

LC

LUMBER CO-OP

LBM Expo Highlights 28

Making Sense of
Thermally Modified Wood 46

Timber Product Showcase 48



JAN/FEB 2025

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DEPARTMENTS



13



14



16



55



56



64

TAKING STOCK

- 6 From the President**
Rita Ferris
- 8 From the NRLA Chair**
Doug Ford
- 10 From the NYLE President**
Jon Baker

WOODSHED

- 12 LC Games**
- 13 Industry News**
- 14 New Products**

MILESTONES

- 16 Retail Member Profile**
Squier Lumber & Hardware

MILLING ABOUT

- 55 State & Local Happenings**

SOURCE

- 71 Advertising Index**

RISING STAR

- 72 Vincent DeKoskie**
Ring's End

Cover image courtesy of
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and Tantimber.



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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FEATURES



EVENTS & LBM EXPO HIGHLIGHTS

- 15 IDEAS SHOW: A GREAT WAY TO SPEND YOUR DAY!**
- 18 MAKE IT MATTER—JOIN US IN WASHINGTON!**
- 20 TIMBER TOUR PENNSYLVANIA**
- 28 LBM EXPO 2024 HIGHLIGHTS**
Melissa Stankovich
- 29 Altman Shares Keys to Unlock Adaptability in Retail Organizations at LBM Expo**
- 30 Inspiring Change in Workforce Development Issues: Lessons from a Panel Discussion**
- 32 The U.S. Economy: Remarkably Resilient So Far**
- 34 Building Authenticity: Strategies to Elevate Your Brand and Boost Your Business**
- 35 NYLE Annual Meeting**
- 36 Student Recruitment Panel Discussion and Job Fair**

- 36 Networking Lunch**
- 37 Welcome Reception & 130th Anniversary Celebration**
- 37 Spin to Win**
- 38 Diamond Awards**
- 40 NRLA Annual Meeting**
- 41 2024-25 NRLA Officials**
- 42 Best in Show: Best Featured Product and Best Booth Awards**
- 43 Thank You: LBM Expo 2024 Exhibitors**
- 44 LBM Expo 2024 Sponsors**
- 46 MAKING SENSE OF THERMALLY MODIFIED WOOD**
Joshua Kaye
- 48 TIMBER PRODUCT SHOWCASE**
Hardwoods, Softwoods, Engineered Wood, Trusses, & Jams

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Rita Ferris
NRLA President

Thank you to all who attended the 130th LBM Expo at Mohegan Sun in Connecticut. It was a resounding success, and I am deeply grateful for the continued growth in retail attendance—our third consecutive year of increase—and for the incredible support from our valued associate members. Based on the feedback from both retailers and associates, it’s clear that the event offered excellent opportunities for engagement, and we are thrilled with the outcomes.

NRLA strives to provide value that extends beyond the show floor. This year, we showcased NRLA Connect, our free HR and safety portal available exclusively to members. Members were pleasantly surprised that this resource provides state-mandated training, customizable handbooks, suggested training curricula for various positions, and access to an HR hotline—where you can receive expert advice via phone or email.

We also highlighted our credit card processing program in partnership with Payment Processors Consultants (PPC). Following up on the credit card statements analyzed, NRLA was able to help members save a minimum of \$6,000 annually—a true testament to the financial benefits available to our members.

A special thank-you also goes to the 150 attendees who signed the petition at LBM Expo opposing the proposed OSHA Heat Injury and Illness Regulation. Through our federal lobbying arm, the American Building Materials Alliance (ABMA), those signatures

combined with the written testimony submitted to OSHA expressing our industry’s concerns were published in the Federal register. We will continue working to ensure that employees are protected without bringing your business to a standstill when the temperature is above 80 degrees.

ABMA’s Advocacy Day being held on April 7 and 8 in Washington, D.C., offers a unique opportunity to make a direct impact on policies that matter most to our industry. With our newly elected leadership, we have a chance to advance critically needed changes to tax laws, credit card processing fees, crane certification criteria, and workforce development—all of which are crucial for the future of the LBM sector.

If you’ve never attended Advocacy Day before, please consider joining us—no lobbying experience is necessary! NRLA’s professional staff and lobbyists will handle the technical details while you share your real-world experiences in the LBM industry. Your participation will allow you to directly influence policy, network with industry leaders, and amplify our collective voice in Washington.

Please contact me at rferris@nrla.org if you would like information on any of the benefits mentioned here.

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Doug Ford
NRLA Chair, Curtis Lumber Company

As I celebrate completing my first year as NRLA Chair, I am truly honored to have had the privilege to serve alongside such a dedicated and passionate team. Together, we've worked to ensure our industry remains a wonderful place to work, fostering growth and innovation in the face of change.

Looking back, I must admit that there's still so much I am learning about this industry—and I think that speaks volumes about how dynamic and rapidly evolving our field is. With a workforce that's shrinking, the lingering effects of COVID-19, and other external challenges, we continue to adapt and transform in ways that keep us resilient.

As we approach the new year, we all find ourselves tasked with building strategic plans and budgets, drawing from past performance, market trends, industry insights, and, at times, instinct. This year, the political landscape—especially with a new administration in the White House—added another layer of unpredictability. But here we are, stepping into 2025, ready to move forward and embrace the challenges and opportunities ahead.

During my first year, I had the honor of attending many state and local annual meetings across the Northeast. I'll admit, I was initially nervous—with so many events and the travel, I wanted to ensure I made a positive impact. What I walked away with was not only optimism but a renewed sense of purpose in an industry I deeply love. Our industry is filled with extraordinary, talented individuals who truly care about its future. This, by far, was one of the highlights of my year. I want to express my heartfelt thanks to all of you who went out of your way to make both me and my wife feel welcomed and appreciated.

The conclusion of my first year was marked by attending the 130th LBM Expo at Mohegan Sun. The event was a tremendous success—thanks to Donna Berger and the NRLA team, who put together an amazing opportunity for learning and networking. The educational sessions were outstanding, and the vendor interactions were fantastic. The level of coordination and effort that went into making this event a reality, year-round, is truly impressive. Thank you to everyone who made this event so special.

As we step into this new year, I remain confident in our collective ability to face the challenges ahead. The industry will continue to grapple with workforce shortages, the post-COVID world, and an ever-changing landscape. But the resilience, creativity, and dedication I've witnessed from all of you have inspired me, and I believe we are more than equipped to meet these challenges.

Looking forward, my focus will remain on supporting each of you in this great industry. Together, we can continue to innovate, grow, and shape an industry that is more sustainable, diverse, and dynamic. Whether it's through strengthening our partnerships, promoting professional development, or advocating for positive change, I am truly excited about what we can accomplish in the year ahead.

Thank you once again for your trust, support, and commitment. I look forward to another year of working alongside you as we continue to shape the future of our industry. Let's make it a great one!

