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LUMBER CO-OPERATOR

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THE LEGISLATIVE ISSUE

PLUS...

**Workforce
Development**
SPECIAL SECTION

JULY/AUGUST 2023

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Lumber Co-operator Mission Statement:

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

Contact the *Lumber Co-operator* at 800-292-6752 or 518-286-1010.



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Rita Ferris
NRLA President

Since the COVID pandemic, the building materials industry has had some of the best years in its history, but there has also been a very high burnout rate among employees and owners. Dealing with disrupted global supply chains, fluctuating lumber prices, safety protocol issues, remote work, employee shortages, employee churn, increasing workloads, longer hours, operational disruptions, and financial instability has taken its toll. Both the owners and the employees want to improve the situation but are unsure how.

Recently, I read two books by Kevin Hancock: “Not for Sale, Finding Center in the Land of Crazy Horse” and “The Seventh Power: One CEO’s Journey into the Business of Shared Leadership.” Hancock is the owner of Hancock Lumber and a thought leader on shared leadership. For the past six years, his company has been voted one of the Best Places to Work in Maine. While earning this designation, he and his team have transformed their employees’ lives by striking a balance between efficiency and employee satisfaction while also improving the quality of their own lives and strengthening the company’s financial health. I know that many of our members would be overjoyed if they could achieve these goals.

A shared leadership structure works by sharing decision-making authority and encouraging collaboration. Employees who actively participate in decision-making and feel their opinions are valued have a greater sense of ownership and commitment to their employers. As a result, job satisfaction improves, and interpersonal relationships are strengthened.

In a shared leadership structure, employees are encouraged to take on leadership responsibilities, which increases the perspectives included in leadership decisions and grows your team’s collective intelligence. Subsequently, workplace innovation, adaptation, and development grow!

Another outcome of shared leadership is that it creates trust and collaboration across teams and throughout an organization. By creating transparent communication channels and open feedback loops, individuals can openly express their opinions. This helps produce a united workforce, increased productivity, and increased enjoyment.

Individuals who are encouraged to assume leadership roles develop new abilities, expand their knowledge, and widen their perspectives. This climate of continuous learning strengthens the company. Those who are empowered to step outside their comfort zones, take calculated risks, and learn from successes and failures gain the confidence needed to overcome challenges and capitalize on opportunities.

Shared leadership has increased in popularity as a revolutionary technique for unlocking employees’ full potential, resulting in happier and more productive workplaces. It accomplishes incredible results by building a sense of belonging and encouraging creativity, innovation, trust, collaboration, and personal and professional development. Embracing this collaborative leadership model leads to a brighter future for all.

I plan to spend the next few months delving into shared leadership and look forward to sharing with you some of the practical steps you can take to introduce it into your organization.

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Nick Kuiken
NRLA Chair, Kuiken Bros., Inc.

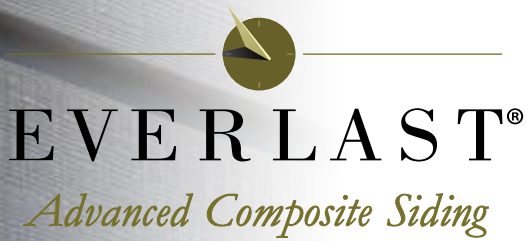
Participating in this year’s ABMA Advocacy Day in Washington, D.C., gave everyone involved an incredible opportunity to engage with policymakers as we advocated for the interests of our lumber and building material industry.

Our Lobby Day provided a unique platform to network with influential leaders within the lumber and building material industry. Engaging together with other professionals from within our industry cultivated valuable connections and knowledge sharing. The event facilitated interactions with executives, policymakers, and experts who shared their experiences, perspectives, and insights on the industry’s current and future landscape. The opportunity to build relationships with these industry leaders broadened my understanding of the sector and provided a strong foundation for future collaborations.

A significant aspect of ABMA Advocacy Day was the chance to directly engage with policymakers in Washington, D.C. These interactions allowed participants to communicate the challenges and priorities of the lumber and building material industry effectively. By sharing real-life experiences and discussing policy implications, we could advocate for legislation that supports sustainable practices, fair trade, and workforce development. These discussions are instrumental in shaping lawmakers’ understanding of the industry’s needs and fostering an ongoing dialogue that can lead to positive changes and favorable policy outcomes.

ABMA Advocacy Day offered a platform to voice concerns and promote the interests of the LBM industry at the national level. By participating in discussions and meetings with legislators and members of their staff, we were able to address several critical issues, such as regulatory challenges, workforce development challenges, stressing the importance of skilled labor, vocational training programs, and the significance of fair-trade practices to help protect domestic lumber manufacturing. Our collective efforts aimed to raise awareness about the industry’s economic significance, job creation potential, and commitment to sustainable practices. Advocating for favorable policies and regulations was essential for protecting the industry’s interests and ensuring its long-term growth and prosperity.

I would like to thank all those who attended this year and encourage those of you who didn’t attend to please consider participating in next year’s Advocacy Day. This is an enriching and transformative experience to advocate for an industry we are all so deeply entrenched in. We have a voice, and it can only be heard by those individuals that represent us if we participate by engaging with policymakers to promote industry interests and gain valuable insights. This event provided a comprehensive understanding of the challenges and opportunities facing the lumber and building material sector. The experience reinforced the importance of active advocacy and collaboration in shaping a favorable environment for the industry’s sustained success.



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SummerSpace • Auburn, ME

Website: www.summerspace.com **Phone:** 800-858-5818

Products: Manufacture extruded aluminum, tempered glass and screen, porch enclosure panels, and sliding doors.




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Stefanik Introduces ABMA's Priority Bill to Help Reinvigorate Economy

In June, Representative Elise Stefanik (R-NY21) reintroduced an ABMA priority bill: the Employer Directed Skills Act. This bill empowers employers to decide what skills and training their workforce needs and receive partial reimbursement for the cost of that training.

To read the full press release, visit <https://nrla.org/abma-stefanik-win>.



VERMONT
Retail Lumber Dealers Association

VRLDA Wins Big for Small Claims



This legislative session, the Vermont Retail Lumber Dealers Association's (VRLDA) top priority was increasing the amount you can seek in small claims court.

Over the last decade, small businesses in Vermont, especially in the lumber and building materials industry, have seen prices skyrocket. This can sometimes lead to customers being unable to pay for materials as they wait for payment on their contract on a house or building, which in turn can lead to a heavy debt being built up, often \$8,000–\$10,000, that is sometimes left unpaid for many months. Since this amount is above the current small claims cap of \$5,000, which was raised from \$3,500 about 15 years ago, it could cost a business more to try to collect the money owed by a client in court.

This issue was identified by the VRLDA board as a big issue for members last fall, and the Legislative Committee discussed it as our top priority with our lobbyist, Bill Smith. Smith then went to work in the State House. He worked with Sen. Dick Sears, the chair of the Judiciary Committee, in early January and got the senator to add this increase to the miscellaneous judiciary bill he was crafting. The bill was officially introduced on January 25.

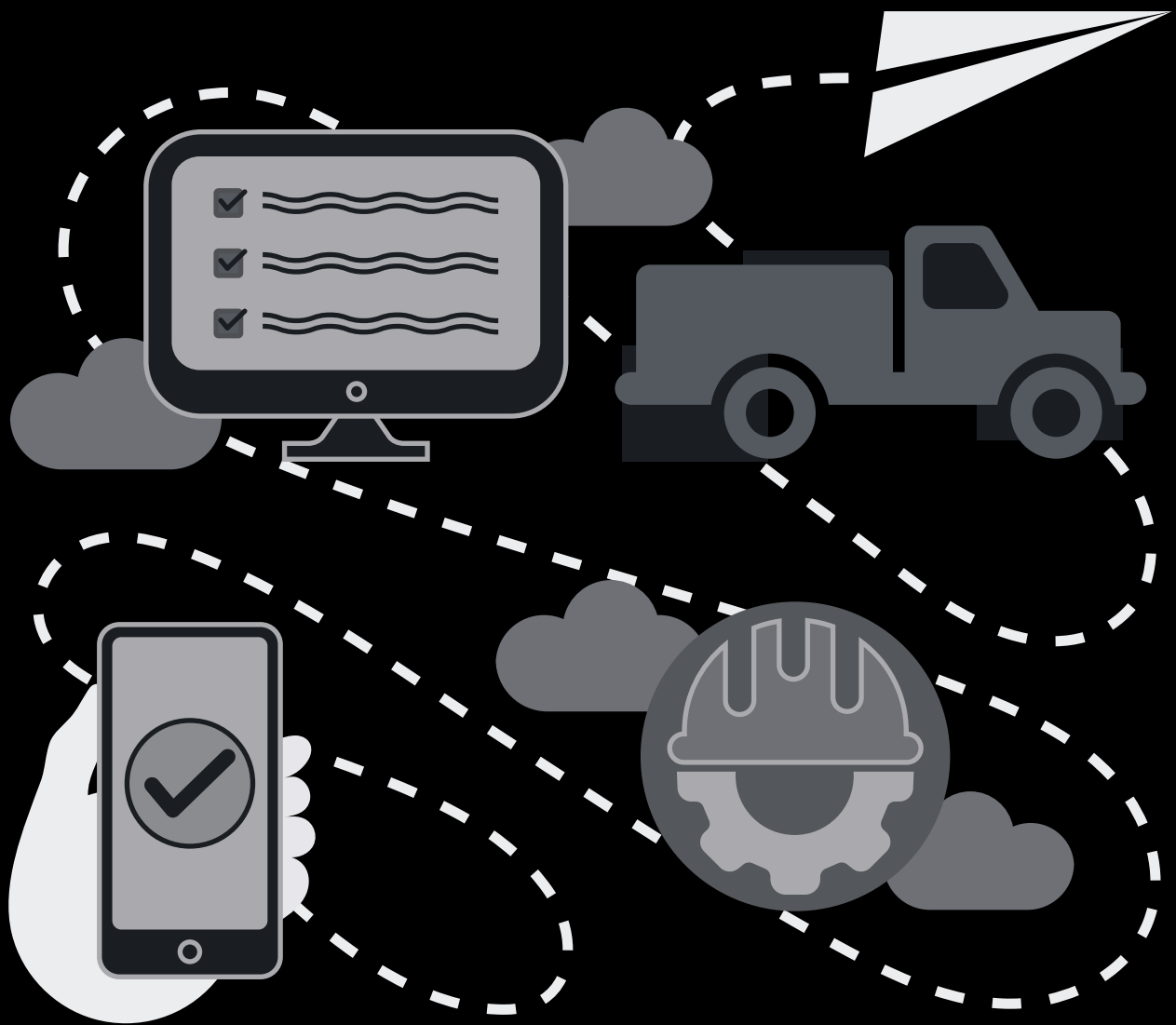
The miscellaneous judiciary bill passed out of Senate committee on March 21 and passed the Senate on the 28th. It was sent to the House, and in anticipation of some pushback in that chamber, VRLDA collected information from members about their experiences with small claims and the number of claims they have outstanding that currently exceed \$5,000. VRLDA submitted testimony on the bill on May 2, which included that data from members.

The House made some small changes to the bill by exempting credit cards with banks and medical debt from the increase and approved the bill on May 9. The Senate agreed to these changes on May 11, and the bill was sent to Gov. Scott on May 30. He signed the bill on June 5.

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Benjamin Obdyke Announces Transition to ESOP

Benjamin Obdyke announces its transition to an Employee Stock Ownership Plan (ESOP), a move that acknowledges the value and contributions of its employees, fosters a strong sense of ownership, and solidifies the company's commitment to long-term success.

"For more than 155 years, Benjamin Obdyke has experienced remarkable growth and celebrated countless achievements thanks to the hard work and dedication of our exceptional team," said David Campbell, president and CEO.

A significant milestone for Benjamin Obdyke, the change to an ESOP further demonstrates the company's unwavering commitment to its workforce and reinforces a culture of inclusivity, transparency, and trust. By becoming an ESOP, employees will now have a direct stake in the company's future and a share in its financial progress. The shift also reinforces Benjamin Obdyke's belief in sustainable growth, fostering an environment where every employee's contributions directly impact the company's trajectory and success.

To learn more, visit <https://nrla.org/obdyke-esop>.



FastenMaster Celebrates 25 Years of PRO Driven Innovation

FastenMaster, a division of OMG, Inc., is celebrating 25 years of providing professional building contractors with innovative products and fastening solutions that make work faster, easier, and more efficient.

Established in 1998, FastenMaster created the category of structural wood-to-wood screws with the introduction of TimberLOK, a heavy-duty wood screw designed to eliminate the need to predrill when attaching two pieces of wood together. It was the first of what has become the very popular 'LOK Line' of structural wood-to-wood fasteners for residential applications, and solidified FastenMaster's focus on providing PRO-Driven solutions.

FastenMaster is a division of OMG, Inc., which has more than 600 employees globally, and more than 400 in Western Mass., making it one of the area's largest employers.

To learn more, visit <https://nrla.org/fastenmaster-25th>.

NRLA Member Expansions, Acquisitions, and Partnerships

RETAIL MEMBERS

Koopman Lumber

Expands to Cape Cod.

Sticks&Stuff and Swanton Lumber

Expands footprint with newest hardware store location in Rouses Point, N.Y.

ASSOCIATE MEMBERS

BlueLinx

Expands distribution partnership with LP.

Cameron Ashley

Expands LP partnership in Louisiana.

Eastern Engineered Wood Products

Expands with new distribution center in Anderson, S.C. area.

Manufacturers Reserve Supply ("MRS")

Distribution partnership with Advanced Building Products and Tamlyn.

Manufacturers Reserve Supply ("MRS") and Henry

Distribution partnership for Weatherization Products.

MoistureShield

Expands Distribution in Illinois, Missouri, Iowa and Kansas with Mid-Am Building Supply, Inc.

Robbins Lumber

Acquires two sawmills in Hancock and Sanford, Maine.

Sherwood Lumber

Expands East Coast reach with acquisition of Middle Atlantic Wholesale Lumber.

Tando Composites

Partners with Gillfor Distribution Inc. as National distributor for Canada.

Expands distribution with Parksite throughout Maryland and North Carolina.

Vista Railings

Expands distribution network with Carolina Atlantic Forest Products.

Wolf Home Products and Key-Link Fencing & Railing

Partnership expands into Midwest.

To learn more, visit <https://nrla.org/news>.

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NRLA Hires Jacob LaChapelle as its Sales & Marketing Specialist



The NRLA announces the hiring of **Jacob LaChapelle** as its new Sales & Marketing Specialist. LaChapelle most recently worked for the Tri-City ValleyCats, an independent professional baseball team located in Troy, N.Y., as their Communications Manager. In this role, LaChapelle oversaw the marketing, social media, and media relations for the team while also gaining experience in both group and advertising sales. Prior to working for the ValleyCats, he worked as a Venue Media Manager for the Olympic Center

in Lake Placid, N.Y., as well as a Social Media Marketing Intern for Proctor's in Schenectady, N.Y. LaChapelle holds a B.S. in Television and Film Production from St. John's University.

In his new role, LaChapelle will be working in the Communications Department with Melissa Stankovich, where he will be responsible for producing NRLA's e-newsletters, managing its social media platforms, writing and distributing press releases, and aiding in the creation of other marketing initiatives. He will also be working closely with Donna Berger, Director of Conventions & Associate Partnerships, in the transition of advertising sales for all NRLA media platforms.



G.531 Workers Comp Program Announces Dividend!

NRLA's Group 531 Executive Committee, Chaired by Jonas Kelley of Jay-K Lumber, New Hartford, N.Y., has announced a 25.0% dividend for the 2022 policy year. The dividend will return \$594,972 to NRLA-NY's 79 members who are enrolled in Group 531. This dividend is in addition to the 25% advanced discount that qualified members enjoyed during the year. Dividend checks were issued by the State Insurance Fund in late-June.

To learn more about NRLA's Group 531 program for New York members, visit <https://nrla.org/member-benefits/insurance/workers-compensation>.

IN MEMORIAM

Carl J. Mele, 79, of Olean, N.Y., passed away on Friday, April 21. Carl was born in Olean and attended schools there. He spent many years working in the LBM Industry in Western New York for Ferrara Lumber, Erie Materials, Chase Pitkin, and Williamson Building Supply.

Jim Parker, 69, passed away on May 26. Jim was a beloved member of the Steves & Sons family, and a true force of nature in the industry for 23 years. Jim exemplified leadership, can-do attitude, fierce loyalty and an unparalleled expertise in a wide range of fields.

Kevin M. McQuaid, 78, of Manchester-by-the-Sea in Massachusetts, passed away on June 10 after a valiant battle against cancer. Kevin was the second-generation owner of Anderson & McQuaid in Cambridge, Mass.

Sara Jane "Sally" VanArsdale Bliss, 77, of Castile, N.Y., passed away on Friday, July 14. She owned and operated Elitsac Inc. in Castile with her late husband, Douglas Bliss, where she took the helm after his untimely passing in 1994. Sally was on the WNYLDA board from 1998–2005, and was president in 2001.

Joshua A. Nickerson Jr., age 88, of Brewster, Mass. passed away on Tuesday, July 11. Joshua "Jan" Nickerson was president of the MRLDA in 1975 with Nickerson Lumber.

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◀ Hyundai Material Handling Introduces New and Innovative Products

Hyundai Material Handling recently introduced a series of new and innovative products that are stronger, safer, more cost-effective and eco-friendly. Unique and advanced design features enhance comfort and reliability while maintaining the highest level of power and durability.

Learn more: <https://nrla.org/hyundai-innovative-new-products>.

▶ New Protective Film for Klear PVC Trim and Sheet Products from Westlake Royal Building Products

This new protective film for Klear is designed to keep products untarnished throughout all stages of their journey, including storage, handling, shipping, repackaging, and installation. The removable film can simply be peeled away after the product has been installed.

Learn more: <https://nrla.org/klear-protective-film>.



◀ New AT-3G Hybrid Acrylic Anchoring Adhesive from Simpson Strong-Tie

The new AT-3G all-weather hybrid-acrylic anchoring adhesive is engineered to deliver a faster-curing, high-strength bond for cracked and uncracked concrete and post-installed rebar connections. Designed for high performance in extreme environments. Dispenses easily, cures quickly, and can be specified for both dry and damp conditions when in-service temperatures range from below freezing (as low as -40°F) all the way up to 320°F.

