? Are you leaving out anyone whose input would be valuable?

“You have to look at everything through the lens of, ‘Have I created conditions where every person can contribute in their unique, meaningful way and feel safe and secure doing that?’ and if you find places where that’s not the case, having the courage to admit that and work to change it,” she says.

That also means understanding how your teams work best, and when tension and discord are actually beneficial. “Recognize that sometimes the easy and fast way is not necessarily the right way, and that sometimes teams function best when there is a bit of tension, disagreement, back-and-forth,” she says. “Obviously, you cannot let things devolve into personal attacks, but know the difference between a healthy, stimulating exchange of every person’s ideas and a situation where people are being disrespectful because of who another person is.”

5. INCLUSION IS ONGOING, NOT ONE-OFF TRAINING

It isn’t enough to teach employees what it means to be inclusive. Like any form of behavior change, inclusion requires individuals to identify key moments in which to build new habits or “micro behaviors” (daily actions that can be practiced and measured). And when these habits are put into action in an environment that supports honest conversations and healthy tension, real change becomes possible.

“One way to do this is to identify change partners within the organization outside of the executive or management level,” Hawthorne says. “Then, you equip them with the skills and information to help them champion change within their departments, teams, working groups. This is much more effective than one-off training sessions, which don’t move the needle; you want people to incorporate these ideas and beliefs into their daily lives.”

6. MAXIMIZE JOY AND CONNECTION, MINIMIZE FEAR

People are wired to react with fear and distrust when their beliefs are challenged. While fear can be a powerful motivator, it also encourages people to narrow their perspective—the opposite desired effect for creating a more inclusive workplace. Finding ways to frame challenges through a lens of possibility—and elevating the power of shared experiences

and storytelling to do so—creates greater potential for positive change.

“Then you can focus on creating moments that continue the momentum,” Hawthorne says. “You need to not only point out where there’s room for improvement but spotlight the moments of success and celebrate them.”

7. FORGET “FIT” AND FOCUS ON HELPING INDIVIDUALS THRIVE


The norms, power structures, and inequities in society can easily become embedded in an organization—optimizing to hire, train, and reward people who “fit.” Creating a culture where every individual can contribute their full potential requires investigating the systems and processes in your organization to uncover sore spots and blind spots, and then finding ways to reimagine them.

“‘Fit’ can be dangerous, because it can exclude,” Hawthorne says. “You have to first be able to identify and bring to life your organizational values, mission, and purpose, and define ‘fit’ so that it adheres to those. You have to define it differently,” she says.

8. CONSIDER YOUR BRAND

As in any transformation effort, brand and culture are intimately connected. The products and services you put into the world reflect your values—and your biases.

In the journey toward building a more inclusive organization, it’s important to consider the relationship between what’s happening inside and outside your company. What is your brand saying about who you are as a culture? In what ways is your employee base not congruent with your customer base? What experiences are being left out or misunderstood?

“We see the work with diversity and inclusion as a transformation that’s required here,” Hawthorne says. “It’s not just an initiative or a program; it requires investment from the ownership and leadership to the newest person in the door, and it requires real behavior change. It’s about how the entire company operates and the individual ways of working, communicating, contributing, and even just being in the world.” 

About the author: Chris Brown is the director of business development at Culpeper Wood Preservers. He can be reached at (540) 825-9720 or via email at cbrown@culpeperwood.com.

“

Having a connection to an organization or group of people that makes you feel you can be yourself not only results in greater engagement and creativity in the workplace, it's a psychological need.

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Is Your Operations Staff

BETTER EQUIPPED TO SUCCEED

Than Your Sales Staff?

By Tom Zimmerman



The truck is sitting at your facility, loaded with thousands of dollars' worth of product, ready to be delivered and unloaded with a Moffit-style forklift at the jobsite for one of your customers. This delivery could be for your best customer, potentially a new customer that is giving you a chance to earn their business, or even a middle-of-the-pack customer that splits their business with a competitor on the other side of town. Regardless, the product needs to be delivered and unloaded at the jobsite to the customer's satisfaction.

Are you going to let any random employee get behind the wheel of the truck and let them "do their best" to deliver it? Would you select someone who has grown up working in the industry for years but has never actually run a delivery "to give it a try"? No, you are going to select a professional driver with a CDL license who has been trained on the equipment. Not only are they trained, but they very likely have a "standard operating procedure" (SOP) or a specific process that they follow when preparing for and performing a delivery. Why?

Never mind the fact that your insurance company would drop your policy if you didn't; the physical and safety implications of this scenario could be catastrophic, or even worse, fatal. Beyond these items, what impression would this make on your customer? One could categorize this decision-making as sales prevention as opposed to customer service. The result would be a very low likelihood of ever



doing business with this customer again, and you would probably have a very frustrated salesperson to deal with as well.

In all reality, you have a well-trained and -coordinated team to safely deliver materials without damage, issue, or added liability. This is a minimum expectation for your business. Yes, legally, for that size truck, you need a driver with a CDL with proper endorsements, and OSHA requires that your forklift drivers be trained and certified.

On a bigger scale, when it comes to customers, you work hard to be sure that everything runs smoothly, no issues arise, and the customers want to keep coming back to do more business with you in the future. After all, new customers are hard to find and even harder to convert.

Now consider your sales team. These are the people who are responsible for achieving your organic growth objectives. They are the ones who are tasked with bringing in the business that allows those trucks to be loaded, securing the jobsites for the delivery, and creating the opportunities to onboard and service new customers. What occupational training have they received? Have your forklift operators and delivery drivers actually received more job-oriented skills development and training than your salespeople?

This is the point in the article when you internally start to defend your current situation and think to yourself, "My salespeople are great," "We have regular sales meetings," or "I have vendors in here, monthly, training my team on the latest products." In fact, many businesses in the LBM space do just this. They meet with their team to discuss the same customers that they have always discussed and the projects that they have coming "out of the ground" that they are hoping to win. They also allow a vendor to fill their heads full of the features, advantages, and benefits of a product that they are looking to promote. There's nothing like sending a full-time salesperson to do the job of a brochure.

It is very common in the sales profession (not just the LBM industry) that salespeople have learned their craft by fumbling around within their respective industries for years. Perhaps they have read a book or even an article from one of their favorite industry publications in an attempt to hone their skills.

Many salespeople have adopted the concept that "telling isn't selling" and that "asking questions" is the key to sales success. However, it is not just about asking questions, but the right questions at the right time and knowing how to effectively conduct a needs assessment. In my experience, most salespeople think they ask really good questions until they learn what good questions really are. (These are questions that

don't just identify a need, but questions that help the customer understand the implications and overall impact of the need.)

Of course, how were they to know what good questions look like if they haven't been trained? Once a salesperson is trained on how to sell, he/she becomes enlightened. They begin to understand how to identify and develop a customer's needs and the value of the needs in the eyes of the customer, and then they can develop an effective, efficient sales process that leads to new customer adoption and increased revenues.

Often, business leaders have two tasks on their shoulders: steering the business to achieve their desired goals and solving problems that are standing in the way of their daily operations. By having trained delivery drivers and forklift operators, you have navigated a problem that would have stood in the way of your daily operations. When the challenge is hitting the budget numbers for the year, they push their salespeople to do more. In doing so, make sure your business is equipped with a sales team that has the same level of support as your delivery drivers.