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Jon Baker
 NYLE President, Mid-Cape Home Centers

I will never forget the exact moment I realized my calling in life. It was during my culinary school internship as a line cook at a restaurant in Chatham, Mass. On this one particular night, my dad along with some members from the NRLA came in for dinner. I walked over to the table and said hello to this group of absolute icons, including Joe Burgoyne Sr. and Joe Cusack. I caught up with the guys for a few minutes, and Joe asked me where I saw my culinary career going. Instantly, my adult life flashed in my forethought, and I had an epiphany: I knew that culinary school was out, and lumber was going to be my career choice. It isn't that I needed a ton of convincing—after all, I had been around lumber my whole life—but something was different that night. I told Joe that I didn't want to be a chef anymore; I wanted to be just like my dad.

You wouldn't think it, but there are many similarities between the culinary arts and the lumber industry. The employees who work in the lumberyard are a lot like the cooks in the kitchen, working hard behind the scenes to make sure your orders are perfect and substitutions appropriate, and the sales and management teams are a lot like the front of the house, always putting the customer first and working toward a team goal of a satisfied customer. When we all work together as a cohesive unit, everything runs smoothly. In both industries, we strive every day to provide our customers with the best service possible.

After almost 20 years in the lumber industry, I feel like I've gone on quite a journey. Starting off at Shepley, moving to Mid-Cape Home Centers, then onto Wood Lumber, and now back at Mid-Cape Home Centers, I can say I've managed to do it all. To say I've learned so much working in this industry is an understatement. This career move has allowed me to meet so many amazing people and travel to some cool places and, as a bonus, make some lifelong friends in the process.

At the 2024 LBM Expo, we had our annual meeting where we honored Rob Bicknell of Bicknell Building Supply with the Redwood Award and Dan Schaffer of REEB with the CHIPs award. We were also able to award four scholarships! LBM Expo was great this year, with a huge turnout of suppliers and retailers alike.

We have a lot of great events lined up for this year, starting off with our Winter Outing in Lake Placid, N.Y., January 29-31. I look forward to seeing everyone there.

Jonathan W. Baker

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How To Play

HOW TO PLAY: Complete both puzzles below and submit your answers to publications@nrla.org by **Feb. 21** for a chance to win a fantastic prize pack of unique industry items—plus bragging rights! Whether you submit a screenshot from your mobile device or a picture of your handwritten entry from the LC itself, make sure your submission lands in our inbox by the deadline!

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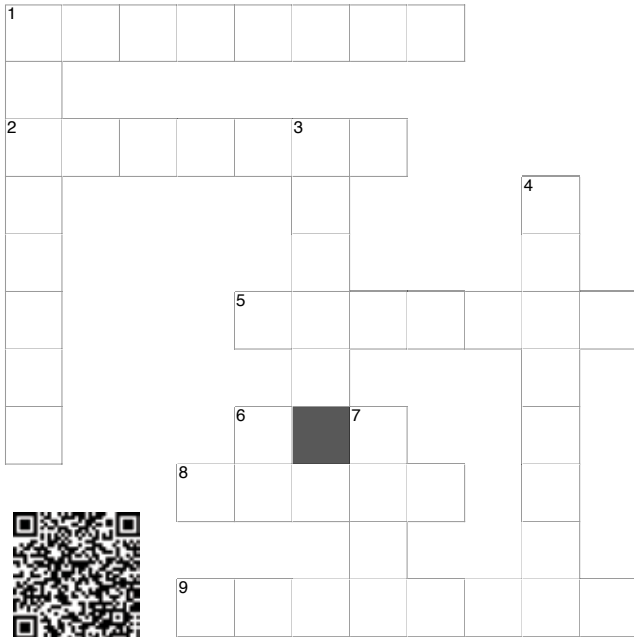
EVENTS & HIGHLIGHTS

ACROSS:

- Transition your mindset from "_____ to doing," says Altman
- 2025 LBM Expo Location
- Longevity Award
- _____ dozen, or Jon's last name.
- Cleary's Mascot

DOWN:

- What the D stands for in GDP.
- Advocacy Day Month
- Pucci's Go-To Social Platform
- Timber Tour State, abbrev.
- Second stop on Timber Tour, for short.



<https://nrla.org/lbmecrossword-jan-2025>

TIMBERRRR!

Words can be found in any direction.

Ambara	Hemlock	Species
Domestic	Jamba	Thermally
Engineered	Pine	Tropical
Hardwood	Softwood	Trusses

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 R R S P E C I E S O I T
 D H D B N N M M O T R E
 O S E P I N E O S U Y N
 O B R M O N L E S D L G
 W A L C L T M S T O L I
 D T R C S O E J I O A N
 R R M A D S C M R W M E
 A L E B B W D K D T R E
 H A H S B M A J S F E R
 M R S R T E A A O O H E
 W T M O E A C A T S T D



<https://nrla.org/timberrrr>

October/November's Winner!



Congratulations to Courtney Hark of Nunda Lumber, Nunda, N.Y., for being the first winner of the LC Games Prize Pack featured in the October/November issue.

Each LC publication has games you can play:



LC Wired:

Get your mind buzzing with WordroW, the LC's word/phrase guessing game just like NYT's Wordle. Check each week for a link to play!



LC SupplySide:

Test your knowledge of all things NRLA with the LC's NRLA Trivia Game. Check every other week for a link to play!



RILBMDA Facility Tour

Members of the Rhode Island Lumber & Building Materials Dealers Association (RILBMDA) toured Warren Trask in Lakeville, Mass., on November 7. This was the third installment of the popular RILBMDA facility tour series. RILBMDA also recently toured Woodgrain in Taunton, Mass., on January 23.



MRLDA Awards \$20,000 in Scholarships

The Massachusetts Retail Lumber Dealers Association (MRLDA) is proud to once again award \$20,000 in merit scholarships. The MRLDA awarded 10 \$2,000 scholarships this year. The scholarships are given in support of any of the following educational pursuits:

1. associate's, bachelor's, or master's degrees,
2. vocational or trade school training, or
3. continuing education (five years post-secondary), including vocational, degree, or certificate programs.

The MRLDA would like to thank all those who applied this year and congratulate the recipients listed below:

Jeremy Caspe, Marine Home Center

Emma Conkey, Builders FirstSource

Samantha Costa, Builders FirstSource

Lauren Cutone, Marine Home Center

Lucy Fabian, Building Center of Gloucester

Peter Furia, Mid-Cape Home Centers

Mia Giargiari, Botello Lumber Company

Ashley Heaton, rk MILES

Nicholas Hunter, F.D. Sterritt Lumber Company

Sophia Ryan, Mid-Cape Home Centers



LMC Celebrates 90 Years as the Pioneering Cooperative in the Forest Products and Building Materials Industry

Founded in 1935, LMC has grown to become the longest-standing, leading forest products and building materials buying group in the United States. Representing more than 430 members with more than 1,800 locations across all 50 states, LMC is a cornerstone of strength and collaboration in the industry.

At its heart, LMC is a network of independent, family-owned businesses deeply rooted in their communities. These businesses unite under the LMC banner to collaborate, share best practices, and forge relationships that enhance their operations and contribute to the industry's advancement. For 90 years, LMC has maintained enduring partnerships with premier lumber mills and top manufacturers, solidifying its reputation for quality and excellence.

Learn more by visiting www.lmc.net.

IN MEMORIAM

Thomas Paul Simon, 59, of Ansonia, Conn., passed away on January 10. Thomas was a longtime driver for Millwork Design by Oxford.