Learn more: <https://nrla.org/sst-at-3g-adhesive>.

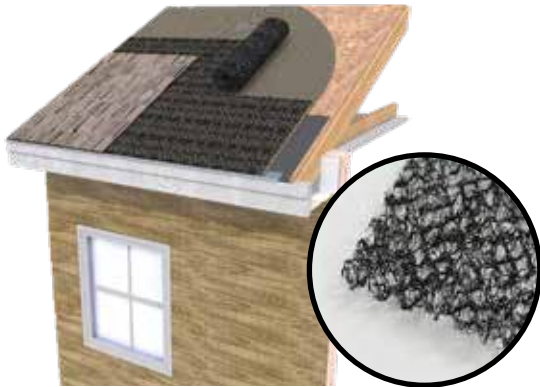




Mortairvent® is a drainage and ventilation mat specifically designed for use with most exterior siding materials, and allows moisture to drain, not remain®.

Packaging & Product Data

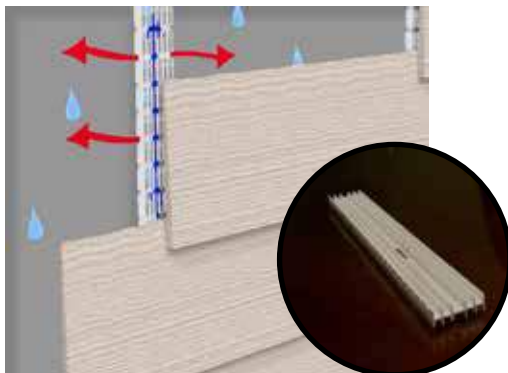
- **Mortairvent® 201** .125" x 39" x 61.5' roll, 200 Sq. ft., 24 rolls per pallet.
- **Mortairvent® 202** .25" x 39" x 61.5' roll, 200 Sq. ft., 18 rolls per pallet.
- **Mortairvent® 203** .40" x 39" x 40' roll, 130 Sq. ft., 18 rolls per pallet.
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- Durable polymer material is resistant to most known corrosive chemicals, reduces the risk of mold or mildew and minimizes staining, peeling, and blistering of exterior finishes.
- Contributes to LEED points.
- Simple and quick to install.
- 2-ply design features a backer fabric that improves the strength properties of the system, works as an insect screen, and deflects mortar.



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- 90% open design creates a gap for drainage and ventilation.
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- Reduces sound transmission.
- Lightweight & easy for installers to handle.
- Bends and conforms to any type of contoured surface.
- Maintains a thermal break.
- UV exposure of 60 days.
- Provides 75% more airflow compared to alternative ventilation mats.

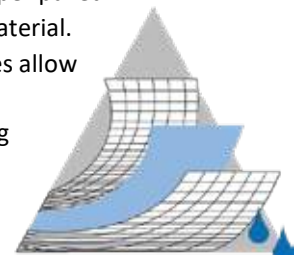


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Patent Numbers:
2138.38A – US 10,914,077 – 2138.38-1 – CA 2983319 –

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- 50 pieces (400 lineal feet) per box, 36 boxes per pallet.
- Mold resistant, non-absorptive composite material.
- Vertical and horizontal channels on both sides allow for dual drainage and cross ventilation.
- Helps increase the longevity of wall sheathing and framing by allowing moisture to Drain, Not Remain®.
- Available in White or Black color



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The Value of Your



AMERICAN BUILDING MATERIALS ALLIANCE

Membership

By Katherine Slye-Hernandez

You have likely seen American Building Materials Alliance (ABMA) articles in past LCs. You have probably seen ABMA information on NRLA social media channels. And maybe you've read some of what ABMA is up to in D.C. in the weekly LC Wired. But did you know that as a member of NRLA, you have access to a whole wealth of resources and benefits from ABMA and that your membership in this federal alliance helps with LBM issues in Washington?



ABMA Advocacy Day attendees at the U.S. Capitol on March 23, 2023.

WEEKLY UPDATES:



Every Friday at 11:30 a.m., ABMA sends out the Advocate, our weekly newsletter. It includes not only an update on our legislative activity from Government Affairs Representative Pat Rita, who is constantly working for us in D.C., but also staff articles, regulatory updates, including compliance deadlines, and other industry news. If you do not already receive the Advocate, sign up by scanning the QR code.



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Your weekly LBM legislative and
regulatory news source.



A COMMITTEE AND STAFF THAT LISTEN TO YOUR CONCERNS:

Many ABMA priorities or issues that we work on have come directly from our members. Last winter, for example, Rod Wiles from Hammond Lumber in Maine asked us to look into the Credit Card Competition Act, a bill with the goal of lowering credit card fees by introducing competition. This spring, Bob Jackman from LaValley/Middleton Building Supply in New Hampshire started a letter to try to impact changes to CDL training and crane certification requirements. We have since sent letters on these issues to members of Congress, OSHA, and FMCSA to try to start making changes. When ABMA members have an issue, the committee and staff listen and try to see what we can do to help.

TAKING ACTION MADE EASY:

ABMA is always working on our priority issues, but members sending letters to their federal representatives and senators goes a long way in getting cosponsors and support for our issues. ABMA staff set up advocacy campaigns to make it easy for you to contact your federal legislators. We write the letter for you; all you have to do is input your name and address, and the system sends the message right to your federal legislators. You can even add your own thoughts on the issue to the letter to personalize it if you so wish.




IN-PERSON FEDERAL ADVOCACY:

ABMA hosts its annual Advocacy Day in D.C. each spring. Our 2023 inaugural in-person event was very successful, with about 60 members and staff meeting with almost 50 congressional offices. ABMA staff will schedule all of your meetings and make sure you are briefed on the issues. Keep an eye out for our 2024 event dates. You won't want to miss it!

UNITED VOICE, CLOUD:

ABMA brings together LBM industry members from 17 states to work together on issues. Having so many members all advocating for or against the same issues, especially during our annual Advocacy Day in D.C., helps raise our issues to the top of the pile. The more letters a congressional office gets on an issue and the more constituents who visit them, the more likely they are to look into it and act on it.

To get involved, I encourage you to visit the ABMA website. There you will find our action alerts, legislative and regulatory articles, and media content. If you have any questions or concerns or have an issue you want ABMA to try to address, please do not hesitate to reach out to me at kslye-hernandez@abmalliance.org or to Nicolina Schonfarber, our government affairs coordinator, at nschonfarber@abmalliance.org. 

THANK YOU FOR YOUR INVOLVEMENT 2023 ABMA Advocacy Attendees!

Michael Alter *U.S. Lumber & Supply Corp.*

Jeremy Baker *rk MILES, Inc.*

Maureen Beckerle *Beckerle Lumber Supply Co., Inc.*

Michael Beckerle *Beckerle Lumber Supply Co., Inc.*

Sara Belletete *Belletetes Inc.*

Jeff Bickel *Northeast Building Supply*

Rob Bicknell *Bicknell Building Supply*

Gregory Branecky *Miner's Inc.*

Andrew Brown *Brown Lumber and Building Supply*

Joe Cecarelli *Hood Distribution*

Clara Collins *S. W. Collins Co.*

Kevin Costa *National Lumber Company*

Chris Curtis *Curtis Lumber Co., Inc.*

Jason Delgado *Dartmouth Building Supply*

Eric Dupuis *Mast Road Grain & Building Materials*

Georgia Eaton *Emery Jensen Distribution*

Kimberly Farquhar *Acadia Insurance*

Leah Fennell *Mid-Cape Home Centers*

Rita Ferris *NRLA*

Doug Ford *Curtis Lumber Co.*

Steve Gerard *Reeb Millwork*

Dave Gluck *NRLA*

Edward Godek III *Rex Lumber Company*

Jon Hallgren *Curtis Lumber Co., Inc.*

Ken Hamshaw *Hamshaw Lumber*

Doug Helmacy *BWI Distribution by Masonite*

Ida Ross Hicks *Swift Supply Inc.*

Olivia Hagan *GNH Lumber, Inc.*

Genevieve Howley *GNH Lumber, Inc.*

Daniel Keith *Eldredge Lumber*

Michael Kelly *Garden State Lumber Corp.*

Kathleen Knappman *Luzerne Lumber Co.*

Nick Kuiken *Kuiken Brothers Company, Inc.*

Bob Lemieux *Pennsylvania Lumbermens Mutual Insurance Co.*

Jay Mahoney *Fairview Millwork, Inc.*

Mike McDole *Firing-Line LBM Advisors*

Alyson McLaughlin *Flagship Forest Products*

Vic Milano *Jilco Window Corp.*

Jack Miller *Concord Building & Design Center*

Rebekah Miller *Shepley Wood Products*

Eric Raynor *Riverhead Building Supply Corp.*

Stephen Sallah *LBM Advantage*

Dan Schaffer *Reeb Millwork*

Dana Schnipper *J.C. Ryan EBCO/H&G LLC*

TJ Shaheen *Builders General Supply*

Katherine Slye-Hernandez *NRLA*

Nicolina Schonfarber *NRLA*

Steve Rendine *Douglas Lumber Corporation*

Steve Rickert *Hancock Lumber Company*

Paul Ryan *LMC*

Lincoln Spear *Everett L. Spear Inc.*

Russell Turner *Fallsburg Lumber Company*

Tammy Wandler-Ginexi *NRLA*

Lori Wiles *Hammond Lumber Company*

Rod Wiles *Hammond Lumber Company*



YOUR LBM FEDERAL ADVOCACY RESOURCE

The ABMA actively advocates for Northeastern Retail Lumber Association (NRLA) and Construction Suppliers Association (CSA) members to advance, shape, and influence policy in all branches of government. We work directly with members of Congress, the White House, and federal agencies to impact the legislative and regulatory process as it affects the LBM industry.



Find all you need and more at **ABMAAlliance.org**

Legislative

Bill text, tracking, priority issues, and updates.

Regulatory

Regulations, reforms, updates, and links.

Grassroots

One-stop shop for advocacy alerts, yard tours, and Congressional office visits.

Action Alerts

Contact your federal representatives about ABMA priorities.



Subscribe to receive the **ABMA Advocate**



Your weekly LBM legislative and regulatory news source.

— Lobbyist Corner —

Who Represents the LBM Industry in the State and National Capitol?

You might wonder who is walking the halls of your state Capitol and Congress representing the interests of the lumber and building materials industry. Each state association and our federal arm, the American Building Materials Alliance (ABMA), has a lobbyist who represents us daily in the Capitol. Our lobbyists work to get cosponsors on legislative-priority bills, push for legislators to oppose bills that could harm our industry, submit our letters of support or opposition on legislation, testify on our behalf at hearings, and help keep us connected to various LBM and business coalitions and working groups.

There is often this negative connotation with lobbying that it is all backdoor deals and palm greasing to get things done. However, the reality is that lobbyists serve an important purpose in the legislative process: providing valuable information on issues to legislators. No legislator or their staff can know everything about every industry, issue, and bill, so organizations hire lobbyists to help communicate key information and facts to help with decision-making and the drafting of legislation.

Read the following pages to get to know the lobbyists in your state and at the federal level! Want to know even more? Read the full Q&A for each lobbyist online by scanning the QR codes.

ABMA — YOUR FEDERAL ADVOCACY RESOURCE



Patrick Rita,
Washington, D.C.

Q: Tell us a little about your background. Where did you grow up, go to school, etc.?

A: I grew up in a suburb of Washington, D.C., and went to the College of William & Mary in Williamsburg, Va.

Q: What made you realize you wanted to be a lobbyist?

A: Studying political science in college and then working on Capitol Hill. I wanted to continue to be close to the process.

Q: What was your first lobbying or political job, and what was your favorite part of it?

A: My first political job was working for a congressman from California. Capitol Hill is like a college campus, and I loved the atmosphere and learning so much about issues with which I had previously been unfamiliar.

Q: What is something people are always surprised to learn about your role as a lobbyist or what you do in government?

A: I think folks do not realize that congressional offices really rely on lobbyists to better inform the policymaking process. "Lobbyist" is kind of considered a dirty word in certain circles, but our knowledge of the issues and ability to link players together to help move legislation is critical to the process.

Q: What's the most interesting thing you've worked on lately?

A: I led the effort to enact a tax credit for purchasers of wood and pellet stoves for home heating. It took me 10 years to accomplish, and it was so rewarding when it was signed.

Q: If you were not a lobbyist, what would you be?

A: Probably commercial real estate, but I'm glad I'm not in that space currently.

Q: And just for fun, what about your home state do you believe every person should experience at least once?

A: A concert at the Anthem on the Wharf in Washington. It's a next-level experience.



CONNECTICUT: LDAC **MAINE: RLDAM**



Carrie Rand-Anastasiades

Getting to know Carrie...

"I had a professor [at Providence] College who was a lobbyist. He made us track bills to gain a general understanding of the legislative process. I liked it, and when I returned home, I worked on some campaigns as I was interested in politics. I minored in Political Science. At the end of the campaigns, I was offered a job at a lobbying firm, and everything grew from there. I really loved the variety of the issues and working with different people."

Connecticut Priorities and Successes:

Affordable housing was a top priority for the Lumber Dealers Association of Connecticut (LDAC) this year. The budget provides for 600 units to be established through grants in the Connecticut Housing Trust Fund as well as in the Connecticut Housing Investment Fund.

Connecticut Bills That LDAC Worked and Were Successful in Stopping This Year Include:

- Expanding Paid Sick Days
- Amending CT Paid Family Medical Leave
- Predictable Scheduling
- Zero Carbon Emissions

Connecticut's 2023 legislative session ended with a \$51 billion state budget allotting several provisions of interest to LDAC members. Starting in 2024 it makes the pass-through entity tax (PE) optional and changes the method for calculating the tax base.

The budget also changes the HUT Filing Requirements. Those subject to the tax will have to file returns and submit payments quarterly, rather than monthly, beginning in the 4th quarter of 2023. Although we were unable to repeal this tax, data is being collected to see if a legal challenge can be brought, similar to Rhode Island, to have the law struck down by the courts.

Scan the QR Code to learn more about other issues of interest happening in Hartford and how LDAC is working to protect you and your business.



Dan Riley

Getting to know Dan...

"I grew up all over the world while my father was serving in the Navy, but then attended Siena College before joining the Navy myself. I attended the University of Maine Law School after serving a tour as a Navy deep-sea diving officer. While at Siena, I interned for NYS Senator Stafford from the North Country and learned about the legislative process through that experience. People are surprised that every legislative bill in Maine gets a public hearing and that the hearings are often dispositive because we have joint committees made up of both Senate and House members."

Maine Priorities and Successes:

Despite Retail Lumber Dealers Association of Maine's (RLDAM) best efforts, Paid Family Medical Leave (LD 1964) reached the Governor's desk and was signed into law on July 10. Here's what employers should know:

- Coverage is delayed until May 1, 2026, but beginning January 1, 2025, Maine employers and employees will split a mandatory 1% premium based on employee weekly wages.
- Businesses with fewer than 15 employees will not be subject to their portion but must collect and remit employee portions.
- Employees who worked a minimum of 120 days prior to taking leave must be restored to the same or equivalent position with the same benefits, pay, and other conditions. This requirement applies to all businesses, including those with only one employee.

The Maine Department of Labor will start its rulemaking process when the budget becomes effective in October 2023. RLDAM will be keeping a close watch on this process and continue to keep its members updated throughout.

Scan the QR code to learn more about RLDAM's efforts to protect it's members from LD 1964 including recently published commentary from Maine's business community that Lobbyist Dan Riley helped draft.



MASSACHUSETTS: MRLDA



Patrick Huntington

Getting to know Patrick...

"I am the youngest of seven children and grew up in a small suburb south of Boston. My father was a pipefitter, and my mother had the difficult job of raising four boys and three girls. To most people, the word lobbyist has a negative connotation because they don't understand the nature of our work. The perception is that lobbyists

are only hired to ask for hidden special favors for their clients to the detriment of the general public."

"Lobbyists view our role as educating legislators, who cannot possibly have personal knowledge of the thousands of issues on which they are asked to decide. I explain that I am in the business of advocating for public policy issues in the same way that many of my friends are in the business of product sales. We all believe in the issues or products for which we are advocating."

Massachusetts State Priorities and Successes:

During their lobby day on June 6, the Massachusetts Retail Lumber Dealers Association (MRLDA) lobbied for an increased tax deduction for installation of new septic tanks.

The Massachusetts House and Senate have approved different versions of the tax reform legislation that was filed earlier this year by Governor Healey.

The House's version would reduce the estate tax threshold and eliminate language that applies the estate tax to the first dollar once the threshold is met. The Senate version includes the same change to the estate tax and—thanks to MRLDA efforts—triples the current tax credit for the repair of failed septic systems.

The two versions will now be considered by a six-person joint House and Senate conference committee.

In the meantime, Massachusetts' 2023 legislative session continues, along with MRLDA efforts to support legislation that would provide retailers with the option to recoup a portion of Credit Card Surcharge Fees. Scan the QR code to learn more!



NEW HAMPSHIRE: NHRLA



Curtis Barry

Getting to know Curtis...

"I'm a native of New Hampshire, born, raised, and educated, including at the University of New Hampshire. I worked at my father's restaurant in a small town and decided early on that the restaurant business was not necessarily for me. I volunteered for a presidential primary campaign in 1988 that was not a top-tier candidate, which

afforded me the opportunity to take on a lot of responsibility. Serving on legislative staff provides a peek into government relations, and I found the challenges and interactions of moving legislation appealing. Plus, I love talking to people."

New Hampshire State Priorities and Successes:

So far this session, the New Hampshire Retail Lumber Association (NHRLA) has worked and was successful in stopping HB 74 relative to an employee's unused earned time and bringing attention to lumber grading issues affecting the local industry during their Legislative Luncheon at the State's capital in June.

The issue? A tree is harvested in New Hampshire, north of Stewartstown (where the Vermont and Canadian borders meet in New Hampshire). That tree is split in half vertically; one half is sent to a mill in Canada, and the other half is sent to a mill in New Hampshire. Magically, once cut into dimensional lumber, the lumber milled in Canada is stronger than that milled in the U.S.

While this seems preposterous, this is an actual occurrence. The Canadian-milled lumber is graded SPF, an acronym for spruce, pine, and fir. Lumber milled in New Hampshire is graded SPFs, with the "s" indicating "south" or "south of the border." This causes several problems and makes for more costly projects at the expense of American jobs.