Here are a few things to consider aiding in your sales team's future success:

Invest in Training:

Even the most experienced salespeople benefit from sales training. It helps them sharpen the axe and improve their craft. The best athletes in the world have coaches and trainers to keep their performance in top shape. (Note: There isn't a single perfect trainer or training for each business; each perspective can benefit a salesperson in its own way.)

Establish a Process:

A process, even in sales, helps a person ensure that they are hitting all of the right steps in the right order, and an effective process can even help a less experienced person to excel in their role in a shorter timeframe.

Provide Tools:

Developing effective, easy-to-use sales tools will help the salespeople use their training and adopt the sales process, which in turn will help them onboard new customers and sell more.

If you have been placing a higher priority on training and setting up your operations staff for success than you have on your sales staff, it's time to implement these considerations to develop your team and nurture their skills. After all, just as you wouldn't send a random employee out for a delivery, you shouldn't be relying on underprepared salespeople to protect and grow your revenue. **LC**

About the author: Want more insights on how help your customers recognize your value? Or take your company's performance to the next gear? Tom Zimmerman, principal of SHIFT Sales Training & Consulting, has helped many companies better position themselves as valued-added partners for their customers, which has resulted in increased revenues and customer loyalty.

How Critical Is It to Train and Educate Your Employees?

By Erin O'Connor



Even prior to contemplating this first question of “How critical is it to train and educate your employees?” let’s consider today’s current labor pool and what comprises the potential hiring base. According to the Bureau of Labor Statistics, 3.4 million people have left the workforce since February 2020, and this shortage is impacting all industries. It is more important than ever to keep the talent you can find, hire, and onboard. One way to retain your employees is by investing in their professional development and providing them with the education and training they require to advance themselves and their careers.


In an article from the editorial team at Indeed entitled “The Importance of Training Employees,” they list 11 benefits of doing so: increased productivity and performance; uniformity of work processes; reduced wastage; reduced supervision; promoting from within; improving organizational structure; boosting morale; improving knowledge of policies and goals; improving customer valuation; improving the workplace environment; and improving and updating technology.

All of these benefits point out the obvious—that training employees can assist an organization in achieving overall goals, reducing injuries and accidents, and improving customer satisfaction. However, one vital outcome that is a result of many of these benefits is employee retention. Employees who feel the commitment and support of their employer are more likely to feel vested in the organization, which improves overall employee satisfaction, morale, and ultimately retention. This is more critical than ever before with today’s labor pool and in an industry that already has challenges when it comes to

attracting potential talent. Employees value this investment in them and appreciate it when the training is offered during the work week and delivered in various mediums.

While employees are grateful to be able to receive their training in a variety of ways, training today has shifted from the traditional in-person classroom environment, which was restricted to a specific state or region and required hours of travel and possibly overnight stays, to online live virtual opportunities. In a live virtual classroom setting, employees from several different states participate as if they are sitting in the same room—because they are—the online live virtual classroom. NRLA offers its Live Learning platform, a learning management system (LMS) that launched in September 2020 and offers a variety of online training opportunities. Learning management systems are great tools for company-specific training. They allow instructors to create and manage courses, track progress, and provide feedback to the participants. This makes it easier for employees to learn specific information without having to search for individual resources.

In the almost two years since we rolled out our first class, employees from Caribou, Maine, to Charleston, S.C., have participated. Examples of a few of the courses that will be offered via our virtual classroom over the next couple of months are Intro to Building Materials, and Blueprint Reading & Material Estimating for beginner, intermediate, and advanced levels.

No matter how it’s delivered, investing in your employees’ education and training is an investment in your business and your organization’s success and growth in the future. 

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Contact Erin O'Connor at 518-880-6348, or eoconnor@nrla.org with questions or to learn more.

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GET FLOORED!

LOOKING AT FUTURE AND CURRENT FLOORING TRENDS

By Ed Godek, III

What does the future hold and what are the current trends? Those are two of the biggest questions often asked when it comes to flooring for both remodeling or new construction. The choice of flooring can not only affect the look and feel of a space but can affect its long-term value as well.

Carpeting continues to be popular in personal spaces in homes, including family rooms, living rooms, and even bedrooms. It provides a warm feel to the living space. Tile also continues to be popular for areas where the owners are looking for waterproof flooring.


While tile and carpet are popular, the lion's share of today's market continues to be made up of hard-surface flooring. Hard-surface flooring is comprised of solid hardwood flooring, engineered hardwood flooring, and laminate flooring.

Laminate flooring, which is typically a hardboard backer with a pre-finished veneer or vinyl laminate on the exposed face, continues to be the go-to alternative for hardwood flooring. Laminates tend to be popular in big projects like commercial buildings, hotels, and high-rises. As laminate flooring producers continue to make advancements in production, their products look and feel more like traditional wood flooring. The traditional wood look in flooring is a popular trend in laminates. Gray-colored wood grain continues to remain popular in laminates, but more "natural wood" colors are beginning to catch up to gray.

Solid hardwood flooring continues to have the largest share of the market. In the past year or two, solid hardwoods have also taken back some market share from laminates, and we are likely to see that trend continue as we move into next year too. Most of the solid hardwood flooring for residential use is still sold as unfinished and finished on site; however, prefinished options are available.

Engineered hardwood flooring has a plywood backer with a solid wood lamella on the exposed face. The wood lamella is typically between 4 and 6 mm. The fact that a solid hardwood lamella is used allows the floor to be finished and refinished similar to solid hardwood flooring. When installed, engineered flooring is almost impossible to distinguish from solid flooring. In addition to everyday home use, engineered is trending in applications where solid hardwood flooring sometimes lacks. Wider flooring, on slab, and over radiant heat flooring are perfect applications, as the plywood backer helps with dimensional stability.

For both solid and engineered hardwood flooring, wider and longer planks are trending. Natural colored "light" woods are trending over dark stains or "red" woods like Brazilian cherry. The recent trend of gray in solid and engineered flooring seems to be quieting down as end users want to differentiate from laminate flooring. White oak continues to be a dominant species in the marketplace, although there is some resurgence for wider and longer red oak. The smooth surface on hardwood floors continues to be the go-to surface. Hand-scraped, distressed, or rustic-grade flooring seems to be decreasing slightly in popularity, but are still sought by end users looking for a more farmhouse or rugged aesthetic. Hardwood flooring, solid or engineered, continues to provide the best long-term return on investment.

Regardless of the current trend, it is important for owners to consider their own style, their budget, and their plans for the future. Flooring should also be purchased well in advance as supply chain and production issues are still prevalent and are likely to continue well into the next year. 

About the Author: Ed Godek, III has worked for Rex Lumber Company for more than 26 years and is currently the marketing coordinator. Rex Lumber Company is currently celebrating its 75th year of serving the hardwood lumber community. More information about Rex Lumber Company can be found at rexlumber.com.

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What is one product you'd like to highlight?

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Simplifying the Home Building Process with

ENGINEERED WOOD PRODUCTS

By Mike Miller

The engineered wood market was not immune to the problems facing our industry over the past few years. Historically high demand coupled with shortages in raw materials, labor, and logistical gridlock all contributed to massive delays, which, unfortunately, we are still dealing with today. Finally, after two years, we are beginning to see the first signs of relief, and some products are becoming more available.