John Edward Ferris, 93, of Syracuse, N.Y., passed away peacefully on January 11. John was the father-in-law of NRLA President Rita Ferris.

Peter Yursik, 41, of Brookfield, Conn. passed away on Friday, December 27. Peter served as an Outside Sales Representative for East Haven & Ridgefield Building Supply.

Catherine R. Romito, 83, of Bay Shore, N.Y. on November 4. Catherine was a proud Proprietor of East Islip Lumber until 2022.

George "Sid" Ketchum, 81, of Westchester, N.Y., passed away on November 11. George owned and operated Chester Lumber and PDJ Components alongside his wife Pamela. George was the MHLDA Lumber Person of the Year in 1999 and served on the MHLDA Board.

William C. "Bill" Brunner, 84, of Endicott, N.Y., passed away peacefully on October 16. Bill was the owner of Endicott Lumber, and a dedicated, lifelong member of the NRLA, serving as NRLA Chair in 1999.



Westlake Royal Building Products Introduces Tapco Tape Accessory for Tapco Tools Brakes

With the Tapco Tape in place, there's no need to mark material with a tape measure and then line up marks with the anvil. Learn more: <https://nrla.org/wrbp-tapco-tape>.

Envision Outdoor Living Products E-Fit Railing Innovations Offers up to 300% Faster Railing Installation

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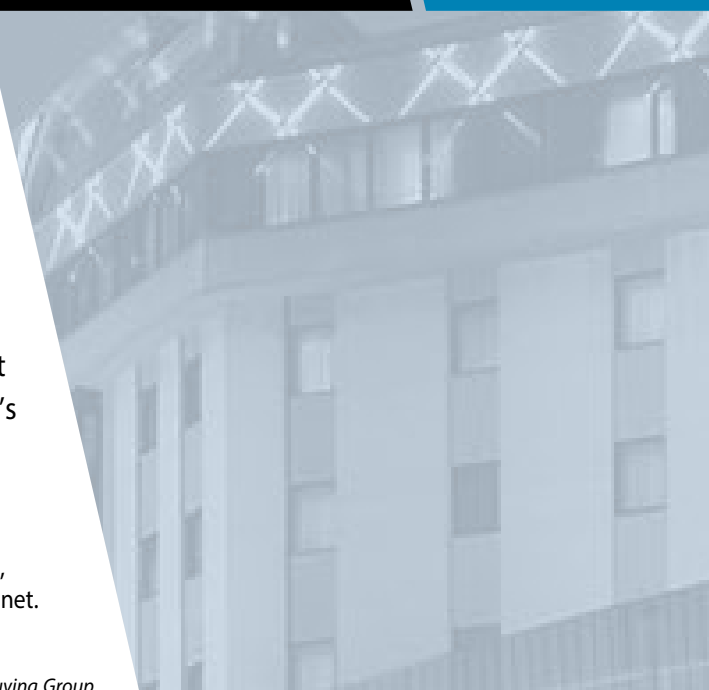
all of IDEAS' returning exhibitors plus many that are exhibiting for the first time. You'll see the latest new products and product demonstrations from the industry's leading brands, and spend time interacting with regional LBM professionals.

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Celebrates 150th Anniversary

The NRLA would like to congratulate the team at retail member Squier Lumber & Hardware as they celebrate 150 years of serving the south-central Massachusetts town of Monson and its surrounding communities!

Squier & Co. was founded by its namesake, Arba Squier, in 1874. Arba sold coal, hay, and grain, of which he did some milling. Wesley Squier, Arba’s son, took over the business shortly after his father’s passing in 1888. As legacy would have it, Robert Squier, Wesley’s son, further took over the business from his father when Wesley too passed away at a young age. Robert was responsible for introducing heating oil as a major product line into the Squier business, as well as various new building materials.



The Squiers, serving their community since 1874.

Squier Lumber Legacy



Arba Squier



Bob Squier



Frank B. Haley



Squier Lumber & Hardware, then and now.

Frank B. Haley then bought the company from Robert in 1942 and expanded its capacity of lumber and building materials to serve the soldiers returning home from WWII. Frank B. Haley passed away in 1971, after which his son, David B. Haley, took over Squier & Co. David’s sons, Kevin and Chris, entered the business in the late 1980s. It was in 1993 that the oil section of the business was split from the lumber side, operating as an independent and autonomous corporation to this day. The lumber business has expanded since then, in particular, the hearth side devoted to wood pellets and stoves. It has always been Squier’s mission to serve the needs of the community, and as those needs have changed with time, the business has adapted accordingly.

In the 150 years that Squier has been in business, they have supported the community by employing hundreds of valued residents, volunteering and donating to various local organizations, and providing consistent, convenient assistance with exemplary customer service to their customers.

Bravo Squier Lumber...Here’s to the next 150 years! 🎉



1961 Jamboree signage preserved and on display.



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JOIN US FOR ADVOCACY DAY! April 7–8, 2025

Make It Matter—Join Us In Washington!

“In person meetings are the easiest way for staff to understand an issue because it gives us the chance to ask questions, and put a face with the issue.”

—House Deputy Chief of Staff

2025 PRIORITIES:

- **Workforce Development:** Employer based CDL training & industry specific crane certification.
- **Credit Card Fees:** Addressing the impact of rising transaction costs on businesses.
- **Main Street Tax Package:** Advocating for policies that support businesses in the LBM industry, including provisions such as bonus depreciation, immediate expensing, and estate tax reform.



ABMA is thrilled to announce its 3rd Annual Advocacy Day!

This year, ABMA is bringing back some favorite traditions while also adding opportunities to make the event even more memorable. Attendees are encouraged to bring their families and make a trip of it.

ABMA Advocacy Day: Schedule of Events

Monday, April 7

Issue Briefing (2:30-5 p.m.)

Join us in the Hamilton Ballroom to kick off Advocacy Day with a deep dive into logistics and priority issues. Hear from ABMA staff and fellow members as we prepare for impactful congressional meetings. And yes, there will be coffee and brownies!

Cocktail Hour and Welcome Dinner (6-9 p.m.)

Let's toast to the incredible work we'll accomplish together in the days ahead!

Tuesday, April 8

Day on the Hill

Start your morning with a hearty breakfast before heading to Capitol Hill for your scheduled meetings with Congressional Representatives and Senators. After a successful day of advocacy, regroup with your peers for a debrief over appetizers and cocktails. The evening will be yours to explore the city at your leisure!

Wednesday, April 9

Departure Day Head home knowing you've made a meaningful impact on behalf of the industry.



"Constituents who make the effort to personally communicate with their Senators and Representatives are more influential than lobbyists and news editors."

—Congressional Management Foundation



"When you get to hear members from all different sizes of organizations tell their stories about the impact an issue or piece of legislation is having on their businesses and employees, it becomes real and purposeful."
—Doug Ford, NRLA Chair, Curtis Lumber Co.



REGISTER NOW!

Scan the QR code with your smartphone or visit, www.abmalliance.org/advocacy-day

This is a rewarding experience, and I always leave feeling like, in a small way, I've been able to help make a difference.

Together, our voice is stronger."