Scan the QR code to learn more about the problem with SPF vs. SPFs lumber grading and how NHRLA leveraged its time during their Legislative Luncheon (sans martinis) to begin working with state legislators to solve it.





NEW JERSEY: NJBMDA

NEW YORK: NRLA-NY



Scot Mackey

Getting to know Scot...

"I was born and raised in New Jersey, growing up in Middletown. I graduated from Dickinson College with a degree in Public Policy and Environmental Science. From there, I headed to Washington. After spending five years in DC, I came back to NJ to marry my wife. Working on issues on behalf of my clients and helping

government officials understand the impacts of their proposals is what I enjoy."

New Jersey State Priorities and Successes:

The New Jersey Building Material Dealers Alliance (NJBMDA) made headway on the electrification of buildings during this year's lobby day. Legislators on both sides of the aisle agreed that more study is needed before moving forward with the Governor's goals.

NJBMDA's Lobby Day 2023 Winning Argument:

Mandates will increase energy costs and impact reliability.

New Jersey's small businesses are already paying higher energy bills, and the proposal to require home electrification will only increase energy costs in future years. New Jersey must intelligently plan for a green, clean future that does not put the economy or small businesses at risk.

All-Electric Buildings are more expensive to build.

Studies show that all-electric buildings are more expensive compared to buildings with gas-powered heating systems and appliances. The National Association of Home Builders (NAHB) released a study finding that an "all-electric" house compared to a house with gas hookups and appliances is between \$10,866 and \$15,100 more expensive in cold climates.

No Plan for Implementation.

To fully decarbonize buildings, the state will need to provide robust financial incentives to cover the increased costs without adding new taxes and fees on small businesses.

Scan the QR code to learn about other NJBMDA priority issues and learn what they're doing in Trenton to address them.



Todd Vandervoort

Getting to know Todd...

"I wanted to follow in my Dad's footsteps. After I graduated from Hartwick, I worked for the traveling carnival. I did that for three years, until my dad asked me and my brother to come to Albany and work for him. In 1988, we picked up our first client: the Northeastern Retail Lumber Association (NRLA). I can honestly say that NRLA was

the client that enabled me to thrive as a young lobbyist. We have had many successes over the years, and I'm proud to still be representing NRLA 35 years later."

New York State Priorities and Successes:

Back in March, NRLA-NY, along with many other business organizations, submitted comments to the NYS Department of Environmental Conservation against the state permanently adopting California's Omnibus Low-NOx (nitrogen oxide) regulations for heavy-duty on-highway (HDOH) engines and vehicles (Omnibus regulations). No revised rule or anything else has come out since.

However, on July 6, the California Air Resources Board (CARB), the Truck & Engine Manufacturers Association, and several original equipment manufacturers (OEMs) entered into an agreement by which California will align with the EPA's regulations for nitrogen oxide emissions beginning with model year 2027 trucks.

This development is significant because New York and many other states were working towards or had aligned with the CARB rules regarding emissions for trucks. While this California change does not prevent any state from adopting the original CARB rules, it does make it much less likely since California has been seen as setting the standard on clean energy and air issues.

NRLA-NY will continue to work with our business and industry partners to help ensure that New York State does not adopt the original CARB standards but follows in California's footsteps in aligning with the EPA standards.

Scan the QR code to learn more about what NRLA-NY is doing to ensure LBM voices are being heard in Albany.



RHODE ISLAND: RILBMDA



Terry Martiesian

Getting to know Terry...

"I became a lobbyist by pure accident. In 1977, the individual who finally hired me was on the losing side of a battle for the House Speaker's position. Needless to say, I and many others were terminated. Shortly thereafter, I received a call from the Manufacturing Jewelers & Silversmiths of America (MJSA), was interviewed, and was

hired to represent this national (international) trade association. Lobbying was challenging at first, as I was used to knowing what was and was not going to become law. Because of my vast experience and the clientele I have represented, I have learned so much about the many industries and issues that lumber, jewelry manufacturing, insurance banking, etc. have to contend with. It has taught me to appreciate what so many do and how little most of us actually know."

Rhode Island State Priorities and Successes:

Rhode Island Gov. Dan McKee has signed a \$14 billion fiscal 2024 budget that includes tangible property tax relief for businesses. This inclusion was a top priority for the Rhode Island Lumber and Building Material Dealers Association (RILBMDA) and is a big win for members and other businesses alike.

The tangible tax has been a significant financial and administrative burden for small businesses, causing complex compliance and enforcement for cities and towns. The elimination of this tax provides relief for these businesses, which support communities and employ Rhode Islanders.

The bill, H.B. 5200, exempts the first \$50,000 of business property from the municipal tangible property tax starting on December 31 and requires the state to reimburse municipalities for lost revenue beginning in 2025. The bill also caps the tax to not exceed the rate set by a municipality on December 31, 2022.

Those with more than \$50,000 worth of tangible assets will still receive equal tax relief. Meaning, for 75% of Rhode Island businesses, this tax will be eliminated completely.



Scan the QR code to read more about RILBMDA 2023 Legislative Priorities and their current status in Providence.

VERMONT: VRLDA



Bill Smith

Getting to know Bill...

"People are always surprised about how little control lobbyists have over the process. We understand the process and who to talk to in order to bring an issue forward. When we are successful on an issue, I get a lot of credit, but it is more about persistence and politeness than any lobbyist voodoo. In Vermont at least, 'fat cat lobbyists and their

big money donations don't really exist. Another thing that surprises people who come to the Vermont legislature is that legislators have no staff or offices. This means they tend to rely on lobbyists to draft documents or do research. This makes it even more important to respect, and have the respect of, the people on both sides of an issue. I am often asked, 'Who would be against your proposal?' And I tell them, 'The credibility of a lobbyist is the most important thing.'"

Vermont State Priorities and Successes:

As the working population in the building materials industry continues to age, identifying and developing a workforce to meet the demand for these positions is critical to ensuring that small businesses continue to operate in local communities across Vermont.

The push to broaden the availability of technical center education continues, but we are told that it is not as simple as including 9th and 10th graders in the tech centers. A report came out in April that addressed this matter and found that key changes that could be implemented now include reaching students in middle schools, aligning school calendars and academic requirements, and providing additional funding to create more accessibility for students coming from sending schools.

These changes, along with realigning the bureaucracy (i.e. including all tech centers in one state-wide district) would create consistency in programs and guide the outcomes Vermont needs for its workforce.



Scan the QR code to learn more about VRLDA's legislative efforts.

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Lumber Association

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What Lobby Days Are All About

Each year, the NRLA state and local associations hold lobby days. Most of them host a traditional lobby day at the state capitol, while others opt for legislative breakfasts or lunches. Each chooses the style of lobby day that works for them, and sometimes they change it up and try new things.

The goal of a lobby day, regardless of the style, is to talk with legislators and educate them on the issues that are of concern to our industry and members as small businesses in the state. This year, most states had minimum wage on their list of concerns, as there were multiple bills seeking to raise

the minimum wage again. Other issues we worked on include electric buildings and cars, workforce development funding, the amount you can seek in small claims court, retainage, taxes, noncompete agreements, and workers' compensation.

Lobby day events always lead to great conversations with state legislators, and often post lobby day legislators become cosponsors of legislation the association supports. If you are interested in participating in your state's lobby day in 2024, watch the LC Wired, NRLA social media, and your inbox. **LC**

RLDAM Legislative Breakfast – March 9



1. RLDAM Legislative Chair Rod Wiles addresses the room to prepare the attendees for the day. 2. Rod Wiles (Hammond Lumber) speaking with legislators. 3. A packed house for this year's RLDAM Legislative Breakfast.

VRLDA Legislative Breakfast – March 20



1



2



3



4

1. VRLDA Legislative Breakfast attendees take time out for a group picture before heading out for meetings with their legislators. 2. Katherine Slye-Hernandez (NRLA), Jeremy Baker (VRLDA president, rk MILES) with the Commissioner of Labor Michael Harrington. 3. Attendees discussing top priorities during breakfast. 4. Katherine Slye-Hernandez and Jeremy Baker with VRLDA Lobbyist Bill Smith.

NRLA-NY Lobby Day – May 2



1



2



3



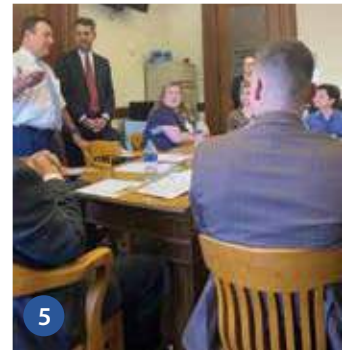
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5

1. NRLA-NY Lobby Day attendees take time out for a group shot on the stairs inside the Capitol. 2. New York State Representative Mary Beth Walsh with Lobby Day attendees. 3. Minority Leader Barclay (R) with Rich Keating (Curtis Lumber), Katherine Slye-Hernandez (NRLA), and Genn Howley (GNH Lumber). 4. Assemblyman Edward C. Braunstein with attendees. 5. Senator John W. Mannion with Lobby Day attendees.

RILBMDA Lobby Day – May 17



1. RILBMDA Lobby Day attendees pose for a picture on the Capitol stairs. 2. Mike McDole addresses attendees. 3. Representative David Bennett. 4. Lobbyist Terry Martiesian with Representative Marvin Abney. 5. Speaker of the House Joseph Shekarchi (L) with House Majority Leader Chris Blazewski (R).

MRLDA Lobby Day – June 7



1. MRLDA lobby day attendees pose for a group photo in front of the Capitol. 2. Jay Mahoney with Representative Steven Xiarhos. 3. Representative Jay Barrows and MRLDA Legislative Chair Jay Mahoney. 4. Representative Jim Arciero, chairman of the committee on housing, with MRLDA members and NRLA Regional Director Dave Gluck.

NJBMDA Lobby Day – June 8



1. TJ Shaheen, Katherine Slye-Hernandez, Assemblywoman Lisa Swain, and Steve Gerard. 2. TJ Shaheen, Katherine Slye-Hernandez, Steve Gerard, and Assemblyman Anthony Verrilli. 3. NJBMDA Lobbyist Scot Mackey, Assemblyman Bob Karabinchak, Katherine Slye-Hernandez, Assemblywoman Marilyn Piperno, TJ Shaheen, and Steve Gerard. 4. Katherine Slye-Hernandez, Assemblyman Bob Karabinchak, TJ Shaheen, and Steve Gerard.

NHRLA Luncheon – June 15



1. Representative Lorrie Carey of Boscawen and Bob Jackman (LaValley Building Supply). 2. Representative Reggie Renzullo of Hudson and Adam Lula (Coastal Forest Products). 3. Representatives Ralph Boehm of Litchfield (L) and Mel Myler of Hopkinton (R). 4. Mike Shea (L), Representative James Qualey of Jaffrey, and Sara Belletete (R) both of Belletetes. 5. Representative David Bickford of New Durham and Katie Gallagher (Huber Engineered Woods). 6. Representative Susan Almy of Lebanon, Bob Jackman (L), John Wood (center), and Jeremy Stout (R) (all of LaValley Building Supply).



Q&A

—State-by-State—

Why Your State Legislative Committee Matters

This spring, we interviewed each of our state legislative chairs about their experience with the committee and their work. It is clear that they all agree that legislative work is important and that lumber and building material dealers need to engage with the political process.

This may sound daunting or boring; some may even say it's an impossible task, and we get that. For a government that boasts being "of the people, by the people, and for the people," for the everyday citizen, the entire process feels tirelessly inaccessible. The average American has trouble understanding the difference between a bill and a law, let alone how to navigate the seemingly foreign language they're written in or the process it took to get

there. If you are one of these people, this is precisely why your legislative committee needs you to be involved, whether that be as a committee member or engaging with advocacy campaigns or attending state lobby days.

It takes everyone for us to succeed in the legislature because the more voices we have out there, the more attention we get from legislators for the issues we support and oppose. As Rod Wiles, the Maine legislative chair, said, "We are stronger when we work together as one." For the system to work for the people, it needs those people to show up, ask questions, and shine light on how it can better work to bridge the gap between the laws and the effect they have on those under them.

YOUR STATE'S LEGISLATIVE CHAIRS



CT—Joe Cecarelli
Hood Distribution



ME—Rod Wiles
Hammond Lumber



NH—Bob Jackman
LaValley/Middleton
family of companies



NJ—Steve Gerard
Reeb Millwork



NY—Dana Schnipper
JC Ryan EBCO/H&G, LLC



MA—Jay Mahoney
Fairview Millwork, Inc.



RI—Michael McDole
Firing Line LBM Advisors



VT—Jeremy Baker
rk MILES

Q: What made you get involved with your Association's Legislative Committee?

Cecarelli: *Some years ago, I was invited to join the committee, and the rest is history. Being from a small town and growing up with community businesses at the forefront, I soon realized at an early age how small businesses need representation regarding how they can operate, provide jobs, and contribute to a stable community economy.*

Wiles: *I have long felt that the legislative efforts of RLDAM on a state level, as well as those of NRLA and ABMA on a national level, are one of the most important areas in which collectively we can effect meaningful changes that are critical to the success of our businesses.*

By being involved, we have a better opportunity to gain a seat at the table and have a voice in the process in order to address important issues when they arise.

Jackman: *I sit on the board of the NHRLA (New Hampshire Retail Lumber Association), representing our family of companies, and was asked to step into my current role as legislative chair. I viewed it as a new challenge, and one where our efforts could have a real effect.*

Gerard: *New Jersey is a very political state, and the consequences of enacted legislation affect all of us. I became involved in the association's legislative committee when I served on the NJBMDA (New Jersey Building Materials Dealers Association) Board. I was fascinated with how Trenton's bare-knuckle politics worked and was determined to understand it better. When they say truth is stranger than fiction, they may have been talking about New Jersey politics.*

What seems perfectly normal to one side is incredulous to the other. New Jersey is the most heavily taxed state in the Union, so watching our state budget is also a major concern for our association. Our budget has been growing by \$1 billion per year (actually, this year's budget proposal calls for a \$2 billion jump), and we're now up to a \$53 billion annual budget.

This should be a concern for all New Jersey businesses and residents.

Schnipper: *I am interested in legislation that helps our industry.*

Mahoney: *The prior Massachusetts legislative chair, Harvey Hurvitz, reached out to me as he knew I had an interest in legal matters and advocacy. Harvey has been a longtime industry champion, and as he changed his role from the owner of Cape Cod Lumber to leading CCL as an ESOP (Employee Stock Ownership Plan), he needed someone who could continue the work he had been doing as legislative chair for the MRLDA (Massachusetts Retail Lumber Dealers Association).*

McDole: *I've been involved for about 15 years, and I've been the chair for the last five. I got involved because I wanted to give something back to the industry that's been so good to me. In addition, I wanted to help small to mid-size companies, as what we do goes beyond just the LBM industry.*

Baker: *Shortly after joining the board, our legislative committee chairperson was stepping down, and I saw this as a great opportunity to become engaged and have an immediate impact on legislative affairs associated with our industry.*

Q: What's the most interesting thing you've worked on lately legislative-wise?

Cecarelli: *Working on the repeal of the HUT tax and pushing for unemployment payment relief for small businesses that was created by COVID's non-essential status for so many businesses.*

Wiles: *Overall, I find being involved in the legislative process to be very interesting. While some aspects and results can be frustrating, there are times when they can be rewarding. For me, it is these times that highlight the importance of participating and consistently staying engaged.*

Jackman: *How we (the USA) seem unable to regionalize many requirements for the common good. An example is CDL driver training. Another would be changing building codes that seem to make affordable housing impossible.*

Gerard: *We have very active and engaged legislative and PAC committees. We meet via MS Teams once a month to review what is happening in Trenton and what is on the horizon for possible legislation (good and bad). We are currently tracking our proposed state budget, the NJ Corporate Business Tax (again, the highest in the U.S.), workforce development, and restrictive regulations for builders.*

Schnipper: *Retention.*

Mahoney: *Credit card fees and surcharges. Most of the New England states where we do business have archaic legal restrictions on the ways we can address credit card fees. Credit card fees have been growing significantly and are competing to become one of the largest business expenses after salaries.*

We would like to see a fair law on credit card fees that permits us to have a conversation with our customers at the point of sale that would allow us to suggest and give incentives toward other less costly payment methods. Being able to have these conversations with our customers will collectively help our industry save millions of dollars each year.

McDole: *"Wage Theft Act," which, the way it's written, doesn't distinguish between a malicious act or an accidental act. As written, a company can make a legitimate mistake on an employee's pay and then be held liable, even if the company corrects the mistake immediately. No one condones malicious wage theft; however, we'd like the wording of the proposed bill to be changed.*

Baker: *Workforce development. Depending on the audience, this means so many things to so many people.*

Q: What are you most proud of for participating in, doing, or accomplishing this session?

Cecarelli: *It's more a sense of the LDAC being viewed as a working partner with the state of Connecticut and being asked our opinion on many issues and being asked to speak or testify on them.*

Wiles: *On a local level, after two years of not being able to meet face-to-face, we were once again able to resume our annual legislative breakfast in Augusta. This event allows us to sit down and discuss our state issues directly with our legislators. This year, for the first time, we coordinated our event with the Maine Forest Products Council, which collectively gave us a unified voice on issues that are affecting many areas of business and our industry.*

This year, for the first time, we went to Washington, D.C., as ABMA and were able to meet with our representatives to discuss issues on a national level. RLDAM (Retail Lumber Dealers of Maine) was represented at this event with more participants than we've ever had in the past, with seven member companies in attendance.

Being able to represent Maine and being a part of a collective voice and presence to discuss issues that are important across our entire association was something that was very satisfying.