Single-family housing starts have begun to cool in certain areas, while multifamily starts have reached a 30-year high. Housing permits, viewed as a future indicator, also mirrored the current housing starts data (Yun, 2022). Even with the data showing a slight downward trend in single-family construction, the backlog of projects is still fueling an insatiable demand for LVL and other engineered wood products.

The supply chain disruption and product shortages caused project managers to look for alternatives and use a medley of materials to keep their jobs moving forward. I-joists, LVL, LSL, PSL, glulam, and other products were all needed to meet expected deadlines. Mass timber, and more specifically cross-laminated timber (CLT), became more heavily specified for multifamily and small commercial projects.

Throughout the difficulties our industry has faced in recent years, engineered wood products continue to simplify the home building process, plus they are a timely and cost-effective selection for builders. Check out the specifications of these alternative wood materials to see why they've become such a great choice for projects.


CLT panels consist of multiple layers of KD lumber boards (typically 3, 5, or 7) oriented at 90 degrees to one another. This creates a lightweight panel that provides excellent fire and seismic resistance, in addition to strength and stability attributes. The pre-fabrication of the panel allows the CLT to be used for quick installation of floors, walls, or roofs. The panel's structural properties allow it to be used in place of, or in conjunction with, steel and concrete construction.

Laminated veneer lumber (LVL) beams and headers eliminate twisting, shrinking, and splitting and deliver flatter, quieter floors and structures. With better properties, LVL beams support heavier loads and longer spans than comparable dimension lumber products. LVL wall framing provides superior wind resistance

and strength in tall wall applications and eliminates the "hinge" created by platform framing. This framing offers more bending strength and 20% more stiffness than No. 2 SPF dimension lumber studs, making it an excellent option for stairwells, entrance door and window walls, elevator shafts, pocket doors, and walls where cabinets or wall tile are to be installed.

I-joists can be manufactured with flanges made from laminated veneer lumber with oriented stranded board webs and structural adhesives, providing outstanding strength and durability. Or they can have solid-sawn flanges made largely from black spruce, proven web stock, and approved structural adhesives. Both engineered wood joist options are designed to provide customers with premium-quality, high-performance floor and roof systems that are priced competitively and significantly reduce material waste and framing time on the jobsite.

Glulam beams are perfect for long spans, curved beams, common headers, or even dramatic columns. The wide variety of sizes and appearance options make glulam one of the most versatile engineered wood products available. Indoors and out, exposed or concealed, count on glulam as a cost-effective and easy-to-install alternative for beam applications, adding functional beauty to single-family, multifamily, and light commercial construction.

There are many great benefits to choosing engineered wood products, but it's important to note they are also among the most environmentally friendly "green" building products. Choose EWP to build better homes with stronger, stiffer floors using only wood purchased in compliance with Sustainable Forestry Initiative (SFI) programs. 



About the author: Mike Miller is an engineered wood products manager at Warren Trask Company, a top building materials wholesalers in the Northeast. With direct purchase practices of forest products from over 75 mills throughout the world, Warren Trask's 80 years of experience have enabled us to establish strong business relationships with mills worldwide. Mike can be reached at mmiller@warrentraskcompany.com.

References: Stevens, S. (2021, February 25). 10 Examples of Cross-Laminated Timber Architecture. Retrieved from [gbdmagazine](https://gbdmagazine.com/examples-of-cross-laminated-timber-architecture/): <https://gbdmagazine.com/examples-of-cross-laminated-timber-architecture/>. Yun, L. (2022, July 19). Instant Reaction: Housing Starts, July 19, 2022. Retrieved from National Association of Realtors: <https://tinyurl.com/5n6jh2y9>



ENGINEERED WOOD PRODUCT SHOWCASE

Photo Credit: Warren Trask Company



Warren Trask Company

Contact: Michael Miller **Email:** mmiller@wtrask.com
Phone: 800-752-0121 **Website:** wtrask.com

What engineered wood products do you sell?

Warren Trask Company distributes a full line of Boise Engineered Wood products. We stock both a solid-sawn and an LVL flanged I-joist, as well as LVL beam products with an industry-leading 2.1E value. LVL columns and studs help round out the Boise product offering. In addition to I-joists and LVL, Trask also stocks architectural-grade Douglas fir glulam beams and treated industrial-grade DF glulam beams and columns.



What is one product you'd like to highlight?

New this year is our architectural-grade Douglas fir glulam offering. The beams can be used in an exposed, appearance application as well as a structural alternative in a tight EWP market. Warren Trask stocks beams ranging from 3-1/2" and 5-1/2" wide and from 9-1/2" to 16" in depth.



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Email: cwpweb@culpeperwood.com

Phone: 800-817-6215 **Website:** culpeperwood.com



What engineered wood products do you sell?

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

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

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

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

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

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



BlueLinX Corporation

Contact: Ralph Ruggiero **Email:** ralph.ruggiero@bluelinxco.com

Phone: 862-350-4280 **Website:** bluelinxco.com



What engineered wood products do you sell?

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

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

What is one product you'd like to highlight?

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



Trus Joist Weyerhaeuser

Website: weyerhaeuser.com



What engineered wood products do you sell?

At Weyerhaeuser, we make it simple to get our products and services. One call to your point person gives you access to all our materials, software, and technical services. Our Trus Joist suite of products is designed to work together seamlessly to provide the innovative solutions you need for your project—from floor beams and joists to wall studs and roof rafters. Create consistent and reliable structural framing with confidence by integrating TJI Joists, Parallam PSL, Microllam LVL, and TimberStrand LSL.

What is one product you'd like to highlight?

You can trust the strength and reliability of Parallam PSL to create modern, open living spaces and support heavy loads. Build confidently with the unparalleled support of our engineered beams, headers, and columns. Available in long lengths and deep depths, Parallam PSL provides the performance you deserve for a project well done.



Huber Engineered Woods

Contact: Michael Moriarty

Email: michael.moriarty@huber.com

Phone: 781-771-6378 **Website:** huberwood.com



What engineered wood products do you sell?

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

What is one product you'd like to highlight?

AdvanTech X-Factor is a new, premium subflooring that rises to meet the evolving needs of craft builders. Featuring an innovative built-in, water-shedding barrier, it delivers jobsite durability against weather and a smooth, easy-to-clean surface that's great for written jobsite communications. The unique, enduring look of AdvanTech X-Factor also creates a refined signature work site that exceeds the expectations of the most discerning clients.



Coastal Forest Products

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



What engineered wood products do you sell?

Because Coastal is not constrained by a specific EWP manufacturer, we can provide the optimum EWP solutions for our customers. Our Nordic and Pacific Woodtech I-joists and Triforce open-joist floor trusses provide first-rate solutions for residential and commercial construction. We also stock Anthony Forest Products' Power Beam, Power Column, and Power Preserved Glulam products that offer strong and durable solutions for builders. Our PWT treated 1 3/4" LVL and Coastal Pro Douglas fir 1.6e LVL framing lumber offer the highest quality and performance for framing applications. Norbord Rimboard Plus perimeter boards provide structural strength to transfer both vertical and lateral loads.

What is one product you'd like to highlight?