—Rod Wiles, ABMA Chair, Hammond Lumber Company

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Join these ABMA sponsors driving advocacy for the LBM industry in 2025. Become a sponsor today by scanning the QR code to the right with your smartphone or by visiting www.abmalliance.org/support-the-future-of-lbm.



NORTH AMERICAN YOUNG LUMBER EMPLOYEES

2024

TIMBER TOUR

PENNSYLVANIA

34 NRLA/NYLE members attended this incredible educational opportunity in Pennsylvania as part of the 2024 Timber Tour.



*"This stop on the tour was a great experience for all of us,
and we are incredibly grateful to be a part of it."*

—Mike Bertochi
Koopman Lumber & Hardware

MONDAY, OCTOBER 14: CertainTeed, Malvern, PA

Submitted by Garrett McLaughlin, Flagship Forest Products



The first stop on the NYLE Timber Tour was at CertainTeed's headquarters in Malvern, Pa. On this visit we learned about the history of CertainTeed and Saint-Gobain. CertainTeed was founded in 1904 as a roofing manufacturing company and has grown into a leading brand of building products throughout North America. Saint-Gobain was founded in 1665 in France as a mirror manufacturer. Over the centuries, Saint-Gobain expanded into one of the largest building and construction materials businesses in the world. Their acquisition of CertainTeed further bolstered their global footprint in this space. During their presentation,

we also learned about the wide variety of products that CertainTeed offers. This included information on how they design different lines of shingles and shakes for many climates. We then toured their offices, and they explained how they use acoustic designs to create an optimal working environment. The CertainTeed visit was a great way to kick off Timber Tour 2024. I would highly recommend any young employees to get involved in NYLE to participate in the great educational opportunities it provides. Thank you, CertainTeed, for having us.

TUESDAY, OCTOBER 15: Eastern Engineered Wood Products, Bethlehem, PA

Submitted by Mike Bertochi, Koopman Lumber & Hardware

Eastern Engineered Wood Products was gracious enough to allow us into their Bethlehem, Pa., facility this year on the NYLE Timber Tour. This location was very impressive to witness. The yard expands to a massive 34 acres of space, which allows them to stock every size of LVL, I-joist, and glulam imaginable. Due to their large capacity, they very rarely have to make saw cuts anymore. Eastern Engineered Wood Products is very fast-paced and busy, offloading approximately 15 railcars of product per week! They also have distribution centers in Virginia and South Carolina. Eastern Engineered Wood Products employees take great pride in what they do and what they offer their customers. Their level of customer service is unmatched in the industry. Engineered wood is all that they do, so they can focus on that and excel. From initial planning to final installation, the sales team is with you from start to



finish. They have a dedicated team for layouts and plans to ensure you are getting the right product for the job and can get you the information in a quick and precise manner.

The team has a strong focus on customer service to ensure accuracy, efficiency, and customer satisfaction. They have an extremely quick turnaround on their products, and 80% of their deliveries are in the customer's lumberyard the next day. They will deliver to a jobsite and even separate packs based on the phase of the job. As a general manager myself, the efficiency of this yard and their quick turnaround on

deliveries were something to strive for in our own endeavors. Their typical territory ranges from parts of Georgia up through most of Connecticut on their own delivery vehicles, but they have a team of third-party trucks that can take the product just about anywhere in the country. This stop on the tour was a great experience for all of us, and we are incredibly grateful to be a part of it.

TUESDAY, OCTOBER 15: REEB, an SBP Company, Bethlehem, PA

Submitted by Joseph Cserny, Howe Lumber Co.

One of the more fascinating tours we embarked on was the REEB factory tour. Located in the industrial town of Bethlehem, Pa., its 1,200,000-square-foot facility is certainly a sight to see. We were greeted by many friendly faces from the 1,300+ employees of the factory. After our initial introductions and safety briefing, we then toured the factory floor and followed how an exterior door was made from the beginnings of a slab to the finished, prehung door units. While we were on the tour, we were given a glimpse of the organization and inventory systems. One of these was a rolling rack system that is programmed to open just wide enough for a fork truck to drive through; with the push of a button, it shrinks back to the compact size it began as. The factory was a very intriguing addition to the list of places we stopped.



WEDNESDAY, OCTOBER 16: AZEK, Scranton, PA

Submitted by Christopher Bellie, Beatty Lumber & Millwork Company



Starting off the third day of the Timber Tour, we went to see AZEK's plant located in Scranton, Pa. Pulling up to the facility, my first thought was, "Whoa, this looks like a crazy operation," but it was nothing short of an amazing experience! Dave Whitlock, senior sales & service contractor for AZEK, welcomed us upon our arrival. He said we were going to get a brief breakdown on what was happening that day. He brought the entire group into the conference room, where another gentleman, Ben Tucker, Key Account

Manager-Exteriors for AZEK, gave us the "lecture" portion of the tour. He navigated through a slideshow, illuminating every nook and cranny of "Why AZEK." Tucker noted some key points about AZEK being the No. 1 leading brand in PVC. He talked about how AZEK forms "free foam" into sheets and uses high heat to dry them. Additionally, the boards will undergo a slow cooling process. He also informed us that TiO₂ (titanium dioxide) is what makes PVC white. On a related note, titanium dioxide also contributes to the white color of

yogurt. Tucker also went through a variety of moldings, trim boards, J-channel casing, nickel gap/beadboard, and all the accessories to install AZEK material.

Whitlock walked us through the shop. Stepping out onto the showroom floor really puts your head on a swivel, looking up and down, staring at all the machinery around—all the forklifts and massive components that are used to make the AZEK material. They are huge on safety. They take all necessary precautions to ensure the

safety of all employees in the shop. Whitlock walked us step by step through how their PVC is made. Starting from the raw materials at hand, being mixed at a certain quantity and baked at a specific heat, eventually turning those components into a “marshmallow” type material. Then it is formed and rolled through a long belt to then be dried and cut into whatever board they are making. They also put a clear film on the boards to protect the finished side of them.

THURSDAY, OCTOBER 17: Penn State School of Forestry, Centre County, PA

Submitted by Shelly Channell, CCL - An Employee-owned Company

On day four of this year’s NYLE Timber Tour, we toured the forest department at Penn State University. After touring the department and classrooms, we took a short bus ride to Stone Valley Forest. Penn State University owns all 8,000 acres of this forest, 7,000 of which are managed by just two individuals. The university uses this land for recreation and teaching as well as wildlife research and observation.

On the tour, the instructor explained how they teach their students regeneration, a five-step felling plan, saw safety, and the proper use of PPE. Their students learn how to examine a tree for hollowing and decaying so they can evaluate the possible value of a specific tree. Vines and branches are also observed, as this helps ensure they fell the tree in the safest way possible while preventing damage to the tree and its surroundings.

While on this tour, the instructor demonstrated for us how to fell a tree using the hinge technique. This technique involves cutting a V-notch in the front (in the direction they are hoping the tree will fall) and then creating a back hinge, which is roughly 10% the diameter of the tree, to help control where it breaks. He then added a few wedges to the back hinge and switched between



hitting the wedges and making cuts until the tree fell. He then indicated how to analyze the rings of the tree to tell the age and explained how the size of the tree doesn’t necessarily determine age, as the resources available could stunt its growth.