Gerard: *This year, our Legislative Committee sent four committee members to Washington, D.C., to participate in the American Building Materials Alliance Advocacy Day. We had meetings in the offices of 12 senators and U.S. representatives. We discussed pending bills and legislation that we would like to see introduced. Topics included bonus depreciation of assets, an employer-directed skills program, and a workforce development initiative that helps our industry find and train qualified workers (especially CDL drivers) and be reimbursed with federal funding.*

Schnipper: *Passage of the retention legislation.*

Mahoney: *Our April tour and meetings on Capitol Hill in Washington, D.C., were incredibly impactful. Our Massachusetts delegation had 15+ minutes of direct, meaningful conversations with at least two of our state's congresspeople about the issues we were advocating for. We also had briefer meetings with multiple other congresspeople and longer sessions with their legislative aides. A number of the issues and bills we brought to their attention were new to them, and we were able to educate them on areas they were unfamiliar with. There were also areas like trucking, CDL licensing, and accounting for asset depreciation that the congresspeople were already aware were issues for our industry and economy at large. We confirmed with a number of the congresspeople and advocated our support for the bills in this session of Congress that would help us address those issues and boost our industry and our nation's economy.*

McDole: *We had more than 30 registrants (dealers and associates) for our Rhode Island Lobby Day on May 19, which was fantastic!*

Baker: *The second annual Bright Futures event that our association held at the campus of Vermont Technical College. We gathered 200 people, from CTE students to the commissioner of the Vermont Labor Department and everyone in between, for an industry awareness and recruitment day.*

Q: Why should other members of your association consider getting involved with your legislative committee?

Cecarelli: *It is a great way to let our leadership know more about our industry and how we support the communities we live and serve in.*

Wiles: *We are stronger when we work together as one. Having the opportunity to join together and be involved in addressing issues that are important to all of us and potentially helping to steer the direction of some legislation is something that can be both personally and professionally satisfying.*

Jackman: *There is truly strength in numbers, and it is who you know and who you can convince to take up our battles.*

Gerard: *Our monthly meetings are interesting and on-point. Our visits to Trenton and Washington, D.C., give a unique perspective on how the political system works.*

Schnipper: *Because legislation favoring our industry matters.*

Mahoney: *Together, by showing that our industry has strong employment (voters) and is based in the areas our legislators represent, we can help move the needle in our direction on issues that matter to us. Both our ABMA team and your local lobbyist will give you insight on current and proposed laws and regulations that would have an impact on things you do every day in the course of your business. It offers both the opportunity to be educated and prepared for legal changes and to actually try and make the changes.*

McDole: *It's a great way to help the industry in which you're employed. Not to mention, you get a much better understanding of how your state government runs. It is not time-consuming, as the committee meets virtually for a short time twice a month during the legislative session (January–June).*

Baker: *At the very least, you are exposed to the political process, which provides awareness and an understanding of state government. That experience benefits future endeavors when working with multiple agencies to agree on a common goal that will benefit everyone. 🇺🇸*



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The Strength and Importance of POLITICAL VOICE

By Katherine Slye-Hernandez

Having a voice in politics is vital. Political action committees (PAC) give associations and individuals an opportunity to pool their resources to have an even larger impact in the political sphere than they can on their own. The volume of a PAC's voice in politics is directly related to its ability to donate in a significant way to as many candidates as possible. This, in turn, directly connects to the amount of money the PAC can generate from donors.

You Don't Need to Make a Large Donation, Your PAC Does

Large donations, which not every individual can afford, speak louder than smaller ones, especially when made to candidates. However, you, as an individual, do not need to give a large amount of money. You can join with others in our industry by contributing to your state association's political action committee, and the PAC can then pool those funds and make a large donation to candidates and political party committees on your and other members' behalf.

"Supporting our legislators and their parties on both sides of the aisle by contributing to their fundraising events helps to highlight our association and make us more recognizable when tied together with our lobbying efforts."

— Rod Wiles, RLDAM Legislative Chair

LBM-specific issues are not often discussed by candidates during campaigns, so it can be difficult to determine which candidates you should support in this regard. However, political action committees do that work for you and ensure your donation, along with those of others in our industry, goes to candidates who will work with our state associations and have a good track record on our issues.

Simply put, your donation is combined with others to amplify our industry's voice in state politics by making contributions to industry- and business-friendly candidates.

What PACs Do We Have and Who Do We Support?

The five PACs in the NRLA support candidates for state office, including for governor and the state legislature, who have a proven track record on LBM issues important to our members and who want to work with our state associations. Our PACs also support business-friendly candidates who work to keep taxes low, oppose business mandates, and support our industry.

"We established a PAC to have a bigger presence and voice on the political scene in New Jersey. We often speak with legislators and potential candidates who best represent the interests of our members. Financial support is key to getting the best candidates into office and keeping them there."

— Steve Gerard, NJBMDA Legislative Chair

"PAC money is needed for donations to legislators."

— Dana Schnipper, NRLA-NY Legislative Chair

We currently have PACs in Maine, Massachusetts, New Jersey, New York, and Rhode Island. Information about how to donate can be found on the following page.

Connecticut does not have political action committees in the state. To support "clean elections" and prevent corruption in government, Connecticut has the Citizen Election Program. This program grants money to candidates for office so long as they meet certain criteria.

Our Vermont and New Hampshire associations do not currently have PACs, but they could in the future since PACs exist in both states.

"Our Northeast region has a strong economy and lots of opportunity. However, our legislative bodies tend toward the left, and they often don't naturally take into account the interests of industries such as ours. By having regular advocacy and making connections with our lawmakers, we can form bonds and change viewpoints before detrimental laws are put on the books.

— Jay Mahoney, MRLDA Legislative Chair

YOUR VOICE MATTERS!



Can a Small Donation Really Have a Big Impact?

The simple answer is "yes," with the qualification of "if you give to a PAC." Small donations to candidates, in most states*, while helpful to the candidate, can go unnoticed, but not everyone can afford to write the big check. However, if you and 100 other people give \$50 to a PAC, that is \$5,000 that a PAC could then donate to a few candidates, thereby amplifying your donation and voice by combining your donation with those of others. **LC**

"While it's great for our association to be heard either supporting or opposing bills (and why), it's more impactful if we make small contributions to state legislators and attend their fundraisers. Especially legislators who are "pro-business." This can only be done through contributions from our dealer and associate memberships via our PAC. It's very important.

— Mike McDole, RILBMDA Legislative Chair

*Starting in 2023, New York state has a public funds matching program for candidates that amplifies donations by about 10 times, so a \$100 donation to a candidate participating in public financing is like giving them about \$1,000.

NRLA State Political Action Committees

Five state associations of the NRLA have state political action committees (PACs): MRLDA, NJBMDA, NRLA-NY, RILBMDA, and RLDAM. These PACs assist lumber and building material dealers and associated companies in organizing themselves for more effective political action in the states and maximizing the visibility of the LBM industry in the state legislature. These political action committees support candidates for state office, regardless of political party, so long as they support LBM issues.

TO SUPPORT YOUR STATE'S PAC'S WORK, MAIL A PERSONAL CHECK TO THE FOLLOWING:



Retail Lumber Dealers Association of Maine Political Action Committee (RLDAM PAC)

Make check payable to RLDAM PAC, to:
Northeastern Retail Lumber Association
Attn: Finance
585 N. Greenbush Rd., Rensselaer, NY 12144
<https://nrla.org/rldampac>.



Rhode Island Lumber Dealers Political Action Committee (RILD PAC)

Make check payable to RILD PAC
Sean Finnegan, RILD PAC Treasurer
2030 Nooseneck Hill Rd., Coventry, RI 02816
<https://nrla.org/rildpac>.



Building Material Dealers for Good Government (BMDGG)

Make check payable to BMDGG, to:
Dan Schaffer, BMDGG Treasurer
Reeb Millwork Corp.
5440 Glen Rd., Coopersburg, PA 18036
<https://nrla.org/bmdgg>.



Massachusetts Retail Lumber Dealers Association Political Action Committee (MRLDA PAC)

Make check payable to MRLDA PAC, to:
Patrick Huntington, MRLDA Treasurer
Mass Bay Associates
49 Fairbanks Rd., Milton, MA 02186
<https://nrla.org/mrldapac>.



New York Association of Independent Lumber Dealers Political Action Committee (NAIL PAC)

Make check payable to NAIL PAC
Northeastern Retail Lumber Association
Attn: Finance
585 N. Greenbush Rd., Rensselaer, NY 12144
<https://nrla.org/nailpac>.

SPECIAL FEATURE SECTION

WORKFORCE DEVELOPMENT

Intro by
ABMA Lobbyist
Pat Rita



Workforce Development. It is an issue that seems to be front and center for every sector these days. A typical fundraiser event here in D.C. for a member of Congress begins with participants introducing themselves and then briefly highlighting their organization's public policy priorities. Without fail, workforce development is mentioned by nearly everyone in the room. Whether it's beer wholesaling, pharmaceutical distribution, construction, or any type of manufacturing, finding an adequate supply of qualified workers continues to be a challenge. At a recent event at the National Association of Manufacturers, participants representing several Fortune 500 companies lamented that they would be expanding their operations significantly if skilled labor were available. Groups from across the country, including ABMA, have been taking this message to Capitol Hill for some time now, and, at long last, some progress is being made.

"Workforce development" is kind of a generic, catchall term that takes many forms. The term is used when discussing the need to get into classrooms and make students aware that there are alternatives to a traditional four-year college degree. There is a congressional caucus on Capitol Hill known as the Career and Technical Education (CTE) Caucus that is dedicated solely to spreading awareness and policies that can advance CTE. What we are seeing more and more recently, however, is workforce development emerging in specific sectors, notably the transportation space over the last couple of years and particularly in the supply chain.

In May, the House Transportation and Infrastructure (T&I) Committee reported out several bills that seek to address the truck driver shortage. The American Trucking Association (ATA) estimates that our current economy is short 80,000 truckers, and




so the ATA and other organizations representing all links of the supply chain are hyper-focused on addressing this shortage. One of the bills that was reported out of House T&I is H.R. 3013, the Licensing Individual Commercial Exam-takers Now Safely and Efficiently (LICENSE) Act of 2023, which is an ABMA priority. This bill, led by Rep. Darin LaHood (R-IL), codifies two waivers that were issued during the pandemic to make the process of obtaining a commercial driver's license (CDL) more streamlined and efficient. A good example is that prior to these waivers, CDL test takers had to take the CDL exam in the same state in which they received their training. So a resident of Ohio would have to travel back to West Virginia if that is where the applicant received training. This made no sense and only served to make it needlessly difficult to obtain a CDL. The LICENSE Act simply makes permanent some of these common-sense actions that the Federal Motor Carrier Safety Administration (FMCSA) took during the pandemic to free up the supply chain. This bill was one of several supply chain measures that ABMA prioritized during our Advocacy Day in March.

Another bill that made it out of committee was H.R. 2367, the Truck Parking Improvement Act, which seeks to address a shortage of truck parking by increasing resources for the construction of new Commercial Motor Vehicle (CMV) parking, additional parking at current CMV parking areas, and improvements to existing CMV parking. It also requires CMV parking spaces to be constructed to be accessible to all CMVs without charge. Albeit modest, these two measures seek to make it easier to become a trucker and make life less stressful for drivers when they are on the road.

One bill that was on the docket but was pulled during consideration is the Drive Safe Integrity Act, which aims to boost participation in the Safe Driver Apprenticeship Pilot program that was enacted as part of the Inflation Reduction Act. This pilot would allow younger truck drivers, ages 18–21, to operate trucks across state lines. Currently, these younger drivers may drive all day, every day, within state lines but are forbidden from crossing into a neighboring state or traveling cross-country. Participation in the pilot has been lackluster due to some extraneous requirements imposed on the program by the Department of Transportation. This bill seeks to remove

those requirements and directs DOT to report to Congress on the status of the program and corrective actions DOT has taken to improve participation. Evidently, there was some confusion about the bill during committee deliberations, and the decision was made to pull it from consideration. We expect this bill to be considered again at a markup of additional supply chain measures expected in September.

One other important bill that did not make the cut for this markup is the Strengthening Supply Chains through Truck Driver Incentives Act, legislation that authorizes lucrative tax credits to new and existing truck drivers to attract more drivers to the profession and keep existing drivers behind the wheel. This bill was also a priority for ABMA during our members' time in D.C. and will likely be part of the follow-up action in Committee in the fall.

Looking more broadly at workforce, ABMA strongly supports the Employer Directed Skills Act. This is a bill that was introduced last Congress that allows employers to qualify for federal funding to support training programs that they have tailored to their own specific needs. We anticipate that Rep. Elise Stefanik (R-NY), the Republican Conference Chair and fourth highest ranking member of Congress in the House, will reintroduce the bill shortly. ABMA has been working closely with her staff on this legislation and its potential rollout. We are hopeful that this bill will be rolled into a larger effort to reauthorize the Workforce Innovation and Opportunity Act, or WIOA. This statute provides the underlying authority for almost all workforce and apprenticeship programs at the federal level. It is due to be reauthorized, and efforts were made last year to fashion a bill, but disagreements between Democrats and Republicans on what form the bill should take ultimately failed. The Employer Directed Skills Act and the larger WIOA reauthorization effort will be a central focus of ABMA's advocacy efforts for the remainder of 2023. As always, we will keep you regularly apprised of our progress and may call on you to help with our advocacy on these important measures when discussions begin to mature later this year. 

About the author: ABMA's Federal Lobbyist Pat Rita of Orion Advocates brings more than 30 years experience in public policy on a vast array of issues. Pat has an accomplished track record of advocating at the state level before state legislatures and executive branch officials. To learn more, go to abmalliance.org/get-to-know-abma-staff. ABMA is powered by NRLA and CSA.



What is **WORKFORCE DEVELOPMENT?**

By Chris Brown

What is workforce development? A simple working definition of workforce development describes the concept as “employment initiatives” that help create, sustain, and retain a viable workforce. The objective of workforce development is to create economic prosperity for individuals, businesses, and communities.

Workforce development focuses on an individual’s ability to grow their skills and develop the tools they need for business success. In other words, workforce development trains individuals to be more productive and prosperous in the workplace, which benefits both the employer and the worker.



Why Your Business Needs Workforce Development

A recent study found that 62% of business executives and owners were unsure how to develop their workforce in an increasingly digital economy. Whether your workforce is on a manufacturing floor, lumberyard, retail store, or office building, you must continually invest in training your employees. Otherwise, you may find that they're unequipped to handle the problems of the future. As a result, your customers, vendors, or clients may take their business to a more forward-facing firm.

At its core, workforce development is about maximizing the potential of your employees and providing them with the opportunities to effectively handle problems. When an employee feels like they're valued and trusted, they're more likely to stick around for the long haul.

● Benefits of Workforce Development ●

The benefits of workforce development are two-pronged: on the one hand, the employees themselves stand to gain from retraining, and on the other hand, the employers also enjoy a higher-skilled team. Below, we've listed some of the main benefits of employee development.

- Increased job satisfaction
- Lower turnover rate
- Increased operational efficiency
- Improved productivity
- Enhancements in innovative thinking
- Proactive, not reactive, problem-solving

An empowered workforce is one that feels like an asset to their employer. However, when an employee feels neglected or ignored by their management team, they may start looking for employment elsewhere. Plus, it gives employers the opportunity to communicate with their staff about best practices and how they can move forward in the industry together.



Examples of Workforce Development

Workforce development isn't a "one and done" initiative to train your employees. Rather, it's an ongoing process of educating and empowering your workers so that they can tackle the workplace problems of tomorrow.

To help you get a better idea of what workforce development looks like in practice, we've provided a few examples below.

● Data Collection and Analysis Reviews ●

Today's workplace is dominated by key performance indicators (KPIs) and metrics designed to assess employee performance and keep track of progress. Further, with digital sensors and web-assisted record-keeping, it's never been easier to maintain a centralized database of employee KPIs. First, allow your employees to access their KPI data from a company server. Then, schedule a face-to-face monthly, bi-monthly, or quarterly review where you discuss their performance and how they can improve.

● Skills-Based Training ●

Take, for example, a scenario in which you operate a retail lumberyard. Within this business, you have employed a team of salespeople who are working out of the office the majority of the time. To better serve your customers and sales team, you have made the investment in technology to track calls, quotes, orders, and order changes. Hosting monthly or even quarterly training courses on these technological systems in place would go a long way toward maximizing the potential of your workforce.

● Relationship Building ●

If your business involves daily interaction with customers, then it might make sense to host regular workshops based on developing interpersonal skills. Knowing how to resolve conflict, communicate clearly, manage stress, and empathize with others can go a long way toward boosting employee morale and overall job satisfaction.

● Continuing Education Programs ●

Many successful companies, from thriving small businesses to Fortune 500 corporations, invest in their loyal employees' continuing education. Show your employees that they are valued by offering to subsidize the cost of work-related certificates, diplomas, degrees, and other relevant credentials.



Workplace Development Best Practices

The best workforce development programs have a well-thought-out strategy for training employees in the most efficient and user-friendly way possible. For this reason, we've highlighted some of the best practices to ensure you get the most out of your company's development program.

● Leverage Industry Expertise ●

You don't have to tackle workforce development alone. Fortunately for you, you can lean on established industry experts who can walk you through how to retain and retool your workforce for superior results. Many firms offer workforce development solutions to help you bring in new talent and HR professionals who can train your workforce to meet the demands of tomorrow.


● It's About Learning ●

Remember that workforce development is built around learning rather than training. Typically, when you announce to your employees that they must undergo mandatory training you will receive sighs and a general lack of enthusiasm. However, positioning developmental education as a learning opportunity often yields higher engagement. Workforce learning can take many forms, including continuing education lunch and learns, online e-learning, one-on-one mentoring, or individualized performance reviews.

● Transparency Is King ●

From the beginning, make sure you transparently communicate your expectations for the development program with your employees. If you spring additional training on your workforce without clearly explaining why, the program may backfire and leave your team distrustful of management's long-term plans. Explain how long the development program will last, what they can expect, and, most importantly, let them know that they will be compensated for their time. Also, let your employees know that you're receptive to feedback and want to find out whether the program made a tangible impact on their performance.

● Let Your Employees Take the Wheel ●

Don't waste your time or resources teaching your employees what they already know. This can build resentment and animosity between employers and employees. Instead, let your employees engage in self-directed learning. This way, you let the development program meet your employees at "their level" and speed up the process by not teaching redundancies. Further, don't schedule a completion time for your employees—rather, allow them to learn at their own pace. 

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.*






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“Not Just a Job – It’s a CAREER”

By Doug Ford in collaboration with Pam Stott

As I sat down in the boardroom for our monthly Saratoga Builders Association meeting six years ago, I already knew how we would spend the first few minutes. We always had an unplanned agenda discussion about the lack of labor and how “they could build more homes if they could only find more help.” This dialogue is happening in boardrooms and jobsites across the country as the problem is getting worse.