TRIFORCE open joist meets or exceeds floor-framing requirements for both residential and commercial applications. It provides a solid floor system, fire resistance, and high levels of durability and reliability. Triforce draws on the natural strength of its triangular, open web design, making it significantly lighter in weight, stiffer, and easier to add strongback bridging to enhance its strength. This design geometry also makes the installation of electrical, plumbing, and HVAC components much easier and faster without having to drill holes in each joist. Triforce can be easily field adjusted and is stocked in comparable EWP depths for prompt delivery.



Arxada

Contact: Brian Delbrueck **Email:** brian.delbrueck@arxada.com
Phone: 678-386-6566 **Website:** wolmanizedwood.com



What engineered wood products do you sell?

At Arxada, we offer a variety of innovative products for the protection of today's engineered wood, including Permatek insecticide, LotusPro water repellent, and FrameGuard. Permatek products are specially formulated insecticides for the control of wood-damaging insects and are used in both glueline and surface treatment processes. LotusPro water repellent is a specialty coating with a superhydrophobic technology coupled with a surface moldicide. When applied to mass timber, the coating forms a durable shield that protects the wood surface through the construction phase. FrameGuard is a factory-applied treatment that offers EWP effective resistance to mold, termites, and fungal decay.

What is one product you'd like to highlight?

Treatment with FrameGuard keeps wood cleaner and brighter while protecting the wood from its natural enemies—mold, fungal decay, and termites. FrameGuard treatment is used on plywood, OSB, I-beams, trusses, CLT, and SIPs and provides protection for framing members, including roof trusses, wall panels, and structural members in both single- and multi-family homes. With a factory-applied primer and top-coating, it can be used on exterior trim and millwork. FrameGuard wood, backed by a 20-year warranty, has minimal impact on lumber design values and fastener corrosion, does not require field treatment of cut-ends, and can be disposed of in ordinary construction landfills.



Boise Cascade

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Email: Westfield: DavidBadeau@bc.com, Greenland: JayKilban@bc.com, Delanco: TonyCarbone@bc.com
Phone: Westfield: 413-572-2180, Greenland: 603-334-5649, Delanco: 856-461-8700
Website: bc.com/distribution



What engineered wood products do you sell?

Boise Cascade Laminated Veneer Lumber 3100 Fb 2.1E; Boise Cascade Wide Versa Lam and LVL Columns; Boise Cascade Versa Stud 2x4 and 2x6; Boise Cascade BCI 60, 90, 6000 series; Boise Cascade All-Joist AJS 150, 20, and 25 series; Boise Cascade All-Joist AJS 24 Fire Membrane Joist. Anthony Power Preserved GluLam Beams and Columns. TrimJoist prefabricated 2x4 plated open-web floor trusses J12" (11-7/8" height), J14", J16", J18", and J20". Rim Board, and Simpson Engineered Wood Hangers. Not all products are stocked in all locations.

What is one product you'd like to highlight?

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



US Lumber

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



What engineered wood products do you sell?

US Lumber proudly carries a full line of Engineered Wood Products, including LVL, LSL, LFL, glulam, I-joist, and rim board. We have partnered with established manufacturers such as LP SolidStart, BoozerBeam, Rigidply Rafters, and Tolko to meet the challenges of residential and light commercial projects. SolidStart I-joists are available in standard depths to fit most applications, and LVL offers an economical and reliable solution for header and beam applications. US Lumber offers rim board in both OSB and LSL options to meet today's demanding building codes. BoozerBeam and Rigidply Rafters offer glulam in a wide variety of strengths, grades, and species. We also offer PT and architectural-grade glulam to fit the needs of your contractors.

What is one product you'd like to highlight?

Tolko T-TEC LSL is engineered for performance, consistency, and efficiency, allowing you to stop worrying about your material and focus on your job. Tolko LSL is an E-rated alternative to traditional structural products. With complete control over the quality of each piece of lumber, Tolko can provide a superior product to suit the unique needs and budgets of builders. T-TEC LSL offers uniform dimensions along the entire length of the structural member, consistent density and moisture content, long lengths to accommodate the builder's needs, a transferable 50-year warranty, and superior resistance to warping, twisting and shrinkage.

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The Lumber Industry Fund for Today (LIFT) is an industry-specific fund and member benefit established by the NRLA through its Lumber and Building Material Dealers Foundation (LBMDF) to provide immediate financial assistance and peer support to NRLA member employees significantly impacted by a fire or natural disaster resulting in a loss of shelter.

I have an employee who has lost their home to a fire—how can LIFT help?

LIFT will provide up to \$2,000 as a tax free, debt-free gift to your employee who has a qualifying loss. You will be asked to donate 25% of the gift, LIFT will cover the rest. Use of the gift is at the discretion of the employee for immediate needs such as food, clothing, temporary shelter and security deposits.

Contact the NRLA director of education for additional information, to make a donation, or to report and employee loss at 800-292-6752 or education@nrla.org or contact:

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HOW CAN I SUPPORT LIFT?

Individuals or corporations can contribute to LIFT. Your contribution may be tax deductible.
LBMDF c/o LIFT, 585 N. Greenbush Rd., Rensselaer, N.Y. 12144-9453



ABMA TURNS ONE:

AMERICAN BUILDING MATERIALS ALLIANCE

A Look Back at Our First Year of Federal Advocacy

By Katherine Slye-Hernandez, PhD

The American Building Materials Alliance (ABMA) is already a year old. Last August, when the NRLA and the Construction Suppliers Association (CSA) joined forces for federal advocacy, we set out to provide national advocacy for our members. In just one year, we have accomplished a lot, surpassing even our own expectations.

Member driven, grassroots focused

When we say the ABMA is member driven, grassroots focused it means our members and their needs drive our work while we leverage grassroots initiatives to achieve legislative and regulatory success. We have a committee of eight ABMA members who work with staff and our lobbyist—Pat Rita—to guide our activities. However, we depend on the involvement of all our members in our grassroots initiatives. These are the driving force of our work, and without member involvement we cannot be successful.



"In the first year, ABMA members sent nearly 1,400 letters to about 130 members of Congress."

In the first year, ABMA sent out action alerts on topics such as the Softwood Lumber Agreement (SLA), National Flood Insurance Program expiration, and Build Back Better tax increases. These alerts resulted in nearly 1,400 letters being sent to about 130 members of Congress. Legislators always want to hear from their constituents about how a bill could impact them. These direct Congressional contacts are invaluable to ABMA and allow a starting point when our lobbyist talks with their office about the issues that impact our members.

ABMA is making waves and getting noticed

ABMA has met with

- the Dept. of Labor on workforce development;
- the Dept. of Commerce and the US Trade Representative's Office on the Softwood Lumber Agreement;
- the Small Business Administration on OSHA issues; and
- the U.S. Department of Agriculture on wood building products as a tool for greenhouse gas sequestration/mitigation.

The ABMA has not been afraid to tackle difficult topics and has ensured the alliance is involved in issues our members care about. One issue we have been very active on since the beginning is pushing for a new SLA. The ABMA has met with multiple regulatory stakeholders and Senator Susan Collins (ME), who has always been a strong advocate for our industry and the SLA. We will continue to work with other stakeholders to push federal decision makers toward a new agreement.