Lastly, the instructor explained a little about their process for selling the trees. They pay attention to branches and the height to hopefully pick ones that will provide the most sellable board footage. Prior to the sale of the tree, they may make notations about value, but for the most part grading is left for the buyer to determine. All in all, it was a very interesting morning in the forest.

THURSDAY, OCTOBER 17: Weaber, Lebanon, PA

Submitted by Jamie Weindel, Arnold Lumber Company

Alongside my fellow lumber associates within the NYLE, I was given the opportunity to take a comprehensive tour of the Weaber Lumber Sawmill in Lebanon, Pa. As one of the country’s leading hardwood lumber manufacturers for the past 80 years, Weaber Lumber is a company built on innovation and collaboration. Weaber uses

cutting-edge processes to ensure that their hardwood products perform exceptionally in diverse climates and applications.


On our tour, we observed the lifecycle of manufactured hardwood. From raw logs grown within a 130-mile radius of the mill, these red oak, white oak, and poplar timbers



are cut down to yield the most product with minimal waste. They are then put through various advanced production lines where each board is graded, planed, cut, and kiln-dried, ultimately revealing the beautiful hardwood floorings and moldings that we see in homes and businesses across our nation.

The team that Weaber Lumber employs exceeds standards by monitoring the progress through each production line while also maintaining all safety guidelines. It was clear just how much thought, labor, and technology are invested to

ensure the result of quality hardwood products.

This opportunity to witness a highly renowned lumber company was not only educational and fascinating but also professionally rewarding as a young lumber employee. Gaining a deeper knowledge of hardwood manufacturing processes gave me a better understanding of the structural integrity of the products I sell day to day. I am extremely grateful to NYLE and Weaber Lumber for giving me insight to carry through my lumber career. 



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At the close of 2024, the company proudly unveiled a new chapter in its storied history by rebranding as Cleary Wholesale. This unified name reflects the seamless integration of Cleary Millwork and Wholesale Doors, symbolizing their unwavering dedication to excellence while expanding their reach into both residential and commercial markets.

While honoring their rich history, Cleary Wholesale continues to evolve to meet the needs of their customers and the building industry. Their goal is to provide the products, services, training, and support needed to position their customers as a competitive source for custom millwork, commercial products, and commodity millwork items.



With unmatched capabilities in preassembled stairs, custom doors, commercial hollow metal, and contract hardware, Cleary Wholesale leverages their state-of-the-art facility and long standing supplier partnerships to deliver quality and innovation. Cleary Wholesale was proud to participate in the 2024 LBM Expo, where they showcased their rebranded identity and dedication to excellence in both residential and commercial products.



As Cleary Wholesale embarks on this new chapter, they remain steadfast in their commitment to innovation, quality, and the success of their customers. Their vision is clear: to empower New England and New York's top lumberyards and contract hardware firms with the finest products and unmatched support in the industry.



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Altman Shares Keys to Unlock Adaptability in Retail Organizations at LBM Expo

By Melissa Stankovich



On the first day of LBM Expo, Mark Altman of MindsetGo delivered the first educational session, “The Adaptable Company: Re-energize Your Team in Difficult Times.” The session emphasized adaptability as the key topic for owners and business leaders of retail lumber

companies and provided practical strategies for driving change and achieving buy-in within organizations.

Altman began by discussing the three components of adaptability: knowing what to do, understanding how to do it, and securing buy-in. He highlighted the importance of learning from failure and developing self-awareness, particularly when faced with resistance to change. Using “the great toilet paper incident of the pandemic” as an example, Altman illustrated how fear of the unknown often drives people to cling to what feels consistent and known. This reflects why staff members may resist change, even when leaders recognize its necessity.

During the session, Altman posed the question: “How can leaders adapt to younger generations?” In response, NRLA President Rita Ferris remarked that it requires “shared leadership and a collaborative mindset.” Altman built on this by emphasizing the need for leaders to meet employees where they are, understanding their individual motivations, and adapting their leadership style accordingly. He stressed that a fixed mindset is a barrier, urging leaders to listen, ask questions, and foster a sense of purpose among their teams.

One of the session’s key takeaways was the transition from a “daunting to doing” mindset. By breaking challenges into smaller, manageable steps, individuals can move past procrastination and begin adapting to new circumstances. Altman also introduced the concept of “Success Templates,” which clearly define what successful behaviors and outcomes look like. He emphasized that these templates are essential for accountability, helping leaders set clear expectations and build confidence among their teams.

When Altman asked, “How do you know you have trust as a leader and that you have their best interests in mind?”



audience member Matt Semonik of Arnold Lumber responded with one word: “Transparency.” Altman expanded on this by explaining that employees are more likely to feel trust and adapt to change when they feel “in the know” about company goals, performance metrics, and pathways to career advancement. He highlighted the importance of open conversations, whether through “stay interviews” (focused on why employees continue to work for the company) or discussions about motivations and barriers to success.

Closing the session, Altman outlined the three factors essential for securing buy-in: capacity, willingness, and commitment. Leaders must ensure their teams have the time, resources, and confidence (capacity) to take on new tasks. They must understand employees’ motivations (willingness) and actively remove barriers to get them to follow through with the task by asking open-ended questions (commitment). Altman challenged attendees to adopt these principles by engaging their sales teams in deeper conversations about their goals and potential obstacles.

Inspiring adaptability, as Altman emphasized, begins with feeling “comfortable being uncomfortable.” By asking questions, listening, and fostering authentic connections, leaders can motivate their teams and create a culture primed for resilience and success. **LG**

Inspiring Change in Workforce Development Initiatives: Lessons from a Panel Discussion

By Melissa Stankovich



Doug Ford



Claudia Homan



Brent McCarthy



Abby Sanford

The “Workforce Development and Industry Recruitment Panel”

at LBM Expo brought together industry leaders to tackle one of the biggest challenges in the LBM industry: attracting and recruiting young talent. Featuring Doug Ford (Curtis Lumber Co.), Claudia Homan (Bethel Mills, Inc.), Abby Sanford (Sanford & Hawley), and Brent McCarthy (Architectural Construction Trades), the session offered valuable insights into building the next generation of skilled workers.

Doug Ford: Bridging the Gap with Schools and Students

Doug Ford opened the session with a recount of his journey addressing the labor shortage in Saratoga County, New York. As a board member of the Saratoga Builders Association (SBA), Ford noted that the recurring complaint among members was the lack of labor. Frustrated by the inaction, Ford was appointed to a task force where he recruited co-worker Pam Stott to join in. They began engaging with schools, initially blaming them for the lack of trade recruitment; however, after meeting with guidance counselors and school administrators, they realized the industry had failed to make its presence known in schools. “Colleges, the military, and other industries were there—we weren’t,” he said.

Ford emphasized that the challenges extend beyond schools. Parental perception remains a major barrier, compounded by misconceptions that trades are a fallback for the academically challenged. In response, Curtis Lumber launched initiatives like the Toolbox Program, which introduces elementary students to the trades by helping them build toolboxes. “The excitement we see in those kids, both male and female, is inspiring,” Ford shared. He noted that less than 10% of tradespeople are women and called for industry-wide efforts to change that.