With the help of a trusted colleague, Pam Stott, we decided to accept the challenge and set out to do our research. Why don’t students, both male and female, look at the trades as a viable option after high school or college? In 2021, 68% of employers in the trades struggled to hire skilled workers, and 35% were extremely understaffed. The problem is complex and deeply rooted, and there is no quick fix.





As we sat with multiple school superintendents, principals, and counselors, we quickly learned that the decades-long prioritization of the four-year degree has created disconnects within our school systems. School staff assured us they understood that not every student needed to pursue a college degree; however, schools are motivated to push students toward college. The criteria used to rank schools highlight the percentage of students pursuing a four-year school. Colleges provide a one-stop-shop approach with easy access to information and clear pathways for both counselors and students to engage with them directly. Trades, on the other hand, have done little to promote and provide access to their industry.

The “college or bust” thought process that has existed for many years is having a significant impact on our economy. Decades of perpetuating the thinking that the only sure ticket to the good life in America is a college degree have contributed dramatically to the decline in the labor force. In most cases, unless someone has a family member working in the trades, they tend to have little or no knowledge about what the trades have to offer.

“ There is a tremendous amount of inaccurate information regarding pay rates, physicality, hours of work, unsafe conditions, benefits, and the modern skillsets involved in today’s trades. ”

In conversations with the schools, we often found ourselves discussing the many myths that exist about the trades. There is a tremendous amount of inaccurate information regarding pay rates, physicality, hours of work, unsafe conditions, benefits, and the modern skillsets involved in today’s trades. It’s understandable that working with erroneous information would not get anyone excited about pursuing this line of work. We left these school meetings feeling overwhelmed with the work that needed to be done. On the other hand, we were encouraged by the schools’ willingness to work with us to get in front of their students and raise awareness about careers in the trades.

The time is right for businesses that rely on the trades to engage with students as they explore post-secondary education options. Students presented with accurate information about a lucrative and rewarding career path will listen. According to a recent survey by Lightcast/Tallo, 53% of students feel pressured by family and teachers not to pursue a career in the trades. Also, many students still just want the experience of going to college and view that as equally important as getting a degree. These factors make the recruitment of young people into the trades even more difficult. To help overcome this challenge, we need to stop looking at the trades and college as either-or scenarios. Students can go to college and have a very lucrative and rewarding experience in the trades, but they must be aware of such opportunities prior to application day. As noted earlier, the trades have done a poor job educating and connecting with students and schools, and, as a result, the industry has suffered.

To help overcome this challenge, we need to stop looking at the trades and college as either-or scenarios. Students can go to college and have a very lucrative and rewarding experience in the trades, but they must be aware of such opportunities prior to application day.

Fast forward six years, and our small workforce development task force has grown significantly, and our reach has expanded well beyond Saratoga County. We quickly learned that engagement with students needs to start as early as elementary school. We developed programs to connect with students beginning in the second grade through middle and high school, using various approaches to help bring awareness about the trades. In doing so, we always place a strong emphasis on the correlation between their school studies and application in the field, demonstrating that mathematics, science, technology, and design are relevant in trades work. Unfortunately, misconceptions about the trades still exist, especially for parents and those who hold the purse strings and have a strong influence on their children's early future.



GANSEVOORT
MAKING A CONNECTION
 Area school counselors attend workshop on trade industries



Nancy DeStefano, WSWHE BOCES Assistant Superintendent for Instructional Programs, welcomes the school counselors to the training workshop.

By Melissa Schuman
 mschuman@saratogian.com

GANSEVOORT, N.Y. — More than 75 school counselors gathered at the Washington-Saratoga-Warren-Hamilton-Essex (WSWHE) BOCES Conference Center for a workshop on awareness of the trade industries.

Presented by the Capital Region Workforce Development Coalition in partnership with WSWHE BOCES and the New York State School Counselor Association (NYSSCA), the workshop aimed to give school counselors more resources and tools to use when it comes to discussing post-graduation plans with students.

Whether those plans are for college or entering a trade, the important thing is for students to understand they have options.

"Our goal today is to inform counselors of the opportunities for students that aren't the traditional four-year colleges," explained James White, an assistant principal at Tamarac Secondary and a Regional Governor for the Executive Board of NYSSCA. "As people in trades are leaving the workforce, there's an enormous gap that needs to be filled. There are great ways in the trade industries to engage students who are hands-on learners, without crippling them in debt."

White continued, "an advantage to trades is that you get into it right away. You're doing that work on day one. You might also get paid for doing it, the impor-



Dozens of school counselors attended the workshop hosted by the Capital Region Workforce Development Coalition and WSWHE BOCES.

The workshop aimed to give school counselors more resources and tools to use when it comes to discussing post-graduation plans with students.

NATION
Betting on social media as a news destination for the young

By DAVID BAUDER
 AP Media Writer

NEW YORK (AP) — If young people are spending so much time on social media, it stands to reason that's a good place to reach them with news.

Operators of the News Movement are betting their business on that hunch. The company, which has been operating for more than a year, hopes to succeed despite journalism being littered with years of unsuccessful attempts to entice people in their 20s to become news consumers.

The brainchild of former Dow Jones executives, the News Movement is using a staff of reporters with an average age of 25 to make tailored news content for sites like TikTok, Instagram, YouTube and Twitter.

"You really have to stay humble and stay open to different trends and ideas," said Ramin Beheshti, president and a founder of the organization with former Dow Jones CEO Will Lewis. "We've built a newsroom that reflects the audience that we're trying to go after."

Among the newsrooms the company is producing TikTok videos for is The Associated Press. The AP has provided office space for the complex and Lewis is vice chairman of its board of directors.

Some of the content would startle a news traditionalist.

Recognizing his friends appreciated calming videos, one staff member created an "explainer" on the midterm elections for Snapchat that used video of a horse being groomed, pizza being made and flowers growing while an off-screen voice discusses politics.

"Get Ready with Me," two women prepare for work while talking about some things in the news.

There are more typical offerings: video of the earthquake in Turkey, for example, and reports on President Biden's proposals on abortion and social media. Explainer stories take a step back to tell people why something is news.

Some stories aren't really news at all, but stem from personal experience. One New York-based journalist who wondered why police didn't immediately jump onto subway tracks to save someone who fell looked into it to find they were working to stop trains.

Curious about why stories about odd things done by Florida residents are a staple of news coverage, a staff member made a TikTok video showing that it's partly because police there often release photos and details about incidents faster than other states.

There's also reliable content that provides a series of a sort: asking young people on the street some of the excuses they've used to break a date.



Many studies support this issue, and there is little evidence of significant change on the horizon. Yes, working in the trades can be physically demanding depending on the position; however, the work environments are more people-centric, and there is tremendous pride and satisfaction in the tangible finished product. Safety standards, benefit packages, competitive salaries, job security, and equipment requiring tech-savvy skills are all germane in today's trades.

At the end of the day, independent building material suppliers that rely on the trades for survival have a vested interest in fixing this problem. I have had many conversations with retail dealers who do not understand why we focus on finding labor for the trades while we're all struggling for labor as well. These are not separate issues and can be addressed simultaneously. Not everyone is ready to work on a jobsite but would feel more comfortable in a retail environment supporting the trades. The other resistance I hear is that they are a small business, short-staffed, and do not have the time. I can appreciate these challenges; however, I feel we can all do something. We have found that our trade customers will step up and engage with students, especially when partnered with store staff. Our customers enjoy the experience and have become more loyal when they recognize that dealers are supporting their need for labor.

School leaders have been welcoming and receptive to interaction with the trades' community for their students, teachers, and counselors. Students are willing to listen and often get excited about the trades when the topic is related to what they are learning and discussions are interactive and hands-on, and involve technology. Also, because counselors have the desired connection with parents that we do not have, providing them with information and tools better equips them to have informed discussions with doubting parents and students. Parents continue to be the biggest obstacle as we work to promote careers in the trades.

There is no quick fix, but there has been progress, and that is the motivation needed to continue this journey. Overcoming the "hammer and nails" mindset is like trying to change a culture. Ultimately, we must change that culture to understand and appreciate the importance of the work in the trades. It is the foundation upon which our country is built. There will always be a need for work in the trades. It's not just a job—it's a career! 🛠️

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



USE PAID MEDIA

in 2023 to Hire Smarter

By Elton Mayfield

Things have changed noticeably in the last few years when it comes to hiring new employees for your retail lumber company. Not only are today's job seekers more specific about what they're looking for in a potential employer, but they also have plenty of within-industry options.

What's more, they aren't willing to stick around at a company that doesn't offer competitive wages, benefits, or a work environment that fosters growth. In fact, during the last two years, employees quit in record numbers. You may have heard this called "the Great Resignation." If it's affected your lumber business, you may be concerned about how to find the right candidates without the traditional recruitment hassles and hoops. Using social media platforms as a job recruitment tool is one option.

Here is what you need to know about social recruiting in 2023.

Paid Social Media vs. Paid Hiring Platforms

Before going deep into how you can use social media job postings in your hiring process, let's briefly talk about how the process differs from paid recruiter software hiring platforms, such as Indeed or ZipRecruiter.

Both paid hiring platforms and paid social media have benefits. Job platforms are an effective way to get in front of those actively searching for jobs but not looking for a specific position within their chosen field. Paid hiring platforms are also effective if you want to build a pool of applicants and hire based on varied candidates and their skills.

Social media differs some. When you use targeted hiring ads, you aim to reach those with specific experience and interests or who have worked in a specific job role, or for a competing company, in the past. These postings are far more targeted, and the person who sees them may or may not be actively looking for a new position.

Look at the two hiring approaches like this: Job boards are a more passive approach to recruitment, and social media advertising is a more active approach that positions your needs in front of someone who could easily fulfill them. The social media process isn't ideal for every job position you want to fill, but it is an excellent option if you have a highly niched or skilled need on your team, which is common in retail lumber businesses.

How to Define Your Audience When Hiring

Of course, you don't want to blast a social media job advertisement out to a large audience and hope for the best. Instead, it is always better to use demographics to help target the right applicant.

Why does this matter? To start, when you pay for ads, you want to make sure that only those who meet certain criteria view the ad. If not, you'll end up with a bunch of applicants who aren't a good fit, or you'll waste your ad spend on those who won't ever be interested.

Here are a few examples of the types of demographics you'll want to tailor your social media advertising audience to include:

- Current location, unless you have a remote position available
- Work experience in specific roles or with competitors
- License or certification (such as an OSHA Safety Certificate)

Certain demographics you should never consider as part of your ad include gender, ethnicity, age, etc.

How to Maximize ROI When Hiring


How much to spend on the process is the next logical question to consider when placing job ads on social media. You want to attract the best candidates, but neither do you want to break your budget. It can feel like a fine line. In most cases, employers can expect to spend \$100 to \$200 total in ads to find a few candidates for an open job position. But, depending on how detailed you get in selecting a specific audience — i.e., the more factors are important — the more you can expect to pay for ads, and the cost will go up. Also, getting too specific with who sees the ads can cost you money in the long run. If you're only running a campaign to show to a couple dozen people, then you likely won't get a varied enough applicant pool, which is why having a larger audience is preferable to an audience that's too exclusive.

How to Set Your Tone in Hiring Ads

You want to make sure you set the right tone in your social media hiring ads. Today's candidates don't like stuffy ads that feel impersonal. Instead, they would rather a potential employer use a conversational tone with honesty or a bit of humor. They also tend to prefer when companies make it clear what is in it for them to apply for a position at your firm. Also, be clear on what you're hiring for and what you expect from them daily, which is important in a retail lumber business. Remember to be clear about why you need them to join your team. Doing this is an effective way to stand out from the competition and ensure your ad gets noticed.



Wrap Up: Social Media and Recruiting Solutions

Hiring candidates and creating a solid and reliable team of employees for a retail lumber company doesn't have to be difficult, as today's social media platforms offer innovative recruiting solutions applicable to the building industry. Try it and see. 

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



RETAIN EMPLOYEES

BY ELIMINATING THEIR

PAIN

By Tom Zimmerman

IF you pick up any trade journal or talk to your HR department, it's hard to ignore the fact that hiring is a challenge and workplace dynamics are changing. While it seems the pool for qualified candidates is slim and the competition to hire them is fierce, you likely have a staff of well-qualified, loyal team members that are running the day-to-day operations. While open headcounts may be the hurdle at the forefront, retaining the current team is just as important as adding new members. (Consider the metaphor: A penny saved is a penny earned.)

The culture and anticipated management styles of the American workplace have evolved, as have the expectations of today's workforce. People expect certain things from their environment and are free to change it to better accommodate their needs and wants.

So, what drives someone to change their environment? Often, decisions occur when someone exercises their power of choice, which is often rooted in two key areas:

- 1. Avoidance of pain:** People will do things that they prefer not to do to avoid a worse situation. For example, they decide to dedicate a significant portion of their income to their mortgage or rent every month to keep from being evicted. (Pain)
- 2. Pursuit of pleasure:** (This sounds more enjoyable than avoiding pain.) Think about booking a cruise or going on a tropical vacation, which a person could do with a portion of their monthly income.

As depressing as it may seem, most people make decisions based on avoiding pain versus pursuing pleasure. Each month, people make the choice to pay their mortgage or rent rather than go on vacation. How does this translate to retaining employees?

Think about the work-from-home movement that is impacting office environments and corporate America. Where, because of COVID and enabled by modern technology, offices were closed and employees were sent to work from home. This was done for the safety of the people and the preservation of the company.

The American workforce didn't just voluntarily decide that working from home sounded nice; they opted to pursue that pleasure and tell their bosses, "Hey, if you need me, I will be working from home from now on. Peace out..." The sheer thought of doing that in 2018 would have been professional suicide, so everyone just kept enduring their commute to the office, working 9-5, and staying the course because it avoided the pain of confronting the status quo and the risk of losing their jobs.

Today, corporations are fighting a cultural and professional battle to get their staff back to the office. Not because the staff doesn't want to work or that working from home is so much fun. It's a challenge because the employees view the loss of the freedom that they gained while working from home as painful, and they are fighting to avoid that pain.

Consider the distribution and logistical requirements of the LBM industry, coupled with its being an "essential business." Much of our industry has been able to avoid or minimize the "return to the office" drama that is crippling corporate America, but it provides a nice example of what it takes to retain employees. People, for the most part, are loyal, and given the right environment, they won't change jobs. Further, the longer they are with a company, the longer they will remain with the company because making that change is scary and unknown, which is associated with pain, and they will avoid it.


One of the key functions of management is to ensure their staff is safe. When the employee knows they are safe, they are free to work. Safety has a broad definition and should be considered from a variety of angles:

- **Physical:** Ensuring that the employee's physical well-being is cared for and they can work free of injury
- **Financial:** Where the employee doesn't have to worry about their paycheck bouncing and that the company is on solid financial footing
- **Cultural:** When the employee knows they can make an honest mistake without fear of reprimand or demeaning or harsh consequence

When an employee worries about their physical, financial, or cultural safety, their ability to work is compromised as they are distracted by a perceived pain. This will drive them to start looking for a new opportunity, avoiding the pain caused by a lack of safety. This will lead to employee turnover, not employee retention.

To minimize these, put due effort into setting a culture of safety for the organization. The goal is to eliminate fear, and people tend to be afraid of what they don't know. An informed staff is one that doesn't have to wonder or worry. Providing clear, open, and frequent updates to the staff about how the business is performing will have a positive impact on the culture as a whole and allow you to prompt and provide the employees with a sense of safety and freedom. Consider things like:

- **Tracking** and posting the number of days without injury or highlighting new safety topics
- **Sharing** performance to budget or some other indication of the business's stability or progress against core objectives
- **Highlighting** specific employees and showing how their contributions or ideas made an impact on the business

When you see the future marred by the challenging prospects of hiring new staff, it really highlights the need for creating a culture of safety and helping the team stay informed so they can be free of worry and are able to work and succeed in their current environment. This will minimize their need to look elsewhere to avoid pain. 

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.

BATTLING A LABOR SHORTAGE:

How Lumber Businesses Can
Address Worker Shortages and
Build a More Inclusive Workplace

By Carla Corrado and Sam Matthews

The talent crisis continues to plague the nation, with 77% of employers reporting difficulties filling roles, which is a 17-year high. The lumber industry is no exception to this issue. Like so many other industries, employers in lumber are experiencing a labor shortage due to a lack of interested and qualified workers.

In an industry challenged by significant risks on a daily basis, a talent shortage can lead to dangerous working conditions and, ultimately, accidents and costly insurance claims.

When it comes to attracting and retaining quality talent, we believe the keys lie in raising awareness of the rewarding careers we offer, knowing where to look for candidates, and providing an environment where all people want to work.

TELL THEM WHO WE ARE

Not many are aware of what work in the lumber industry looks like today or the wide range of opportunities it offers. In addition to the wood manufacturing and machinery work associated with our industry, businesses need to fill sales, marketing, accounting, and other traditional business roles. These roles are often overlooked throughout the lumber industry, but they are critical to how it operates and evolves.

On the manufacturing side, workers in the industry not only have the opportunity to hone their craft, but they can also work with new technology that is defining the future of the industry—technology that is making the job safer, more environmentally friendly, and, in many cases, enabling workers to produce superior products.

Ultimately, working in the lumber industry is rewarding because we take what nature provides and turn it into something that benefits society. At Pennsylvania Lumbermens Mutual Insurance Company, we like to remind our employees that trees and nature are at the root of everything we do. As such, we send each new employee a young tree when they join PLM to remind them that as the tree grows, so will their career at PLM.

Finally, our industry is attractive because of its dedication to helping individuals develop and hone useful skills. Lumber and building material dealers often offer training and apprenticeships to help new employees develop skills or existing employees hone them.

KNOW WHERE TO FIND THEM

Once you've identified why potential employees might want to join our workforce, you'll need to go out and find them. Some of the best places to attract new talent may include:


- **SCHOOLS:** Reach out to local high schools and trade schools to see if they'd be interested in hearing from staff on career days or at similarly themed events.
- **SOCIAL MEDIA:** Take pictures in the workplace and at events and post those across LinkedIn, Twitter, and Instagram. Show the best of the business so prospective employees are compelled to inquire.
- **YOUR LOCAL COMMUNITY:** Attend local charitable events and networking events, and consider joining local business groups. When possible, sponsor community events and see if the organizers will allow a representative to speak briefly about what the company does and the value of a career in the industry.