When Representative Glenn Thompson (PA-15) and Derek Kilmer (WA-6) introduced the Creating Opportunities to Thrive and Advance Act, ABMA was one of the first organizations to sign-on in support. This bill would allow funds for Title II to be used to provide career guidance and to create public outreach programs through public service announcements, social media campaigns, job fairs, and more to spread the word about workforce development programs.

In July, ABMA signed on to a letter opposing expanding the 3.8 percent Net Investment Income Tax (NIIT) to individuals and families who actively participate in their business, and limiting the ability of small, individually, and family-owned businesses to fully deduct their losses during an economic downturn by expanding and extending the so-called "excess business loss limitation" for "noncorporate taxpayers."

ABMA also strongly opposed the passage of the Inflation Reduction Act because the bill would not reduce inflation and included multiple tax increases on small businesses. The Alliance's biggest concern was the Warner Amendment, which was adopted with little consideration by the Senate. This amendment would extend for two years the cap on losses a business owner can claim. This amounts to a \$52 billion dollar tax hike, imposed

to offset the cost of exempting private equity investors from the 15% corporate minimum tax.

I asked our ABMA Chair Joseph Ceccarelli and Vice Chair Ida Ross Hicks what they were most proud of accomplishing over the past year. Both agreed they were proud the ABMA has helped ensure that elected and appointed officials in Washington have a better understanding of the issues facing our industry.

Ceccarelli said, "The ABMA has become part of the legislative landscape in Washington, helping to address the concerns of our membership and offering directed conscience alternatives and suggestions to issues." According to Hicks, she is proud the ABMA has "stepped up to do meaningful work on behalf of our industry when there was a vacuum. Because of ABMA, our federal government has a much better understanding of the needs of the industry."

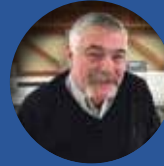
Plan for year two

As the ABMA starts its second year, the alliance is setting itself up for success in 2023. We continue to:

- push for legislators to be cosponsors of our priority legislation;
- engage with stakeholders on the SLA;
- educate legislators about the ABMA and our issues; and
- involve ABMA members in our advocacy efforts.

We expect there to be many newly elected members of Congress after the November general election, so ABMA will also be educating those new members about the ABMA and its issues, as well as working to get them onto our bills as cosponsors. We will also conduct our annual Advocacy Day in the spring, have yard tours and continue our district office visits and Inside the Capitol meetings. We will also continue to monitor federal regulatory and legislative activity for regulations and bills we should support or oppose and engage ABMA members in grassroots campaigns on those issues.

For our second year, Ceccarelli and Hicks both agree we need to continue to build upon our grassroots momentum. Member driven, grassroots focus is not just a catchy phrase we use. It is what drives our work and ensures success.



Chair
JOE CECARELLI
(NRLA)
HOOD Distribution

Ceccarelli: "We need to continue to build upon our solid grassroots legislative approach and join with similar groups in our industry to amplify our voice in the federal sphere. Together we will move forward."



Vice-Chair
IDA ROSS HICKS
(CSA)
Swift Supply

Hicks: "I'd like to see even more dealers become engaged in the process. We need dealers to build relationships with their elected representatives through our lobbying day in D.C. and in hosting those representatives for yard tours. It is important that we show what we do and continue to amplify our voice as an industry."

Want to get involved with the ABMA?

There are many ways you can become a grassroots advocate:

- **Host a yard tour:** Have your members of Congress come to your yard and talk to them about your business needs and challenges.

Participate in:

- **District office visits:** Meet with your congressional representatives and senators in their district office in your home state to talk about ABMA priorities;
- **Inside the Capitol meetings:** These are opportunities for ABMA members to hear from federal legislators about what is going on in Washington and discuss how federal policy impacts the LBM industry; and
- **Grassroots initiatives:** Always be on the lookout on our website, in the Advocate, and on social media for our latest grassroots advocacy initiatives and make sure to send a letter to your elected representatives. **LE**

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NHRLA's 33rd Annual Golf Outing



Ninety-five participants enjoyed the 33rd annual New Hampshire Retail Lumber Association's (NHRLA) golf outing on July 21 at the Lake Sunapee Country Club in New London, N.H. New champions were crowned this year as the team of Jay Kilban and Bill Ingham, both of Boise Cascade, along with Tom Cayon of Hancock Lumber and Builder Mike Danais, fired a 10-under-par 60 to claim top honors in Team Scramble play. Cayon also claimed Closest to the Pin on hole #12. Kirsten Schuler of Portland Stone Ware collected three Women's Closest-to-the-Pin awards! 🏆

1. NHRLA President Sara Belletete congratulates new champions Bill Ingham and Jay Kilban of Boise Cascade. Missing from photo were teammates Tom Cayon (Hancock Lumber), and builder Mike Danais. 2. NHRLA President Sara Belletete with the second-place team of Jeff Bogosian (Metrie), along with Aaron Lacharite and John McQuinn (Jackson Lumber & Millwork). 3. Brad Martineau (Jackson Lumber & Millwork), collects his winnings from the NYLE 50/50 drawing from NYLE members Jason Mora (Simpson Strong-Tie), and Brian Moses (Britton Lumber). 4. NHRLA President Sara Belletete congratulates Kirsten Schuler on one of her three closest to the pin prizes. 5. Lake Sunapee Country Club.

WINNERS:

Team Scramble:

First-place team: (60) Jay Kilban and Bill Ingham (both of Boise Cascade), Tom Cayon (Hancock Lumber), Mike Danais (builder)

Second-place team: (63) Jeff Bogosian and Justin Struth (both of Metrie), and John McQuinn and Aaron Lacharite (both of Jackson Lumber & Millwork)

Third-place team: (63) Alex Doane (Gilford Home Center), Bill Kopecky (US Lumber), Hank Martineau (Belletetes), and Brad Martineau (Jackson Lumber)

Closest to the Pin:

#4, Men's: Phil Garrity (Cameron Ashley) at 2'7"

Women's: Kirsten Schuler (Portland Stone Ware) at 29'8"

#8, Men's: Chris Breamer (guest of Mast Road) at 6'7"

Women's: Kirsten Schuler (Portland Stone Ware) at 16'6"

#12, Men's: Tom Cayon (Hancock Lumber)

Women's: none

#15, Men's: Tim Lyons (BROSCO) at 2'9"

Women's: Kirsten Schuler (Portland Stone Ware) at 3'1"

Longest Putt:

#17, Jim Druding (Pelham Building Supply) at 30"

Longest Drive to the Line:

#11, Dave Elkas (James Hardie)

Longest Drive:

Men's: Matt McPherson (Beau-Trusses)

Women's: Kerryn Talbot (Pelham Building Supply)

NYLE 50/50:

Brad Martineau (Jackson Lumber)



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Universal Forest Products

EBMDA Family, Food, and Fun Networking Event



The Eastern Building Material Dealers Association (EBMDA) continues to promote unique events to engage its membership. Its most recent Family, Food, and Fun Networking Event, held on Thursday, August 11, was no exception as they fired on all cylinders. The New Jersey Motorsports Park (NJMP) saw nothing but sunshine on the day, despite the weather appearing to be a concern.