“We started under the SBA umbrella at Curtis Lumber but have since formed a 501(c)(6) organization, the Northeast Construction Trades Workforce Coalition (NCTWC), to expand our efforts,” Ford noted. The coalition, accessible at nctwc.org, aims to address workforce challenges across the region.

He called on retailers to engage their local schools, stating, “It’s just about getting in there, talking to students, and giving guidance counselors the tools they need.”

Claudia Homan: Opportunities and Relationships

Claudia Homan stressed the importance of relationships and mentorship in workforce development. Sharing her journey, Homan credited mentors for encouraging her involvement in industry initiatives. Through the Vermont Retail Lumber Dealers Association’s (VRLDA) outreach efforts, she has connected with technical schools and high schools to attract students.

Homan detailed the evolution of the VRLDA’s Bright Futures program, which initially overwhelmed students with information but later adopted a hands-on approach. “We pair students with mentors, give them our business cards, and invite questions,”



she explained. A memorable moment came when a student at Vermont Technical College recalled meeting her years earlier. “You let me know when you’re ready for a job,” Homan told him, underscoring the value of lasting connections. “Wherever these students end up—whether it’s at Bethel Mills or elsewhere—they’re in the business, and that’s what matters.”

Abby Sanford: Connecting with Communities

Abby Sanford of Sanford & Hawley stated that their involvement with Eagle Scouts has proven invaluable. Sanford explained how sponsoring local troops led to many summer hires, some of whom returned post-college as full-time employees. Building relationships with community organizations such as the Eagle Scouts has become a cornerstone of their recruitment efforts.

Brent McCarthy: Teaching Skills for the Future

Brent McCarthy outlined the importance of education programs tailored to workforce needs. Connecticut’s four-year trade programs integrate foundational skills, live work, and internships. Industry partnerships ensure the curriculum aligns with evolving demands. “Our goal is to get students into jobs, not just teach them cool skills,” McCarthy said.

He stressed the importance of clear career paths and practical experience through initiatives like SkillsUSA and Work-Based Learning. Collaborating with advisory committees allows schools to adapt programs to local and statewide needs. McCarthy urged attendees to connect with local schools and offer scholarships to promote trades as rewarding careers.

Closing Inspiration

Ford concluded the session with a heartwarming story: A concerned mother approached him about her son’s decision to leave college for the trades. Ford arranged for the young man to shadow trade professionals. Inspired, he chose a career in commercial building and now speaks at industry events. Ford noted that the young man’s father, Hall of Fame jockey Ramon Dominguez, admitted pushing his son toward college had been a mistake. “Show them the opportunities and connect the dots,” Ford urged.

The session underscored the importance of industry-wide participation in shaping the future workforce. Panelists emphasized engaging with schools, parents, and students to showcase the value of trade careers and inspire the next generation. **LC**

The U.S. Economy: Remarkably Resilient So Far

By Melissa Stankovich



During Elliott Eisenberg’s lively session on the 2025 Economic Outlook, he struck an optimistic tone while acknowledging lingering recession fears. Eisenberg highlighted falling inflation, strong income growth, and robust productivity as reasons for hope,

declaring, “We are, objectively, quite lucky.” Confidently, he added, “You’re seeing me the happiest I’ve been, in like a year.” This optimism led him to drop the “so far” from the session’s title.

Eisenberg described current consumer spending as “absolutely freaking amazing,” jokingly tying it to events like the New York Mets’ recent acquisition of Juan Soto and the resulting rise in ticket prices. He explained that kind of consumer consumption would account for about 69% of GDP.

Understanding GDP and Key Economic Components

Eisenberg broke down gross domestic product (GDP) using the formula $GDP=C+I+G+(X-M)$. He noted that consumer consumption (C) is strong, particularly in travel and hospitality, though slightly inflated. Corporate investment and inventory (I) are mediocre but see growth in green energy and fab plants. Government spending (G) remains subdued but could improve, although deficit and tariff issues persist. Finally, net exports (X-M) are slightly negative due to the strong dollar, which attracts foreign investments but hampers export competitiveness.

Post-COVID recovery has played a significant role in sustaining economic growth. Stimulus checks boosted household savings and consumer spending. Eisenberg remarked, “Our economy has been very fortunate,” noting that the \$4-5 trillion in stimulus—nearly 20% of GDP—helped keep households and businesses afloat. Retail inventory levels are returning to pre-COVID norms, with sales ratios stabilizing at 1.33 compared to 1.65 during COVID. Supply chains have improved but still face challenges, particularly in electrical equipment.

Shifts in Energy, Deregulation, and Trade Policies

Eisenberg also discussed the potential impacts of various policies. On energy, he expressed skepticism about the relevance of U.S.



Eisenberg remarked, “Our economy has been very fortunate,” noting that the \$4-5 trillion in stimulus—nearly 20% of GDP—helped keep households and businesses afloat.

fracking and highlighted the challenges of transitioning to electric vehicles. Regarding deregulation, he noted the slow pace of change, cautioning that benefits may take months to materialize. Tax cuts, he argued, would primarily increase the deficit without significantly boosting GDP. Immigration reform could disrupt the labor market, increasing inflation and reducing GDP. On tariffs and trade policy, Eisenberg downplayed their long-term effects, describing them as temporary negotiating tools.

Labor Market Concerns

Eisenberg expressed particular concern about the labor market. While it remains relatively strong, signs of softening are evident. Currently, there are 0.90 unemployed persons per job, slightly worse than pre-COVID levels but still favorable. Wage growth remains robust, driven by the strongest labor productivity in 15 years. However, with job churn increasing and firms hesitant to invest, he warned, “If unemployment goes up, we could be in trouble for a recession.”



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He also highlighted the trend of firms hoarding workers after prematurely firing employees during COVID, leading to barely positive growth in hours worked over the last 18 months. Pre-COVID, unemployment was at its lowest since the Vietnam War, with quit rates peaking at 3%, driven by wage increases and labor shortages. However, rising unemployment could dampen consumer confidence and spending, potentially triggering a recession.

Housing Market Dynamics


The housing market faces unique challenges due to low inventory levels, currently at 1.3 million units compared to the typical 2.25 million. Despite this, new home starts are relatively strong. Mortgage rates, which have doubled from 3.5% to 7%, and a 40% increase in home prices have locked many homeowners into their current low-rate mortgages, limiting existing home sales. Eisenberg emphasized monitoring two factors: inventory levels and mortgage rate reductions.

Demographic shifts also play a role. The average age of first-time homebuyers has risen to 38 years, while declining fertility rates

impact long-term housing demand. However, rising inventory and lower rates could provide relief, boosting home improvement sales and supporting market recovery.

Economic Stability and Future Outlook

Eisenberg noted the importance of maintaining stability in lending conditions. While delinquency rates on mortgages and credit cards are rising, they remain near pre-pandemic levels. He advised caution, encouraging saving during good economic times. "Prepare," he said. "Don't overspend, save a little in the good days."

Eisenberg's optimism for 2025 rests on several factors: continued rate cuts by the Fed, slowing job growth, and decelerating inflation. He advised closely monitoring inflation and unemployment as key indicators of economic health. With these factors in mind, he concluded that the U.S. economy is well-positioned to navigate potential challenges in the coming year. 