Working in the lumber industry is rewarding because we take what nature provides and turn it into something that benefits society.

CREATE A FRIENDLY ENVIRONMENT

Across different industries, diversity, equity, and inclusion (DEI) have become core values in the workplace. We know potential employees want to work in an inclusive workplace, but what steps can lumber businesses take to create a more diverse business where their staff feels valued? Here are some best practices to consider:

- **OFFER EMPLOYEES A GREATER VOICE:** Give employees frequent opportunities to share their perspectives on the workplace and what they believe could be done better. Offer employees of similar backgrounds a forum where they can get together.
- **CONSIDER LANGUAGE TRAINING:** In an industry that employs staff from a variety of backgrounds, having managers take the time to learn other languages can demonstrate dedication to employees. Even just learning basic phrases can help showcase an appreciation for their background and make employees feel more welcome.
- **PRIORITIZE EMPLOYEE RECOGNITION:** Building a family culture in the workplace may sound cliché, but it's the right way to go. Here at PLM, we send out small gifts to our staff throughout the year so they feel valued. Our senior staff learns the names of all new employees, and they interact with our team on a regular basis. Small practices like these make a big difference in building relationships and, ultimately, employee happiness.

As our industry continues to battle a labor shortage, a renewed focus on raising awareness of how rewarding a career in lumber can be, as well as the efforts we're making to bring it into the future, will help connect with the next generation and keep our businesses staffed with superior talent. 

About the author: Carla Corrado is manager of talent development at Pennsylvania Lumbermens Mutual Insurance Company. Sam Matthews is recruiting manager for Pennsylvania Lumbermens Mutual Insurance Company. You can reach them at ccorrado@plmins.com and smatthews@plmins.com, respectively.



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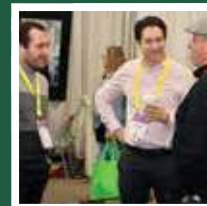
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methods for their chosen material. Russin is at the leading edge of innovation in wood exteriors—let us train your team on the latest in wood!

What is one product you'd like to highlight?

Russin is more than just wood siding: with AZEK Captivate, we're changing the wood alternative siding game as well! AZEK Captivate offers prefinished shingle siding, board and batten and trimboards in any color, including black. Imagine shingle panels that are a breeze to carry, even easier to install, never break and don't need repainting! Match them with gorgeous prefinished trim in 12 standard colors or any custom color, installed with matching Cortex plugs. AZEK Captivate is drawing attention for a reason—ask the Russin team to educate your staff today!

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Cameron Ashley

Contact: Sara Eller **Email:** SaraEller@cameronashleybp.com
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What home envelope products do you sell?

CertainTeed is one of our shingle, felt, vent, ice, and water suppliers. We currently stock Landmark, Landmark PRO, Shadow Ridge, and their accessories. Their roofing products are made from the highest-quality materials and are backed by a strong warranty program.

IKO is our additional shingle, felt, vent, ice, and water supplier. We currently stock Cambridge, Dynasty, Hip & Ridge, and Leading-Edge starter shingles. In addition, we stock the premium and luxury styles—Royal Estate, Armourshake, Crown Slate, Ultra Hip & Ridge, and the Starter shingle—for each style and can alleviate any lead times on orders.

Knauf Insulation is our exclusive fiberglass insulation supplier. Their products deliver peak performance and are easy to handle, simple to install, cost-effective, and durable over the lifetime of your projects. We stock the most popular products and R-values for commercial and residential applications.

In siding, we offer the Westlake Royal Building Products lines. We currently stock the Exterior Portfolio Market Square, Parkview, and Elm Grove. Celect PVC siding is also available.

What is one product you'd like to highlight?

The TimberHP product line. Made from wood chips left over from sustainable forest harvesting and lumber production, their products are resistant to moisture liabilities, mold, and fire and offer superior properties to reduce heating and cooling loads. TimberFill, dense-pack, and attic blanket insulation will begin shipping in July. TimberBatt, sustainable, sound-dampening, and thermal batt insulation, will be available in the fall of 2023, and TimberBoard, carbon-negative continuous insulation board, will be produced in the winter of 2023.

Rex Lumber Company

Contact: Ed Godek **Email:** information@rexlumber.com
Phone: 800-343-0567 **Website:** www.rexlumber.com



What home envelope products do you sell?

We can provide exterior siding, trim packages, and rainscreens in Accoya, Tricoya, red grandis (eucalyptus), cypress, Douglas fir, and Western red cedar. Other species are also available. We offer a complete line of siding products, including trim boards, beveled siding, and tongue-and-groove profiles. Our beveled siding has one resawn face for customers who prefer a rough face. If our stock profiles do not meet your needs, then we can match any profile or create a custom one for you. Many of the species we offer are available in FSC-certified stock.



What is one product you'd like to highlight?

Accoya is a long-lasting, beautiful wood made for exterior applications. Accoya is an environmentally friendly, 100% solid wood that is modified to the core using a non-toxic proprietary acetylation process that provides durability, dimensional stability, and beauty that matches or exceeds even the best tropical woods. Lasts 50 years above ground and 25 years in ground or freshwater contact. Ideal for many outdoor applications, including siding, facades, shutters, decking, rainscreens, window and door casements, and many custom applications limited only by your imagination.



Britton Lumber Company



Britton Lumber Company

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



What home envelope products do you sell?

Westlake Royal Exterior Portfolio siding, IKO roofing, CertainTeed roofing, ABC metal roofing, Hunter Panels insulation, Kingspan Greenguard insulation, RoofTop Guard underlayment, wood clapboards primed and un-primed, Bilco Doors, ventilation, and housewrap products.



What is one product you'd like to highlight?

The hardest part of choosing Exterior Portfolio vinyl siding is choosing just one color and profile. A generous palette of rich, dark colors and three distinct profiles give Market Square virtually unlimited exterior design possibilities.



Nutmeg Forest Products Inc.

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



What Home Envelope products do you sell?

NFP sells cedar shingles: Western red cedar, Alaskan yellow cedar, and Eastern white cedar shingles in natural, treated, and factory-finished for all of your roofing and siding needs. Our mills: A&R , G&R, Teal Cedar, Watkins cedar, and Waska. We also sell Keene Viper CDR vent—a roofing drainage and ventilation mat.

What is one product you'd like to highlight?

NFP is your No. 1 distributor for Waska Eastern white cedar shingles, a name synonymous with the highest quality product. Through our long-standing partnership with Waska, we are able to offer: natural or factory-finished R&R shingles in both A grade and B grade; one-coat and two-coat stock colors and custom colors; and distribution areas including Connecticut, New York, Massachusetts, Rhode Island, and New Jersey. With NFP and Waska, you can be assured of getting a top-quality product at a competitive price.



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DURATION Moulding and Millwork

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



What home envelope products do you sell?

DURATION Moulding & Millwork offers standard, semi-custom, and completely custom exterior moulding and siding profiles, along with exterior millwork pieces like corbels, brackets, and thick sills—essentially any type of moulding or siding profile is available.

What is one product you'd like to highlight?



Manufactured exclusively from Westlake Royal Building Products' (formerly Boral) TruExterior trim boards, DURATION Beveled Siding products combine the benefits of wood, PVC, and cement-based options without the drawbacks associated with each of those options. Six-

teen-foot lengths, no-finger joints, no clearance requirements, no cut-edge sealing, and availability of nearly any profile—fast installation, environmentally friendly, and worry-free. In fact, to the best of our knowledge, our beveled siding is the only “truly beveled” composite siding on the market today and features a heavy butt option that provides distinctive shadow lines. Now, users can have the great look and feel of wood in an extremely low-maintenance product that will look great for decades.

General Woodcraft Inc.

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



What home envelope products do you sell?

The Climate-Shield Rainscreen System offers a full array of products and systems to create the best rainscreen protection for modern building envelopes, including many sustainable cladding options. The Climate-Shield system becomes an extension of the building envelope, creating a rainscreen gap that protects the structure and allows rapid removal of

moisture and bulk water. Well-designed rainscreens are an effective method of extending the lifetime of a home or building, and the Climate-Shield rainscreen system is in a class of its own.



What is one product you'd like to highlight?

The Climate-Shield Rainscreen System offers many benefits over other rainscreen fastening methods for wood siding: Installs directly over WRBs on plywood or OSB exterior sheathing; no need for furring strips; automatically sets the proper rainscreen gap; fastest drying time for rainscreen cavities; fast, secure installation; saves significant labor time; exceeds 200-mph hurricane wind requirements; heavy-duty marine-grade aluminum; manufactured in the USA to the same tolerances used in the aircraft industry; and the smooth design minimizes sharp edges, making it easier and safer to handle on site.



Warren Trask Company

Contact: Sales Department
Email: sales@warrentraskcompany.com
Phone: 800-752-0121 **Website:** www.wtrask.com



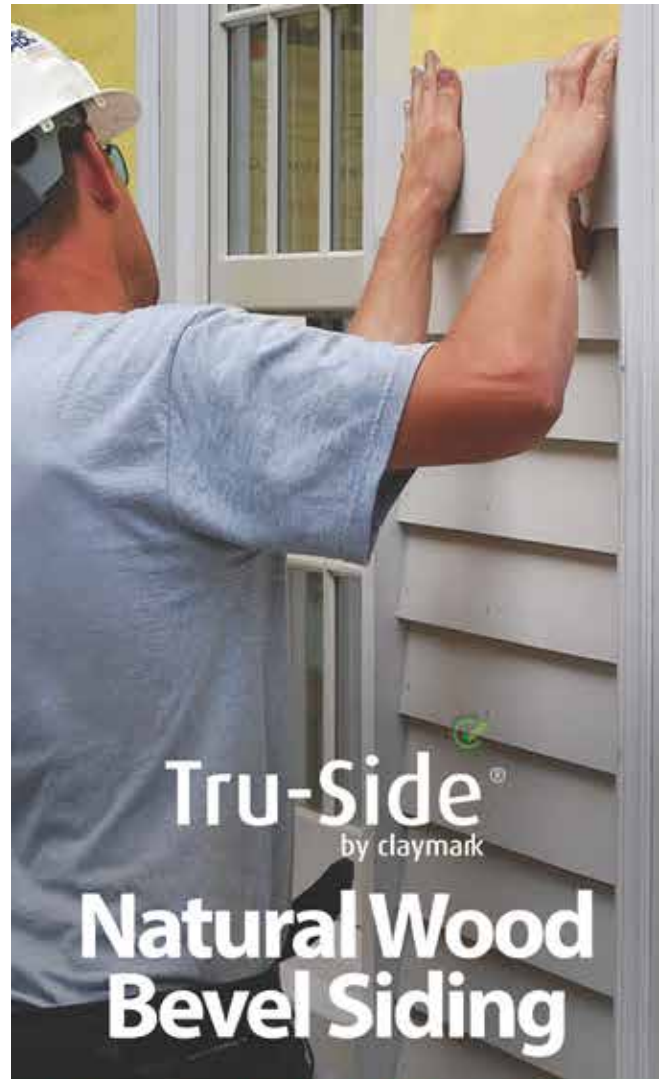
What home envelope products do you sell?

Warren Trask is proud to offer the Claymark line of protected trim boards, siding, and mouldings. Tru-Side by Claymark is a 1/2"x 6" Bevel Siding available in both solid clear or finger-jointed clear substrate. Tru-Side has a reversible smooth or rustic face to suit end user finish preferences.



What is one product you'd like to highlight?

Warren Trask offers Blue Star 1/2 x 6 Dark Red Meranti bevel siding. Dark Red Meranti siding absorbs and holds paint and other finishes deeply and evenly. It ages to a smooth surface, with minimal checking. Blue Star Meranti products exceed all recognized industry standards for strength, durability, pest and rot resistance for use in exterior building applications.



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What home envelope products do you sell?

The complete Tyvek building envelope system for residential and commercial applications includes HomeWrap, DrainWrap, ThermaWrap LE, StuccoWrap, CommercialWrap, CommercialWrap D, DrainVent rainscreen, DuPont flashing systems: FlexWrap, StraightFlash, VersaFlange, DuPont flashing tape, FlexWrap EZ, and residential sealant. Products in this system help make buildings more durable, comfortable, and energy efficient by controlling airflow through walls while holding out bulk water and allowing moisture vapor to escape. Plus, when you choose Tyvek from Parksite, you and your customers get the support of our highly trained ParksitePRO team specializing in Tyvek, providing installation training, project evaluation, building code updates, and more at no cost!

What is one product you'd like to highlight?

DuPont VersaFlange (formerly DuPont StraightFlash VF) is an innovative, self-adhered window and door flashing for non-flanged and brick-mold windows and doors. DuPont VersaFlange provides a reliable moisture seal to integrate brick mold, non-integral flanged, and non-flanged windows and doors with the building envelope. Uniquely designed release papers enable quicker installation and allow DuPont VersaFlange to tie the window or door frame directly to the sheathing or water-resistant barrier to protect from bulk water leaks and supply buildings with superior protection against the elements.

DAP Global Inc.

Contact: Mackenzie Saponaro **Email:** msaponaro@dap.com
Website: www.dap.com



What home envelope products do you sell?

Founded in 1865, DAP is a leading manufacturer and supplier of caulks, sealants, foam, adhesives, and patch and repair products with a history of first-to-market innovations. For more than 155 years, DAP has provided professional contractors, remodelers, and do-it-yourselfers with trusted, quality, reliable, and long-lasting products.



What is one product you'd like to highlight?

The Touch 'n Foam Professional lineup of foam systems can eliminate air leaks and drafts, seal gaps and cracks, and insulate against the elements to make homes comfortable, quiet, cozy, and more energy efficient all year round. This Touch 'n Foam Pro System 200 is a self-contained, portable, and disposable two-component foam system. Complete with pre-attached hoses and an ergonomic foam applicator, the System 200 provides up to about 200 board feet of polyurethane spray foam that, when applied, dries in 60 seconds.



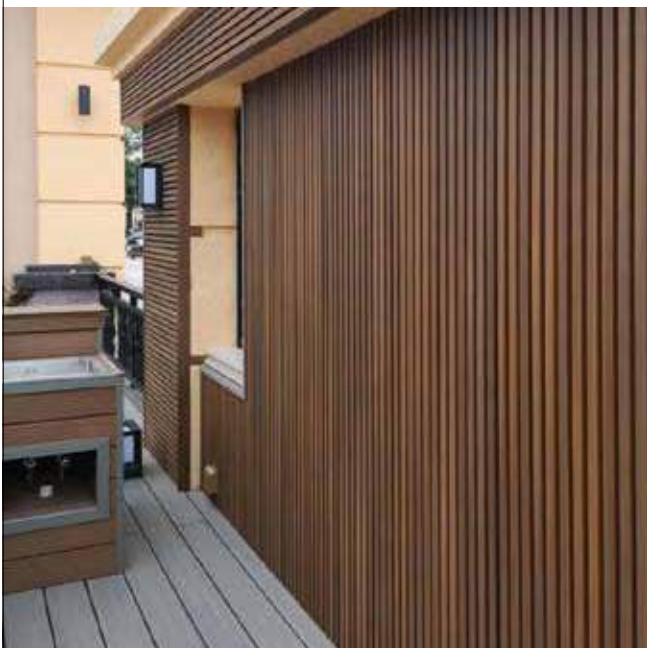
American Lumber

Phone: 800-277-0222 Website: www.americanlumberco.com



What Home Envelope products do you sell?

Siding, including cedar, pine, tropical hardwoods, bamboo, in a range of profiles. Capped composite rainscreen siding by NewTechWood.



What is one product you'd like to highlight?

NewTechWood capped composite siding isn't "decking as siding"—rainscreen siding is what it's designed for. Featuring contemporary styles from channels to castellations.



R.A. Graham Company, Inc.

Contact: Dylan Benson Email: dylanb@ragraham.com
Phone: 800-333-3933 Website: www.ragraham.com



What home envelope products do you sell?

R.A. Graham stocks a variety of residential and commercial sealants from popular manufacturers such as Soudal, Bostik, Franklin International, and more.



What is one product you'd like to highlight?

Bostik DUO-SIL is a special formulation of urethane and acrylic emulsion that can be used as an adhesive or caulking compound. DUO-SIL as a sealant can be used on vinyl, aluminum, and fiber cement siding, windows, doors, brick molding, countertops, showers, and most areas where a sealant is needed. DUO-SIL, as an adhesive, has a superior bond to most building substrates with no need for primer. This product will adhere to wood, metal, gypsum board, vinyl, PVC, cove base, molding, foam board, and many more building products.



GCP

Contact: Andrea Hallett **Email:** andrea.hallett@gcpat.com
Website: www.gcpat.com



What home envelope products do you sell?

GCP makes premium-performance roofing underlayments, flashing tapes, and fully adhered housewrap. Products include GRACE ICE and Water Shield, VYCOR flashing tapes, and VYCOR enV-S.



What is one product you'd like to highlight?

VYCOR enV-S represents the next generation of self-adhered, weather-resistant barriers and is designed to provide superior weather protection and improved energy performance. VYCOR enV-S provides protection against water and air intrusion that cannot be matched by mechanically attached housewraps. It seals to the substrate, seals to itself, and seals around nails. VYCOR enV-S helps achieve up to 56% annual energy savings.



Holden Humphrey Co.

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



What home envelope products do you sell?

We sell James Hardie siding, Henry building envelope, IKO roofing, CertainTeed Cedar Impressions, ACRE siding by Modern Mill, WRC bevel, Restoration millwork, Titebond sealants, CertainTeed roofing, VYTEC vinyl siding, and Kebony dually modified wood.

What is one product you'd like to highlight?

Kebony Click-in Cladding is the latest addition to our siding product lineup. Click-in Cladding combines patented, long-lasting modified wood cladding with an aluminum rail and clip system to create seamless wood cladding that's twice as fast to install. We carry it in 6" and 8" boards, as well as 6" and 8" rails.



Coastal Forest Products

Contact: Patrick Dyer **Email:** pdyer@coastalfp.com
Phone: 207-515-4252
Website: www.coastalforestproducts.com



What home envelope products do you sell?

When it comes to finding the right weatherization solution, Coastal offers a wide range of products and brands (like Benjamin Obdyke and Henry) that have earned our trust. So, whether you're looking for housewrap, rainscreen, underlayment, insulated sheathing, flashing, gutters, or ridge vents, you can be sure you're getting the best siding or roofing protection out there.