“We had so much fun, excitement, and opportunities to network with all the attendees—we are already marking our calendars for our 2023 event,” stated EBMDA Chair Brent Hankins. Another event location being considered is EBMDA member Knoebels Amusement Resort, Elysburg, Pa., along with NJMP. Stay tuned! 📺



“I’ve been training my whole life for this event. A little rain can’t stop us now! See you soon. Lol.”

—Justin Harris, New England Region Account Executive



“Philip promised a ‘family, food, and fun event,’ and he and Brent delivered! Thanks for an enjoyable day, and I am looking forward to many more. What a great group of people in this association.”

—Kathleen Knappman, Luzerne Lumber

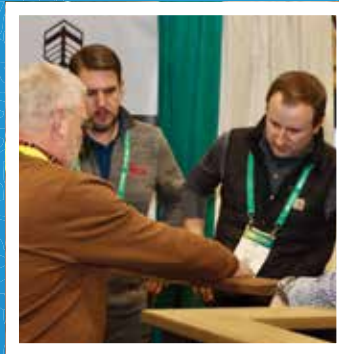


“Thank you for hosting the EBMDA event yesterday. Everyone had a blast, and the food was awesome. Thank you for having Harry and me.”

—Brian Puskar, PRSCO

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Nashville Retail Lumber Association

25th Annual RLDAM Golf Outing



WINNERS:

First-place team: (65) Kevin Brockmyre (Hood Distribution), Nathan Morse (Morse Hardware & Lumber), Mike Stevens (Huber Engineered Woods), and David Abram (Andersen Windows & Doors)

Second-place team: (67) Colby Dufour (Fiberon), Luke Delponte and Bobby Ford (Eldredge Lumber), and Michael Coyne (M.C. Construction)

Third-place team: (68) Tim Pushard (Reeb Millwork) along with Tim Lord, Greg Doucette, and Kevin Hall (all of Hancock Lumber)



Putting contest:

Retailer: Bobby Ford (Eldredge Lumber)

Associate: Mike Kelley (Coastal Forest Products)

Closest to the Pin:

#4: Dick Giguere (Ware-Butler) at 8'6"

#7: Leon Renaud (Deering Lumber) at 13'6"

#10: Adam Loranger (Loranger Door & Window) at 10"

#13: Dave Abram (Andersen Windows & Doors) at 3'7"

Longest Drive:

#12 and #15: Rick Post (Wolf Home Products)

Closest to the Line:

#6: Kevin Brockmyre (Hood Distribution)

Longest putt made:


#18: Andy Whalen at 7'2"

All women's prizes:

Lisa Provost (Acadia Insurance)


On June 21, the Retail Lumber Dealers Association of Maine (RLDAM) celebrated its 25th Annual Golf Outing on the Tomahawk Course at Natanis, in Vassalboro, Maine. The outing was once again expertly chaired by Marty Wiles of Wolf Home Products.

Triumphing on the day was the randomly paired team of Kevin Brockmyre of Hood Distribution, Nathan Morse of Morse Hardware & Lumber, Mike Stevens of Huber Engineered Woods, and David Abram of Andersen Windows & Doors, who collectively fired a 7-under-par 65. Brockmyre also took the Closest to the Line prize on #6 and Abram claimed Closest to the Pin on #13.

They edged out a strong performance by the second-place team of Colby Dufour of Fiberon, Luke Delponte and Bobby Ford of Eldredge Lumber, and Michael Coyne of M.C. Construction, who shot a 67. Ford also won the retailer putting contest and received a \$200 L.L. Bean gift card from sponsor Mark Gosline of Metrie. 

1. The first-place team of Mike Stevens (Huber Engineered Woods), Kevin Brockmyre (Hood Distribution), David Abram (Andersen Windows & Doors), and Nathan Morse (Morse Hardware & Lumber). 2. The second-place team of Bobby Ford (Eldredge Lumber), Michael Coyne (M.C. Construction), Luke Delponte (Eldredge Lumber), and Coby Dufour (Fiberon). 3. The third-place team of Kevin Hall (Hancock Lumber), Tim Pushard (Reeb Millwork), and Tim Lord (Hancock Lumber).

WNYLDA 12th Annual Fishing Derby

The Western New York Lumber Dealers Association (WNYLDA) held its 12th annual fishing derby on August 12 out of the Buffalo Harbor on Lake Erie in Buffalo, N.Y. Due to high winds, this was a rescheduled date from June 17. Eight boats with retailers, contractors, and vendors enjoyed a beautiful day fishing on the lake. After skipping last year due to the COVID pandemic, members were thrilled to be back on the water and fishing! 



1. Bass Contest: Max Krueger (HEP Sales) catches the largest bass of the day at 20-1/4"! **2.** Walleye Contest: Fran Tripodi (Olean Union Sales) catches the largest walleye of the day at 26"! **3.** WNYLDA Fishing Chair John Krueger catches a good bass, but not big enough to beat out his son, Max! "It was a great day out for all!" said Krueger.



2022 ENYLDA Golf Outing



The Eastern New York Lumber Dealers Association (ENYLDA) held its annual golf outing on June 23 at the Edison Club in Rexford. The day started with a full breakfast and an early start on the links, with golfers making it through the course in record time. Lunch, a 50/50 drawing, and prizes followed.

ENYLDA wishes to thank its 2022 sponsors for their support and contributions. Special thanks to Golf Chair Mike Duval (Huber Engineered Woods) and Kevin Porter.

Please join us for our annual meeting and trade show on Nov. 8 at the Holiday Inn in Saratoga. [LQ](#)

WINNERS:

First-place team: Kevin Porter, Bruce McLean (MacLeod's Lumber), Rick Flaherty (Harvest Homes), and Jeff Sacks (BlueLinx) with a score of 61.

Second-place team: David Loretta (Warren Trask), Steve Maneri (International Forest Products), Gary Hammond, and John Gallo (Herrington's) with a score of 63.

Closest to the Pin:

Tim Lyons (BROSCO) with 8'6".


Longest Drive:

Joel Crosley (DAP Products).



LDAC Annual Golf Outing

The Lumber Dealers of Connecticut (LDAC) held its annual golf outing on June 1 at the Oxford Country Club. The skies may have been cloudy, but it turned out to be a great weather day for golf. There was a fundraiser for the scholarship and many generously donated. Dinner was held afterward, with seafood hors d'oeuvres during the cocktail hour. A 50/50 raffle was held, and several prizes were awarded.

LDAC wishes to thank its 2022 sponsors for their support and contributions. A special thanks to Golf Chair Dave Bitso (Reeb Millwork) for his tireless efforts. 

WINNERS:

First-place team: Christian Dean, Chris Lenzen, Bobby Rowland, and Jeff Penkoff (all of Hatch & Bailey) with a score of 58.

Second-place team: Brett DiClementi (Holden Humphrey), Bobby and Brian Middlestadt, and Brian Kurtz (Interstate + Lakeland) with a score of 61.

Third-place team: Louis Brouard (B2), Peter and Bill Olsen (Olsen Built Homes), and Jeff Tuck (Oxford Lumber) with a score of 64.

Closest to the Pin:


Chris Malinowski (Interstate Lumber) with 19'8", Jeff Maltzer (Country Lumber) with 5'3", and Mike Benedetti (Andersen Windows) with 5'3"

Longest Drive:

Dan Raymond (Lyon & Billard) and Brian Middlestadt (Interstate + Lakeland).