Building Authenticity: Strategies to Elevate Your Brand and Boost Business

By Melissa Stankovich



In her educational session, “Marketing Mastery: Best Practices for Promoting Yourself, Your Company, and Your Products in the Lumber and Building Material Industry,” at LBM Expo 2024, Kristen Pucci of KRAE Creative & Talent discussed essential strategies for effective branding,

lead generation, and cohesive communication. Designed for C-suite executives and business owners, Pucci emphasized that marketing success lies in authenticity and alignment.

“The LBM industry is one of the oldest industries, and some of our marketing habits have stayed that same way,” Pucci noted. While traditional methods still hold value, she sees a growing trend of blending old-school authenticity with marketing trends of today. “People are getting sick of the noise,” she added, stressing the importance of cutting through the clutter of all the social platforms available out there.

Elevating Brand Presence

Pucci described branding as a relationship built on trust and consistency, going beyond logos and colors. “It’s what people believe you’re all about,” she said. She urged leaders to identify their unique selling propositions and understand why customers choose them over competitors. “If they’re picking Stan and not you, that’s something you want to know,” Pucci advised.

To differentiate in a competitive market, Pucci encouraged businesses to focus on attracting ideal customers while deflecting those who don’t align with their values. “Marketing is a commodity,” she stated. “You want to spend less money but create more powerful campaigns.”

Increasing Brand Awareness

Pucci highlighted the power of personal branding for leaders, particularly on LinkedIn. “You, as the owner or decision-maker, are the vision and the brand,” she said. Sharing relatable stories, daily challenges, and insights can build trust and humanize a brand. “People do business with those they like and trust,” Pucci reminded the audience.

She shared her own journey on LinkedIn, which began with 77 followers and has grown to more than 11,000. “It’s a major testament to how my business got started,” she said, urging leaders to post consistently. “It doesn’t even have to be you; someone on your marketing team can help.”




Generating Leads and Boosting Sales

For effective lead generation, Pucci emphasized integrating marketing and sales teams. “Are they having conversations? A lot of companies aren’t, but they should be,” she said. She also recommended focusing on marketing efforts with measurable ROI.

Pucci cautioned against chasing fleeting trends, advising businesses to prioritize timeless strategies. “Focus on the blue jeans of marketing—things that are going to be around forever,” she said.

Marketing’s Company-Wide Impact

Finally, Pucci stressed the need for cohesive communication across all divisions. “Your marketing team should know your sales team’s goals,” she said, calling for stronger alignment between departments. “If your brand communicates quality, then every interaction, from a promotional pen to your website, should reflect that.”

Pucci’s presentation underscored the transformative power of marketing in the LBM industry, calling on leaders to embrace authenticity, strategic alignment, and personal storytelling. “Build a strong foundation with flexibility,” she concluded. “And don’t be afraid to try new things.” 


NYLE Annual Meeting



On Wednesday, Dec. 11, the North American Young Lumber Employees (NYLE) had its annual meeting on the show floor. Opening remarks were made by NYLE President Corbin Rinehart. Rinehart thanked the outgoing board members for their service and presented the 2025 election of officers, which included the installation of Jon Baker of Mid-Cape Home Centers as the 2025 NYLE president.

Mike Miller of Warren Trask presented Rob Bicknell of Bicknell Building Supply the "Mike Schmorrow Redwood Award" in memory of industry great and late friend Michael David "Moose" Schmorrow. The Redwood Award, like the mighty tree, honors an individual who symbolizes strength, robustness, and the ability to live in a turbulent environment.



Dan Martin of REEB presented the Robert J. Horne Jr. "CHIPS" Award to Dan Schaffer of REEB. The CHIPs award honors an individual who has been instrumental in promoting the professional and/or personal development of young people in the LBM industry. Jon Baker of Mid-Cape Home Centers presented the Scott Robert Vasquez Memorial Scholarships. 

Student Recruitment Panel Discussion and Job Fair

Students from all across the Northeast came together on Wednesday, Dec. 11, to learn more about the opportunities the LBM industry has to offer. Starting things off, a panel discussion led by NYLE's young industry leaders discussed their personal experiences working in the industry before opening it up for questions. An industry fair was held immediately after the discussion, giving students the opportunity to speak with participating retail and associate member employers. Students then had the chance to tour the exhibit hall. 📷



Networking Lunch



Welcome Reception and 130th Anniversary Celebration



After the show concluded on Wednesday, Dec. 11, attendees were invited to join NRLA's 130th anniversary celebration. The room was transformed into a casino-style setting, complete with a variety of game tables for guests to enjoy. Beverages and light food were also provided, creating a lively and festive atmosphere.

The evening wrapped up with the announcement of a cash prize awarded through a trivia game that tested participants' knowledge of state and local history. Rob Bicknell of Bicknell Building Supply took home the \$2,500 cash prize, adding to the excitement and enjoyment of the celebration. [LQ](#)

Spin To Win



Attendees who stopped by NRLA's booth during LBM Expo had the thrill of giving the "Spin to Win" wheel a whirl, where they could win a chance to "Crack the Vault" and win the ultimate prize—a jaw-dropping \$50,000! While the grand prize remained



out of reach, the excitement didn't stop there. Many who played walked away with cash prizes and other rewards, making every spin a win for fun and engagement! [LQ](#)

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The NRLA would like to thank the following exhibitors for their continued support of LBM Expo and our members.



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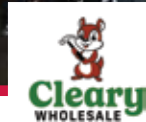
55 Years



55 Years



40 Years



35 Years



30 Years



30 Years



25 Years



25 Years



25 Years



25 Years

Joining the good company of those celebrating an anniversary year in 2024, we would like to acknowledge the following exhibiting companies with 21-49 consecutive years at LBM Expo:

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20 Years

**LBM
EXPO**

NRLA Annual Meeting

LBM Expo wrapped up with NRLA's Annual Meeting on Thursday, Dec. 12. NRLA Chair Doug Ford gave the year-in-review report, recognized the Board of Directors and Executive Committee for their service, and distributed their board pins. NRLA's Treasurer Steve Rendine gave the NRLA treasurer's report, and then Immediate Past Chair Nick Kuiken gave the nominations report.



Recognizing NRLA Past Chairs (from L to R): 2022 & 2023 Chair Nick Kuiken of Kuiken Brothers Co., Inc., 2018 Chair Rod Wiles of Hammond Lumber Company, and 2011 Chair Tony Shepley of Shepley Wood Products.



NRLA Chair Doug Ford recognizes Corbin Rinehart, WindsorONE for completing his service on the NRLA Board of Directors and as NYLE President.



NRLA Chair Doug Ford recognizes Vic Milano Jr. of Jilco Window Corp. for completing his service on NRLA's Executive Committee.



NRLA would like to thank its board of directors. Back row, pictured L to R: Stephen Rendine, Jamie Evans, TJ Shaheen, TJ McNulty, Sean Ryan, Corbin Rinehart, Bob Fitzpatrick, Wes Robichaud, Russ Turner, Bryan Jaeger, Nick Kuiken, Rob Bicknell, Matt Semonik, Vic Milano, Jr., and Mike Miller. Front row, pictured L to R: Michelle Wild, Sara Belletete, Genn Howley, Doug Ford, Rita Ferris, and Clara Collins.