What is one product you'd like to highlight?

HydroGap SA is the first and only self-adhered WRB to incorporate a true drainage space. HydroGap SA, one of the best housewraps on the market, reduces the risk of moisture damage by keeping walls dry. The self-adhered component of this product helps limit the amount of air that passes through the membrane. The 1mm spacer technology combined with a fully continuous, breathable acrylic adhesive provides an unmatched air and moisture barrier. Additionally, this drainable housewrap has a mesh-like material that increases tear resistance and improves the flexibility and stretch of the product when tension is applied. The features, benefits, and ease of installation make HydroGap SA a favorite among contractors for residential and multifamily builds.



Westlake Royal Building Products

Contact: Kriss Swint **Email:** KSwint@westlake.com
Phone: 614-754-3455
Website: www.westlakeroyalbuildingproducts.com



What home envelope products do you sell?

Westlake Royal Building Products offers a broad selection of siding products across a range of high-performance materials, offering dealers extensive options under one company umbrella. Siding brands include vinyl siding from Royal, Exterior Portfolio, and Foundry; Celect Cellular composite siding; Cedar Renditions aluminum siding; Versetta Stone panelized stone siding; and TruExterior siding, which is made with a proprietary blend of polymers and fly ash. In addition, Westlake Royal provides numerous accessory products, including shutters, trim, mounting blocks, and vents.

What is one product you'd like to highlight?

11" Celect Board & Batten has been added to the Celect Cellular Composite Siding line. This new profile adds visual interest to home exterior projects with a vertical pattern made for larger homes. This design will accentuate different sections of the house, including full walls, gables, and bump-outs. It's available in 9" board, 2" batten strip, x 10' length. Westlake Royal's Celect siding line replicates the beauty and aesthetics of wood while remaining low-maintenance and durable for a lifetime. Celect features a patented interlocking seam design, which keeps moisture out and almost completely eliminates seams.



Low-E Northeast Distribution Center LLC

Contact: Mark Benedict **Email:** low-e@low-e-ne.com
Phone: 570-821-5693 **Website:** www.low-e-ne.com



What home envelope products do you sell?

Insulated housewrap, insulated roofing underlayment, tab insulation for stud cavity, floor joist, and cathedral, slab shield under concrete vapor/radon barrier.

What is one product you'd like to highlight?

Low-E Housewrap: ICC-approved standalone housewrap. Adds an additional R-4 behind hollow-back siding, insulation and housewrap combined, improves insulation system performance, and increased energy savings.



TIMBERHP
 INSULATE BETTER. LIVE BETTER.™

TimberHP

Contact: Scott Dionne **Email:** info@timberhp.com
Website: www.timberhp.com



What home envelope products do you sell?

TimberHP's line of blown-in, batt, and board insulations originates from softwood chips left over from lumber production. TimberFill, TimberBatt, and TimberBoard can stand alone as drop-in replacements for other above-grade insulation products, or they can work together to satisfy all cavity and continuous needs for a complete solution. Wood fiber insulation allows the creation of resilient designs to achieve industry-leading thermal and acoustic potential while supporting healthy indoor air quality and addressing our impact on the environment. TimberHP products are renewable and recyclable, free of toxins and abrasive fibers, and arrive at the jobsite carbon-negative.

What is one product you'd like to highlight?



TimberBoard excels as a vapor-open, continuous insulation (CI) with a stable R-value, high heat capacity, and high compressive strength. A combination of density and low conductivity protects against heat loss in the

winter and provides exceptional buffering of summertime heat gain. Wood fiber continuous insulation meets all residential fire standards and offers superior fire protection vs. foam-based products. Wood fiber CI prevents the trapping of unwanted moisture within assemblies and offers the compressive strength required for efficient cladding installations.





Boise Cascade®



Boise Cascade Company

Contact: Dan Morgado, Westfield, MA;
Chip Wood, Greenland, NH
Email: danmorgado@bc.com, chipwood@bc.com
Phone: Westfield: 877-462-6473; Greenland: 800-962-9961
Website: www.bc.com/distribution

VYCOR® enV-S™



What home envelope products do you sell?

SBC Cedar Shingles, Grayne Engineered Shingle, James Hardie Fiber Cement Siding, Versetta Stone Panelized Stone Veneer Siding, Grace Ice & Water Shield, Grace Ice & Water Shield HT, GCP Tri-Flex XT synthetic underlayment, GCP Vycor Plus & Vycor Pro flashing tapes, GCP Vycor enV-S housewrap, HomeGuard housewrap, ToughSkin 20 & 25 synthetic underlayment, Inspire synthetic slate roofing tiles, DuPont insulation products, Huber ZIP System sheathing, tape, and peel & stick underlayment.

What is one product you'd like to highlight?

VYCOR enV-S represents the next generation of weather-resistant barriers and is designed to provide superior weather protection and improve the energy efficiency of the building. The membrane brings together the weather-protection benefits of a self-adhered membrane with the breathability of traditional housewraps. The unique adhesive coating bonds strongly to the sheathing but remains vapor permeable. It resists damage in windy conditions, leading to less rework and a high-quality appearance. It requires no mechanical fastening or taping of seams. The membrane bonds to the sheathing, self-seals at overlaps, and seals around fasteners used to install siding and other wall elements.



MRS
MANUFACTURERS
RESERVE SUPPLY

Manufacturers Reserve Supply

Contact: Tina Breen **Email:** tina@mrs lumber.com
Phone: 973-373-1881 **Website:** www.mrs lumber.com



What home envelope products do you sell?

Introducing TamlynWrap drainable housewrap—the ultimate solution for moisture management. Engineered by Tamlyn, this innovative product outperforms standard housewraps, delivering superior protection against excess moisture, mold, and rot. Our unique design, featuring 1.5-mm spacers bonded to a high-performance housewrap, creates a patented gap that removes more than 100 times more bulk water from walls. Say goodbye to water damage and hello to a healthier, more resilient home. Don't settle for ordinary housewraps; choose TamlynWrap drainable housewrap for unparalleled moisture management. Available exclusively at Manufacturers Reserve Supply; get yours today and safeguard your investment with confidence.

What is one product you'd like to highlight?

Discover the remarkable features and benefits of TamlynWrap drainable housewrap. With a drainage capacity twice as fast as other drainable wraps, thanks to the patented 1.5-mm spacers, it ensures efficient water removal between the sheathing and cladding. Enjoy the drying capability of a 3/8 rainscreen, meeting the evolving demands of building scientists and codes. Versatility is key; install it horizontally, vertically, or diagonally, offering flexibility and cost-effectiveness. Its impressive perm rating of 19 guarantees superior vapor permeability, eliminating excess moisture and preventing mold and rot. TamlynWrap drainable housewrap meets all code requirements, making it the ideal choice for your construction needs.



Silvermine

Contact: Selene Byron **Email:** sbyron@woodgrain.com
Phone: 401-489-5014 **Website:** www.silverminestone.com



What home envelope products do you sell?

Woodgrain is family-owned and one of the leading millwork operations in the world, with locations throughout the United States and Chile. With 69 years of quality craftsmanship and service, Woodgrain is a leading producer of mouldings, doors, and windows and, with the acquisition of legacy Huttig, a premier distributor of specialty building products, including siding, roofing, and insulation products. Woodgrain, Inc. is headquartered in Fruitland, Idaho, with six divisions and more than 45 manufacturing and warehouse facilities in the United States and South America.



What is one product you'd like to highlight?

What you don't see really matters. People are often surprised to learn that stone veneer is not watertight, and most mortarless stone products allow moisture to get behind the stones, leading to serious issues if the stone system is not designed and installed properly. Moisture that gets behind the cladding can lead to expensive structural damage over time. Unlike the other brands of stone veneer, Silvermine Stone features a patented hanging and flashing system that creates a tight seal on the wall, moving water down the outer edges of each piece and keeping water away from the home.



Maibec

Contact: Selene Byron **Email:** sbyron@woodgrain.com
Phone: 401-489-5014 **Website:** www.silverminestone.com



What home envelope products do you sell?

Woodgrain is family-owned and one of the leading millwork operations in the world, with locations throughout the United States and Chile. With 69 years of quality craftsmanship and service, Woodgrain is a leading producer of mouldings, doors, and windows and, with the acquisition of legacy Huttig, a premier distributor of specialty building products, including siding, roofing, and insulation products. Woodgrain, Inc. is headquartered in Fruitland, Idaho, with six divisions and more than 45 manufacturing and warehouse facilities in the United States and South America.

What is one product you'd like to highlight?

Experience the unrivaled natural beauty of Stave Lake Western red cedar shingles. Each shingle is a testament to the timeless elegance and captivating allure of this exquisite wood. With its rich, warm tones and distinct grain patterns, Stave Lake Western red cedar brings a touch of nature's artistry to any siding application. Maibec is also introducing Stave Lake prefinished Western red cedar shingles. Crafted with utmost precision and attention to detail, these shingles offer a timeless charm that elevates any architectural design. With their superior quality and endless color options, Stave Lake prefinished shingles ensure long-lasting performance, making them a reliable choice for both residential and commercial projects. Elevate your exterior with the captivating beauty of Stave Lake Western red cedar shingles and invite the splendor of nature into your living space.

Benjamin Obdyke

Contact: Bill Warfield **Email:** bwarfield@obdyke.com
Phone: 475-245-9322 **Website:** www.benjaminobdyke.com



What home envelope products do you sell?

Benjamin Obdyke offers proprietary roof and wall products designed to improve the durability and performance of the building envelope, including flat, drainable, self-adhered, and UV-resistant housewrap; self-adhered and liquid-applied flashing; rainscreen systems; ventilated roofing underlayment; and ridge vent. Benjamin Obdyke promotes a systems approach to the building envelope, combining weather barriers, flashing, and drainage to meet the specific needs of each project’s design, location, and budget. These systems, such as the UV-Protected Rainscreen System and the Drainable Housewrap System, help dealers more easily support their customers in building high-performance wall systems that stand the test of time.

What is one product you’d like to highlight?

A self-adhered, drainable housewrap, HydroGap SA features 1-mm spacers that create a true drainage space with 96% drainage efficiency to remove water two times faster than flat housewraps. HydroGap SA has a 100% continuous acrylic adhesive that provides true sealing around every fastener to maintain the integrity of the air barrier; it can be repositioned upon initial application, but fully activates when pressure is applied. The product’s perm rating of 12 is suitable for all climates. HydroGap SA includes a 15-year product warranty or a 20-year limited system warranty when used in conjunction with the HydroFlash product line.

The QUIKRETE Companies

Contact: Robert DuRie **Email:** Robert.DuRie@quikrete.com
Phone: 508 243 7710 **Website:** www.QUIKRETE.com

NEW!

COMMERCIAL GRADE
QUIKRETE

SEAL, WATERPROOF & PROTECT
Cracks in Concrete & Mortar

Polyurethane
MORTAR JOINT
Sealant No. 8620-18

Construction grade polyurethane sealant waterproofs, seals and tuck-points damaged mortar joints.

- Textured to blend with the surrounding mortar joint
- Excellent adhesion
- Non-sag formula
- Tack-free in 2 hours
- Permanently flexible



Item No.	Package Size	Metric	Case Quantity	UPC
8620-18	10.1 oz	300 mL	12/case	0-39645-86213-1

Polyurethane
CONCRETE CRACK
Sealant No. 8620-17

Construction grade polyurethane sealant permanently seals and waterproofs cracks in concrete, masonry and stucco surfaces.

- Dries to a durable & flexible finish
- Helps prevent water & ice damage
- Textured to blend with concrete surfaces
- Excellent Adhesion
- Non-sag formula
- Tack-free in 2 hours
- Vertical or horizontal applications



Item No.	Package Size	Metric	Case Quantity	UPC
8620-17	10.1 oz	300 mL	12/case	0-39645-86212-4

Directions for Use: 1) Surface must be clean, dry and free of loose particles. 2) Cut tip of spout on angle to make 1/4" (6 mm) to 3/8" (9 mm) hole. 3) Use cartridge in standard caulk gun. 4) Apply by pushing cartridge tip over surface and forcing caulk into the crack.

What Home Envelope products do you sell?

Polyurethane mortar joint sealant (#8620-18) and Polyurethane concrete crack sealant (#8620-17). Seal, waterproof, and protect cracks in concrete and mortar.

What is one product you’d like to highlight?

Polyurethane mortar joint sealant (#8620-18). A construction-grade polyurethane sealant that waterproofs, seals, and tuckpoints damaged mortar joints. Textured to blend with surrounding mortar joint. Excellent adhesion, non-sag formula, and is tack-free in two hours and permanently flexible.



— All the World's a Stage —

By Mike McDole

You may have heard of the survey conducted a few years ago, in which high school seniors were asked to rate 254 professions in order of preference. “Carpenter” came out at number 253, just ahead of “cowboy.”

While I believe high schoolers are missing the boat (regarding carpentry, of course, not cowboy), I don't feel much sympathy when builders complain about the poor ranking, as the building materials industry never even made the list.

We don't rate a turn on the stool, let alone a dip in the dunk tank. When young people do consider the lumber business, it is generally perceived as utterly devoid of excitement.

Not that I blame them; on the contrary, I understand why this misconception exists. However, these people never met our customers.

Case in point: A while ago, I got a call from one of our largest and most loyal builders. Larry had been dealing with us for more than 20 years and has consistently been one of our top accounts in volume and profitability.

In contrast to today's builders, Larry came up through the ranks as a framer.

Like a lot of old-guard contractors, what he lacked in formal education he more than made up for in style.

Tom Hanks has nothing on Larry. He'd launch into sad soliloquies at the drop of a hat (or a window), transform himself from the soul of sweetness into a raging tyrant the moment a delivery time was missed, or do battle like a crusader over a missing invoice. But he was fair, and we enjoyed a good relationship. Besides, his theatrics made for some great bar stories.

Larry's career was winding down, and he began building his dream home on the water—a monstrosity for which, naturally, we were supplying all the materials.

The call came through the main number instead of my cell. I assumed he had a bone to pick, so I obviously took the call. “McDole (he loved calling people by their last name), this is Larry. Do you know where I am sitting right now?”

I replied, “Is this a trick question?”

“No, not at all. I'm sitting on my roof. You heard me right—I'm actually sitting on my roof!”

“So ... tell me, Larry... why ... are you up ... on your roof?”

“Because I just got my invoice from

your company for my cedar shingles!”

This was worse than I thought; I had no idea whether we could be held liable. “Would you like ... to tell ... me about your bill?”

“Not really. I just wanted to share with you what cedar roof shingles feel like at \$450 per bundle. Which comes out to \$2,250 per square!”

I did some quick research, and he was right. We charged him \$450 per bundle, rather than \$450 per square. I told Larry I would get it credited and re-billed that day, and he seemed satisfied. I begged him to please be careful getting down.

I hadn't spoken to Larry for a few weeks, so I asked his salesperson, who told me Larry was his “normal self.” I breathed a sigh of relief and was pleased, because our business would be dull without him! **LC**

About the author: Mike McDole has 40+ years of actual LBM experience, including being SVP of a large regional pro-dealer, and is the principal of Firing Line LBM Advisors. He's also partners with Greg Brooks of Executive Council on Construction Supply and his LMS. Mike can be reached at 774-372-1367 or Mike@FiringLineLBM.com.



CONIFER HILL ADVISORS

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Education Panel and Networking Event



Lehigh Valley Sporting Clays, Coplay, Pa., was the location of another dynamic EBMDA meeting and event on Thursday, May 1.

A beautiful spring day was provided for more than 60 attendees to register for the education panel, visit associate sponsor tables, and have an opportunity to win the 50/50 raffle prize.

Moderator Mike Lippincott, with Reeb Millwork, introduced the panel of experts: John Redding, PRSCO; Bill Schellhorn, Boise Cascade; Bob Long, Garden State; Joe Middleton, Culpeper Wood Preservers; Mike Purcell, Sherwood Lumber; and Marcel Chehade, Reeb Millwork.

Topics included:

- New construction and remodeling market expectations through the rest of this year for your product categories.
- Expectation of price movement through the end of this year and into next year.
- Current material supply issues and expectations through the end of this year.
- Recent changes in technology and how they are affecting your company.
- Creative or effective hiring practices that have proven to be successful at your company.

After a robust presentation and engagement of audience participation, lunch was served, rifle shooting instructions were provided, and there was a final opportunity to mingle with several event sponsors before the 50/50 raffle was selected and the shooters had their opportunity to earn final bragging rights.

The event was everything one could hope for, and plans are already in progress for 2024.



LBM EXPO

DON'T MISS THE LBM EVENT OF THE YEAR!



December 6-7, 2023

Earth Expo & Convention Center
Mohegan Sun, Uncasville, CT



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LBME expo.com

LBME expo.COM



Scan to watch
LBM Expo 2022's
Highlights!



Golf Outing 2023



The Eastern New York Lumber Dealers Association (ENYLDA) held its annual golf outing on June 15 at the Edison Club in Rexford, N.Y. The day started early with breakfast. The golfers made it through the course in record time. Lunch and prizes followed.

ENYLDA wishes to thank its 2023 sponsors for their support and contributions. Special thanks to Golf Chair Mike Duval and Kevin Porter.

Please join us to celebrate incoming NRLA Chair Doug Ford (Curtis Lumber) at the annual meeting and trade show on November 7 at the Holiday Inn in Saratoga Springs, N.Y.

In addition to the 50/50 raffle, the following prizes were awarded:

Closest to the pin: Joe Boucher (Quikrete).

Longest Drive: Jim Venezia (retired).

First-place team: Mike Hyde (CertainTeed), Nish Ketchoyian (CORE Building Materials), Joe Boucher, Mike Duval (Huber Engineered Woods), and Jamie Evans (Cameron Ashley).

1. First-place team: Mike Hyde (CertainTeed), Nish Ketchoyian (CORE Building Materials), Joe Boucher (Quikrete), Mike Duval (Huber Engineered Woods), and Jamie Evans (Cameron Ashley). 2. Closest to the pin: Joe Boucher at 6'. 3. Joe Hirt, Steve Roth, and Jon Hallgren (retired).



LBM EXPO

December 6-7, 2023

LOCATION

Mohegan Sun Earth Expo
& Convention Center,
Uncasville, CT



Scan to go to LBME expo.com
and to learn more!