58th Annual MRLDA Golf Outing

The Massachusetts Retail Lumber Dealers Association (MRLDA) held its 58th Annual Golf Outing on August 1 at the Pinehills Golf Club in Plymouth, Mass. Both of Pinehills' courses were used again this year by the 214 MRLDA golfers. The top score on either course was a 15-under-par 57 fired by the team of Bob Carroll of US Lumber, Brett Mollenhauer of Trex, and T.J. McNulty and Michael MacCune of Hingham Lumber. They edged out (through a tie-breaking match of cards) runners-up Hunter Stone and Lydia McMahon, both of BROSCO, along with Sarah Thomas and Peter Koopman, both of Koopman Lumber. 



WINNERS:

TEAM SCRAMBLE (EITHER COURSE)

First-place team: (57) Bob Carroll (US Lumber), Brett Mollenhauer (Trex), and T.J. McNulty and Michael MacCune (both of Hingham Lumber)

Second-place team: (57) Hunter Stone and Lydia McMahon (both of BROSCO), and Sarah Thomas and Peter Koopman (both of Koopman Lumber)

Third-place team: (62) Paul Genesis and Joe Mariano (both of Parksite), and Nick and Dino Fabrizio (Fabrizio Wood Products)

NICKLAUS COURSE CONTESTS

#1, Straightest Drive:

Men's: Mike Moriarty (Huber Engineered Woods)

Women's: Lydia McMahon (BROSCO)

Closest to the Pin:

#7, Retail: Peter Furia (Mid-Cape Home Centers)

Associate: Jeff Bogosian (Metrie)

#15, Retail: Brian Roberts (Roberts Design & Construction)

Associate: None

Longest drive:

#10, Retail men's: Peter Furia (Mid-Cape Home Centers)

Associate men's: Hunter Stone (BROSCO)

Women's: Lydia McMahon (BROSCO)

JONES COURSE CONTESTS

#1, Straightest Drive:

Men's: Jeff Spadea (Cape Cod Lumber)

Women's: None

Closest to the Pin:

#8, Retail: Dave Fetterman (Mid-Cape Home Centers) and Scott Sousa (Riverhead Building Supply)

#13, Retail: Brian Lang (Koopman Lumber)

Associate: Scott Clifford (Coastal Forest Products)

Longest drive

Retail Men's: Paul Xavier (Timberline Enterprises)

Associate Men's: Chip Decato (Andersen Windows)

#15: Women's: Renee Menard (Boise Cascade)

50/50 Raffle

Chip Decato (Andersen Windows)

2022 NYLILA Fishing Outing

The New York Long Island Lumber Association (NYLILA) held its fishing outing on June 22 at the Captree State Park Marina in Bayshore. There was a strong showing of attendees despite the weather. The four-hour chartered ship included bait and poles for fluke. Although there were many fluke caught, there were also tales of those that got away. NYLILA gave prizes for the first fish caught, as well as the smallest and largest fish.

Food and beverages were provided during the enjoyable charter.

Lance Wagner Sr. (Glendale Lumber) caught the biggest fluke at 24", 3 pounds (pictured below).

The first fish and smallest fish went to Brian Hogan (US Lumber).

NYLILA thanks its 2022 sponsors for their support and contributions. Special thanks to President Eric Raynor and Kevin Keillor Jr. (Riverhead Building Supply) and Chip Penny (Coastal Specialty Forest Products) for supplying the food, beverages, and prizes!

Please join us at the annual meeting at TopGolf in Holtsville on October 20. [LC](#)



CNYRLDA Annual Golf Tournament



The Central New York Retail Lumber Dealers Association (CNYRLDA) held its annual golf tournament on Thursday, June 23, at Vesper Hills Country Club in Tully, N.Y. There was a dramatic increase in attendance over last year, with eight retail yards and 10 vendors who enjoyed a great day of golf followed by a steak dinner. CNYRLDA Golf Chair Jim Pelowski of Marvin Windows drove the tournament that almost doubled in attendance from last year! 🏌️

1. Tournament Winners: Team Cameron Ashley/Quikrete: Dom Basile, Mark Consroe, Joe Boucher, and Jamie Evans. 2. The second-place team: Team Chittenango Lumber/Marvin Windows/US Lumber: Alex Hunt, James Murphy, Mike Wood, and Jordan Ashcraft. 3. Joe Ehle Jr. (Liverpool Lumber) blasts the long drive of the day! 4. Jamie Evans (Cameron Ashley) having a well-deserved lunch at the turn after hitting a closest to the pin shot!



CNYRLDA 17th Annual Clambake

The Central New York Retail Lumber Dealers Association (CNYRLDA) held its 18th annual clam bake at The Spinning Wheel in North Syracuse, N.Y., on Thursday, August 18. The event came back strong with 126 attendees, up from 103 last year. Eleven retail yards and eight vendor companies were represented for the almost 130 people who joined the fun. Members, friends, and family enjoyed a beautiful day, little-neck clams, oysters, horseshoes, corn-hole, raffle prizes, and the anticipated 50/50 cash payout. CNYRLDA Clambake Chair Casper Gottuso, of BlueLinx, did a great job once again organizing the event while CNYRLDA President Jamie Evans of Cameron Ashley said, "It's great to see the membership get back into attending events!" 📺



Kaleigh Kime, daughter of Patrick Kime, owner of Kime Hardware, was the lucky winner of \$520 in the 50/50 drawing! CNYRLDA President Jamie Evans (L) (Cameron Ashley) and CNYRLDA Clambake Chair Casper Gottuso (R) (BlueLinx) presenting.



RILBMDA Celebrates its 75th Annual Golf Outing and Clambake



The Rhode Island Lumber and Building Materials Dealers Association (RILBMDA) celebrated its 75th Annual Golf Outing and Clambake on July 13. The Green Valley Country Club, in Portsmouth, R.I., once again hosted the golf outing, and Kempenaar's Clambake Club, Middletown, R.I., was the perfect spot for the clambake. During the clambake, RILBMDA President Matt Semonik of Arnold Lumber thanked the RILBMDA Board of Directors and other volunteers who contributed to a successful event, including a special thanks to Golf Outing Chair Dave Beattie of BlueLinX. RILBMDA would also like to say, "Thank you" to all its generous retail and associate members that donated door prizes, participated in the 50/50 drawing(s), and purchased NYLE mulligans.

In golf action, the paired-up group of George Hayes and John Kerr, of Reeb Millwork, along with James Marchese and Gene Shaw, of Parksite, tore through the competition with a scorching 14-under par 57! Placing second was the team of Bob Fitzpatrick and Mark Guerra of BlueLinX, along with Nate Dooley and Lou Martins of Riverhead Building Supply. The longest drives went to Sean Lorden of Rafferty Wholesale and Jody Venditelli of Riverhead Building Supply. Closest to the Pin on #12 was claimed by Raj Kalra of Eastern Bank. And speaking of Closest to the Pin, Mark Nine of Riverhead Building Supply sank a hole-in-one on the par 3, 175-yard, 5th hole, earning himself a \$10,000 cash prize! **LG**

1. RILBMDA President Matt Semonik (Arnold Lumber), and Outing Chair Dave Beattie (BlueLinX) congratulate the first-place team of Gene Shaw and James Marchese (Parksite), along with George Hayes and John Kerr (Reeb Millwork). 2. Golf outing second-place team. 3. RILBMDA Ex-officio Steve Rendine (Douglas Lumber) with President Matt Semonik (Arnold Lumber). 4. Jason Rastad and Chris Burns (U.S. Lumber) along with Ray and Eddie Angell (L.Sweet Lumber). 5. 170 attended the RILBMDA Clambake at Kempenaar's Clambake Club.