LBM EXPO REGISTRATION

All registration fees include:

- > Full access to exhibit hall.
- > Admission to education sessions (must pre-register) and on-floor demonstration sessions.
- > Complimentary lunch on show floor both days.

ABOUT LBM EXPO

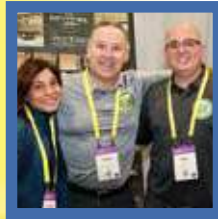
LBM Expo is the Northeast's leading lumber and building materials trade show for LBM professionals. Our attendees are business owners and employees of independent retail lumber dealers, builders, contractors, and architects interested in the industry's best business practices and the latest lumber and building material products and trends. Each year, thousands of attendees come to network, learn from LBM experts and building specialists, and evaluate new products in one convenient location.

6 REASONS WHY YOU CAN'T AFFORD TO MISS THE LEADING LBM TRADE SHOW IN THE NORTHEAST



1 > DEVELOP INDUSTRY CONNECTIONS

Network with attendees, speakers, exhibitors, and building professionals. Enjoy complimentary lunch on the show floor while catching up with your peers.



2 > EXPERIENCE LIVE DEMO ZONES

Participate in live, on-site installation demonstrations in a job-site setting from LBM's favorite building professionals!



3 > GROW PROFESSIONALLY

Learn from industry experts, Bradley Hartmann and David Logan, about the latest trends, techniques, and best practices.



4 > DISCOVER HUNDREDS OF PRODUCTS

Come see the latest LBM products, watch in-booth demos, and get show specials from all your favorite manufacturers, distributors, and suppliers.



5 > NETWORK AND HAVE FUN

Participate in LBM Expo's special events and meetings to network some more and have the opportunity to win cash and prizes simply for attending.

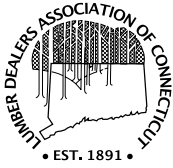


6 > INCREASE YOUR ROI

Connect with prospective partners and customers to build relationships, discover new products, and learn practical solutions to industry issues you can start implementing in your business right away.




LBMEXPO.COM

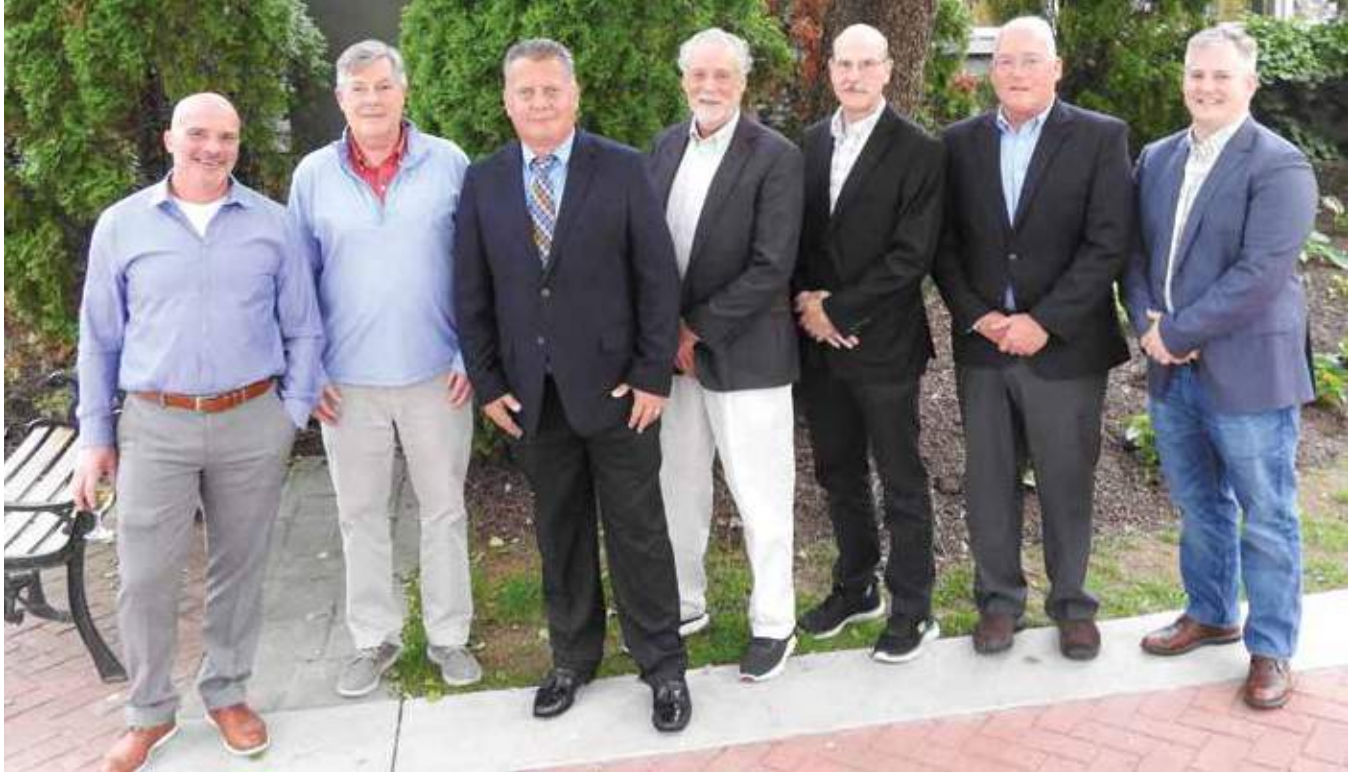


LDAC Past President Dinner

The Lumber Dealers of Connecticut (LDAC) held its annual dinner with the board of directors and several of their past presidents on May 24 at the Water's Edge Resort in Westbrook, Conn. The evening started with cocktails and hors d'oeuvres, followed by a buffet dinner.

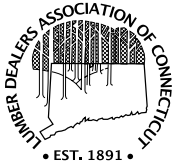
Please join us at our annual meeting on October 25 at the Aqua-Turf, where we will be celebrating our Lumber Person of the Year, Dave Bitso (Reeb Millwork).

LDAC wishes to thank its 2023 sponsors for their support and contributions. 



L to R: The past presidents included Adrian Baker (2003–2004), Ken Roos (1984), Dave Bitso (2007–2008, 2019), Peter Rogers (2014–2015), Gregory Branecky (2001–2002), Robert Sanford (2020–2021), and current President Jeff Bickel.





LDAC Golf Outing 2023



The Lumber Dealers of Connecticut (LDAC) held its annual golf outing on Wednesday, June 14, at the Oxford Country Club.

The skies were cloudy; however, the rain held off for most of the day. There were fundraisers for LDAC and the North American Young Lumber Employees (NYLE) scholarships, to which many generously donated. Afterward was cocktail hour with seafood hors d'oeuvres, followed by dinner. A 50/50 raffle was held, and several prizes were awarded.

LDAC wishes to thank its 2023 sponsors for their support and contributions. Special thanks to Golf Chair Dave Bitso (Reeb Millwork) for his tireless efforts.

Please join us for the annual banquet on October 25 at the Aqua Turf in Plantsville to celebrate the Lumber Person of the Year, Dave Bitso. [LG](#)



WINNERS:

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

Second-place team: Brett Belair and Matt Henning (Simpson Strong-Tie), TJ Lavery (National Lumber), and Dave Pratt (East Haven), with a score of 62.

Longest drive: Matt Lenge (Derby Building Products) and Brian Middlestadt.

Closest to the pin: Lee Perente (Iffland Lumber) with 2'2", Kevin Fanelli (PrimeSource) with 3'4", and Lou Salemme (J & L Enterprises) with 5'8".

There was also a putting contest, where Bruce McCrary (Interstate + Lakeland) sank the ball.



MRLDA Honors Past Presidents

MASSACHUSETTS RETAIL LUMBER DEALERS ASSOCIATION



1

The Massachusetts Retail Lumber Dealers Association (MRLDA) once again held its Past Presidents and Friends Luncheon on April 27 at the M.I.T. Endicott House in Dedham, Mass. Thirty-three attendees, including 10 past presidents, enjoyed this event as old friends reunited and new friendships were formed. Tom McManus presided over the luncheon as the new master of ceremonies. McManus was quick to pay homage to longtime emcee Joe Cusack, who relinquished the role after several decades at the helm. Cusack was far from done, however, as when his turn at the mic came as 1978 past president, he produced a plaque from within the podium and surprised his friend and 1974 Past President Burt Mullen with the MRLDA Lifetime Achievement Award, dedicated to Burt Mullen and the Mullen Family. Burt's brother, former NRLA Regional Director David Mullen, was present at the event as well. [LC](#)



2



3

Past presidents in attendance included:

Burt Mullen, 1974
Mullen Lumber

Joe Cusack, 1978
President while with Weymouth Lumber

Tony Shepley, 1997
Shepley Wood Products

Harvey Hurvitz, 1999
Cape Cod Lumber

Steven Esty, 2007
Ralph A. Esty & Sons

Tom McNulty, 2011–2012
Hingham Lumber

Jack Connors, Honorary 2013
BROSCO

Paul Tarca, 2015–2016
Concord Building & Design

Leah Fennell, 2017–2018
President while with Shepley Wood Products

Tom McManus, 2020–2021
Cape Cod Lumber



4



5

1. Ten MRLDA Past Presidents attending the luncheon get together for a photo to mark the occasion. 2. The welcoming crew at the MRLDA Past Presidents and Friends Luncheon 3. NRLA President Rita Ferris with MRLDA Honorary Past President and Ambassador Jack Connors 4. Joe Cusack surprises 1974 Past President Burt Mullen with the MRLDA Lifetime Achievement Award. 5. Former NRLA Regional Directors Kevin Brockmyre and David Mullen with current Regional Director Dave Gluck.


MRLDA Western Golf Outing

MASSACHUSETTS RETAIL LUMBER DEALERS ASSOCIATION



The Massachusetts Retail Lumber Dealers Association (MRLDA) held its Western Golf Outing on May 8 at the Ranch Golf Club in Southwick, Mass. The close proximity to the Connecticut border made it conducive for several members of the Lumber Dealers Association of Connecticut (LDAC) to join in the festivities as well.

Taking first place in the team scramble competition with a scorching 12-under-par 60 was the team of David Elkas and Marc Merusi from AZEK Building Products, along with Peter Koopman, Koopman Lumber, and T.J. McNulty, Hingham Lumber. Placing second with a 10-under-par 62 was the team of Don Ronan and Rob Seger of Miner's Inc., along with Lou Trottier, Simpson Door, and Bill Wells, BROSCO. Koopman also claimed the Closest to the Pin prize on #12, along with Mark Butenas and Timberline Enterprises on #5. Butenas also took the Straightest Drive on #7. Brandon Logee of Metrie launched the Longest Drive on #1. David Perry of Concord Building and Design won the 50/50 drawing. Mulligan sales generated \$325 for the NYLE Scott Robert Vasquezzi Scholarship Fund.

Special thanks to golf sponsors Boise Cascade, Culpeper Wood Preservers, Hood Distribution, and Huber Engineered Woods! 

1. The first-place team of T.J. McNulty (Hingham Lumber); Marc Merusi and David Elkas (AZEK Building Products); and Peter Koopman (Koopman Lumber). 2. Members from MRLDA and LDAC thoroughly enjoyed The Ranch! 3. The second-place team of Don Ronan (Miner's Inc.); Lou Trottier (Simpson Door); Rob Seger (Miner's Inc.); and Bill Wells (BROSCO). 4. MRLDA Golf Chair Paul Tarca (Concord Building & Design), awards Peter Koopman (Koopman Lumber), with Closest to the Pin. 5. 50/50 winner David Perry (Concord Building & Design Center), proves you have to be "in it to win it!"






Golf Outing 2023



The Mid-Hudson Lumber Dealers Association (MHLDA) held its annual golf outing at the Powelton Golf Club in Newburgh on Monday, May 15.

The event, usually held in July, was a welcome change, with increased attendance. The day started with a full breakfast and some breakfast cocktails. It was a fast-paced day, and folks enjoyed a late lunch reception and awards presentation.

Please join us at our annual meeting on October 27, where we will be honoring the Lumber Person of the Year, Jeff Dain (N. Dain Sons).

MHLDA would like to thank its 2023 sponsors for their support and contributions. Special thanks to the Golf Chair Tom Findlay (Williams Lumber), and golf volunteers Robin Protsko and Mike Fahrenkopf (BROSCO). 

WINNERS:

First-place team (score 58): Chris Burns (US Lumber), Mike Waldron, Danny and Sammy Lane (Builders FirstSource).

Second-place team (score 62): Tim Snyder and Kevin Klein (UFP Retail Solutions), Nolan Levine and Darrin Raynor (Fallsburg Lumber).

Third-place team (score 63): William Watson (Mariotti Building Products), and Eric and Jared Kubenik and Pat Hammett (Kohler Lumber).

Closest to the pin: John Kelly, 2'9" (Builders FirstSource)

Longest drive: Chris Zaverdas (RPI Engineers)

Straightest drive: Vic Milano (Jilco Windows)

1. First-place team. 2. Second-place team. 3. Third-place team.

NJBMDA Regional Meeting

New Jersey Building Materials Dealers Association



With a breathtaking view in Morristown, N.J., the New Jersey Building Materials Dealers Association (NJBMDA) held an exciting event for its members at Topgolf Swing Suite 1776 by David Burke. With more than 40 attendees, the board first met to strategize on what 2023 will provide for their members throughout the year.

With guests arriving, the group enjoyed great food and drink, virtual golfing experiences, and wonderful opportunities to network with their colleagues and learn about their legislative efforts. **LC**





NYLE Spring Leadership Conference



Spring had finally sprung in the Northeast, and that meant knowledge was shared and fun was had at another NYLE Spring Leadership Conference. This year's event was held on April 26 and 27 at the Kartrite Resort in Monticello, N.Y. The event was headlined by Bradley Hartmann and Lindsey Fry and operated in a slightly different manner than previous years. This year, the attendees were put into teams of 5 to 6 to compete for actual prizes throughout the event. This format provided a great opportunity to engage and network with each other, as well as have some friendly competition along the way.

The first day began with an NYLE Board Meeting and then rolled directly into Bradley Hartmann's "Exponential Leadership" sessions, where he discussed topics such as strategic goal setting, weekly activity allocation and time management, understanding unique abilities as salespeople, and identifying pain points to create value-added selling. This all wrapped around his tagline "You are owed nothing; deliver value first." The evening's team scavenger hunt was held to both review topics covered during

the day and network with fellow attendees.

At the completion of Hartmann's morning session on day two, attendees enjoyed Lindsey Fry's session on work-life balance and how to better ourselves in that space. Fry is a decorated Olympic hockey player and holds multiple roles in NHL organizations, the media, and non-profit organizations. That afternoon was highlighted by a skills clinic with Lindsey and a word-of-mouth marketing session with Corbin Rinehart of WindsorONE.

The event wrapped up with LBM-themed barroom trivia that evening. A team was ultimately crowned the winner of the NYLE Spring Leadership Conference: "The Wood (and Stone) Chucks," containing members from Koopman Lumber, Cape Cod Lumber Co., GNH Lumber, Warren Trask Company, and Portland Stone Ware Co.

The 2023 event was a great success, and hopefully we will see many attendees at our Summer Outing on August 22 and 23 in Hershey, Pa.!



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Fishing Outing



The New York Long Island Lumber Association (NYLILA) held its fishing outing on June 8 at the beautiful Captree State Park in Bayshore. This year the weather cooperated and provided smooth sailing for the Fluke fishing. The event included food and beverages. The 4-hour chartered ship also included bait and poles. NYLILA gave prizes for the first fish caught as well as the smallest and largest fish.

The first fish caught went to Dustin Ferriso (Garden State Lumber Products). The largest fish went to Alex Kelley (Woodgrain).

NYLILA thanks its 2023 sponsors for their support and contributions. Special thanks to President Eric Raynor and Kevin Keillor, Jr. (Riverhead Building Supply), with 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 13 to celebrate the Lumber Person of the Year: Mike Hubbard (Speonk Lumber Corp.) and the Industry Award: Margaurette “Muggs” Criscone (Boise Cascade). 



1. The first fish of the day was caught by Dustin Ferriso (Garden State Lumber Products). 2. From L to R: Mike Latona (SRS Mattituck), Eric Raynor (Riverhead Building Supply), and Alex Kelley (Woodgrain). Alex caught the biggest fish.



WNYLDA 13th Annual Fishing Derby



The Western New York Lumber Dealers Association (WNYLDA) held its 13th annual Fishing Tournament on June 9 out of Buffalo Harbor on Lake Erie in Buffalo, N.Y. Retailers, contractors, and vendors enjoyed the day fishing, vying for the largest walleye and bass. WNYLDA Fishing Chair John Krueger (HEP Sales/North Main Lumber) reveled in the event as his team landed in the money for each category. **LC**



HEP Sales/North Main Lumber and Genesee Lumber in the money! John Krueger awards prize money to Todd Schutt (HEP Sales) and Ed Kelly (Genesee Lumber), who tied for the largest walleye, and Josh Schultz (HEP Sales) with the largest bass.



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Daniel Morrison

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HOW DID YOU BEGIN YOUR CAREER IN THE LBM INDUSTRY?

I began my career 15 years ago at Reeb Millwork as an entry-level shop employee who was responsible for packaging door units after they were built.

WHAT ARE SOME OF THE RESPONSIBILITIES OF YOUR POSITION?

My responsibilities in my current position are to manage a team of customer service representatives, estimators, and order support individuals. We are responsible for making sure our phone lines and emails are answered in a timely fashion while providing excellent customer service. Typical requests are questions, order requests, and quote requests.

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

The biggest challenge I have faced so far was having to manage a half-staffed team during COVID, when we thought business sales volume would decrease, but, instead, it drastically increased. On top of that, we had major issues in our supply chain, making everyone's job that much more difficult.

WHAT HAVE YOU LEARNED SINCE WORKING IN THE INDUSTRY?

I have learned that self-development is the key to making yourself and the people around you better. Surrounding yourself with experienced and intelligent leaders, like our operations manager, George Hayes, is the best way to be challenged and grow.

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

Take advantage of your veteran co-workers and get to know as much as you can from them about what your company does and how and why they do it that way. Develop a group of people around you that you know will be supportive and helpful when you do have questions or need help.

WHAT ARE YOUR PASSIONS OUTSIDE OF THE OFFICE?

I enjoy hiking with my family and weightlifting. 

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