State and Local Scholarship Awards

RILBMDA Awards Memorial Scholarships



Pictured L to R: Denise Gabriele (Arnold Lumber), recipient Nathan Fogarty, Jessica and Dave Beattie (BlueLinx), recipients Marissa Stern and Stephanie Levesque, and Steve Carreira (Humphrey's Building Supply). Absent from photo: Recipient Norman Winn.

The Rhode Island Lumber and Building Materials Dealers Association (RILBMDA) is proud to congratulate its 2022 Memorial Scholarship recipients! Four \$2,000 scholarships have been awarded to students pursuing post-secondary education.

The RILBMDA Memorial Scholarships are named for the late William "Jay" Humphrey and David R. Beattie, who were industry leaders and recognized for their commitment to education, community, and the RILBMDA. The RILBMDA offers college scholarships to students within their membership who display academic excellence, strong citizenship, positive character, and a desire to make a meaningful contribution to society. The RILBMDA hopes to encourage recipients to continue their education and be active role models and leaders in their respective fields and communities.

The RILBMDA honored these recipients at its June 22 dinner meeting at Spain of Narragansett.

The RILBMDA would like to thank its dedicated Scholarship Committee: Chair, Denise Gabriele—non-voting (Arnold Lumber); Tony Jarvis (Arnold Lumber); Evan Finnegan (Finetco Coventry Lumber); Michelle Packer (Huttig Building Products); Steve Carreira (Humphrey's Building Supply); Ray Angell (L. Sweet Lumber); Jay Pires (BlueLinx); Dave Catlett (Holbrook Lumber); Mary Jane Robillard (National Building Products); Rich Audet (Scituate Lumber); and Steve Rendine (Douglas Lumber).

2022 Scholarship Recipients and Sponsoring Company:

Nathan Fogarty

Father Joseph Fogarty
BB&S Treated Lumber of New England.
Nathan will be a sophomore at Wesleyan University majoring in Environmental Studies.

Stephanie Levesque

Father Dennis Levesque
National Building Products. Stephanie will be a freshman at the University of Rhode Island majoring in Psychology.

Marissa Stern

Father Jerry Stern
Douglas Lumber. Marissa will be a senior at Bryant University majoring in Communications.

Norman Winn

Father Bill Winn
Arnold Lumber. Norman will be a junior at the University of Rhode Island majoring in Computer Science/ Cyber Security.

NHRLA and Schuler Family Award \$9,000

The New Hampshire Retail Lumber Association (NHRLA) is pleased to announce its 2022 \$1,000 Scholarship Recipients:

Taylor Austin (Milford Lumber)
Brandon Brassard (Benson Lumber)
Victoria Burroughs
(LaValley Building Supply)
Kayley Couture (East Coast Lumber)
Libby Fortin (White Mountain Lumber)

Kyleigh Gray (East Coast Lumber)
Joseph Heacock
(LaValley Building Supply)
Caitlin Stapleton
(LaValley Building Supply)

The NHRLA is also pleased to partner again with the Schuler family to help award the 2022 Ron Schuler Sr. Family Scholarship to Caitlin Stapleton (LaValley Building Supply).

(Continued on page 78)

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RLDAM Awards Brian C. Thayer Memorial Scholarships

The Retail Lumber Dealers Association of Maine (RLDAM) board of directors renamed the RLDAM Scholarship the Brain C. Thayer Memorial Scholarship in 2006 in honor of the late Brian Thayer of LaValley Lumber. At the time of his death in 2006, Thayer was vice president of RLDAM and served on the board of trustees of the Maine Community College System. RLDAM has awarded four \$1,000 scholarships annually since 2004 (five in 2022), a grand total of \$73,000 since inception! These scholarships are available to students enrolled in building trades programs in any of Maine’s community colleges or to employees or immediate family members of employees of RLDAM member companies.

The RLDAM would like to congratulate all the 2022 Brian C. Thayer Memorial Scholarship recipients:

Emma Hutchinson, Windsor
 Father works for Huttig Building Products
Studying Architecture at Norwich University

Mason Look, East Machias
 Father works for Hammond Lumber
Studying Heavy Equipment Operations at Washington County Community College

Andrew Storey, Cumberland
 Father works for Hancock Lumber
Studying Business Economics at the University of Maine at Farmington

Colby Lloyd, Augusta
 Stepfather works for Hammond Lumber
Studying Electrical Engineering at the University of Maine

Hannah Lord, Waterville
 Father works for Hancock Lumber
Studying Nursing at Husson University



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HOW DID YOU BEGIN YOUR CAREER IN THE LBM INDUSTRY?

Ever since I was a teenager, I have been very fortunate to be part of the fourth generation at Bethel Mills and am very proud to work alongside my dad, brother, and the great team of colleagues we have with us. Growing up, working in the family business was something my brother, Matt, and I always looked forward to being a part of. But even so, I started my career in our industry like many others do—sweeping the yard, helping build loads, stocking shelves, and making pick-up deliveries.

WHAT ARE SOME OF THE RESPONSIBILITIES OF YOUR POSITION?

Being part of a small business in the LBM industry, my responsibilities are diverse. My primary focus is on contractor sales and business development, but I also enjoy spending time with the rest of the management team developing strategy, employee engagement, training, and company culture. I'm also involved in property management, and permitting and design of our facilities, and I help oversee our hydroelectric plant with my dad and brother.

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

The challenges are endless [laughing], but embracing and overcoming them with our colleagues makes it all worth it. Whether it be labor shortages, supply issues, pricing volatility, customer issues, employee stress and mental health, or any other obstacle that we face on a day-to-day basis, if we can help make a customer or one of our teammates' days a little better, that is meaningful and rewarding. We are lucky to be working with a diverse team in age, experience, personalities, and opinions, so we can lean on and learn from those around us.

WHAT HAVE YOU LEARNED SINCE WORKING IN THE INDUSTRY?

Among many things I've learned in this industry, two are that your network of people and your knowledge growth are two forms of capital you can't live without. We are lucky to be surrounded by such incredible people—the friendships you can develop in this industry are invaluable. Through my involvement with both the NRLA and NYLE, I have had the opportunity to learn from a diverse group of people with different perspectives and backgrounds, which has helped me maintain a more balanced outlook.

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

Jump in! This isn't a simple industry, but it is a highly rewarding one if you want it to be. We all know some 30-, 40-, or 50-year-old veterans in our industry—reach out and utilize the successful ones. Join NYLE and participate in the NRLA programs—it's a great way to meet the current and future leaders in our industry. Lastly, remain manageable, open to new methods, and malleable with change. You will get much more out of this industry than you put into it.

WHAT ARE YOUR PASSIONS OUTSIDE OF THE OFFICE?

My time outside of the office is spent with my family and friends. With two little ones (ages 4 and 1), my wife, Morgan, and I try to enjoy every moment we have while they're still young. 🇺🇸

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