2024-25 NRLA OFFICIALS

The NRLA Board of Directors is comprised of the Executive Committee and Directors, elected by the NRLA membership, and presidents of the state and local association affiliates, including the Northeastern Young Lumber Execs (NYLE).

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Term: 12/23-12/25

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BEST IN SHOW

BEST FEATURED PRODUCT

All-Time Manufacturing Co. Inc.
Best Featured Product:

Vacuum Insulating Windows
 with High R-Value Energy-Efficiency

Manufacturer:All-Time Manufacturing Co. Inc.



All-Time Manufacturing Co. Inc. has been honored with receiving the Best Featured Product Award at LBM Expo 2024 for its Vacuum Insulating Windows with High R-Value Energy-Efficiency. The accolade was presented following a vote by retail attendees in the “Featured Product Pavilion,” which was located on the show floor.

The next generation glass solutions deliver between R-18 and R-21 thermal insulation—outperforming current glass and window product offerings by up to 4X. This high-performance glass can be customized for climatic regions (Low-E coating selection) and window sizes (glass thickness selection) to maximize return on investment. Entermal is a uniquely low U-value glass that can be produced in a wide array of configurations. This vacuum glass technology significantly reduces building heating costs up to 45% and cooling costs up to 20%.

“We appreciate the honor,” said All-Time Manufacturing Co. Inc. General Manager Robert Brodie. “All-Time Manufacturing has always strived to be on the cutting edge of the building industry, providing the highest quality windows, fences, and more.”

Alongside industry recognition, the recipient of the Best Featured Product award will receive a 10% discount on booth pricing (per sq. ft.) at the subsequent year’s show.

BEST BOOTH AWARDS

The NRLA would like to recognize the following winners of the LBM Expo 2024 Best Booth Awards. The awards recognize booths for outstanding design and interactivity in three separate categories—*island, multiple, and single booth sizes*. Each winning company of the Best Booth Awards receives a 10% discount off their booth space for the 2025 LBM Expo.



Cleary Wholesale—Island Booth



Spec Ops Tools—Multiple Booth



Barrette Outdoor Living—Single Booth

THANK YOU

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December 10-11, 2025

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MAKING SENSE OF THERMALLY MODIFIED WOOD

By Joshua Kaye

Every November, lumber wholesalers gather for the NAWLA Trader's Market. It's an opportunity to network with peers around the country and deepen ties with our mill partners, and for suppliers to introduce new products.

Last year's conference was notable for the large number of new thermally modified lumber offerings. Typically, it takes 12-18 months for new products to filter through distribution, and while even more variations were shown at this year's conference, it's becoming clearer which thermally modified products will be readily available in our market.

Here's a quick rundown on what's out there and what questions you might want to ask when choosing among the many options.

One thing's for sure, the category is not going away—it's just getting started.

WHAT IS THERMALLY MODIFIED WOOD?

Thermal modification of wood is a simple and chemical-free process but requires expertise to get the best results. Lumber is dried at high temperature, hot enough to toast the wood without burning it. Humidity is carefully controlled—too much steam and you get an uneven cure; too little, and the final result will be too brittle or susceptible to excessive checking.

At present, most thermal modification is performed in Europe by experienced operators—it's been popular for decades.

Benefits claimed by manufacturers include substantially reduced movement in service, reduced susceptibility to decay and insects, and elimination of extractive bleeding. Water is no longer absorbed by the cell wall, giving the wood superior dimensional stability. Less movement also means less stress on coatings, which can make finishes last longer.

In the United States, the first round of thermally modified wood offerings focused on decking, perhaps because of the small number of SKUs. Decking is one of the harshest tests for any wood, and over time these products may not compare favorably in appearance with the super-durable tropical hardwoods like ipe, for which they're often promoted as an alternative.

In vertical applications like siding and trim, though, these materials outperform.

KEY SPECIES AVAILABLE IN THE NORTHEAST

Pine. Typically, radiata pine.

Advantages: well-known species, rustic appearance with pronounced grain.

Disadvantages: pronounced grain may not be suitable for all aesthetics, may not be available in American standard dimensions.

Domestic/European Hardwoods. Most commonly, ash.

Advantages: attractive appearance, highly available.

Disadvantages: length structure (mostly odd and even short lengths), cost, may not be available in American standard dimensions.

Hemlock.

Advantages: well-known species, cedar-like appearance, vertical grain may be available.

Disadvantages: cost and availability, especially in widths greater than 6". Reportedly challenging to stain, unlike other species.

Ayous/Ambara. African lightweight hardwood that is popular in Europe. Similar weight and appearance to cedar, but with mahogany-like surface grain.

Advantages: attractive appearance, excellent length and width availability, relatively low cost.

Disadvantages: not yet a well-known species, suitable for siding/trim/soffit only (not decking).

CONSIDERATIONS

Whether you're deciding which products to promote and include in your showroom or just need to identify the right product to quote for a specific job, asking these questions will help you make the best choice:

Are standard American dimensions and lengths available?

Where Europe is part of the supply chain, widths, thicknesses, and even lengths may be in European dimensions instead of the American Lumber Standard. There could be some hidden costs if you order a 16' board and it doesn't actually reach your last 16" o.c. stud.

Is the length structure suitable?

Domestic hardwoods especially tend to be random lengths and heavy shorts with few long lengths—a tally structure we in the U.S. usually associate with interior flooring.



Are enough profiles available to handle an entire project?

Long supply chains can be challenging. But an advantage of thermally modified timber is that it can be freely resawn and profiled without compromising the treatment. In ayous, for example, we stock oversize cants in the rough, so that we can run exactly what's needed, when it's needed.

Common siding profiles available include traditional beveled clapboards, shiplap, board-and-batten, or WP-4 T&G, and trendier profiles like nickel gap or fineline. Rainscreen profiles designed for use with clip systems are also offered.

Fluted or corrugated profiles are increasingly on-trend. These products are ideal for such profiles because a uniform appearance is critical, and the reduced movement in service keeps everything looking sharp.

You might value being able to complement siding with matching trimboards or fascia, including wide boards.

Decking may be offered with or without end-matching.


Is the lead time manageable?

When profiles need to be run to meet project specifications, it's normal for there to be a lead time—but there's a big difference between two weeks and four months.

Does the source have an excellent reputation in your market?

Making sure you are working with a reputable and responsible supply chain is your best protection when selling a new product. Ask some probing questions. If you're talking to the right people, they will always appreciate the opportunity to differentiate themselves and show that they've done their homework.

These products are still somewhat new to our market, but they've been going strong in Europe for well over a decade—something many architects already know—so, if you've asked the right questions, you can proceed with confidence.

Of course, your friendly distribution partners will be eager to help. 

Joshua Kaye is the president of American Lumber. American Lumber is a wholesale-only distributor of specialty lumber and building materials exclusively serving lumberyards and home centers in the Northeast and Mid-Atlantic regions. Kaye can be reached at jkaye@americanlumberco.com. To learn more about American Lumber, visit www.americanlumberco.com.



TIMBER PRODUCT SHOWCASE

Photo Credit: American Lumber Co. Inc.



American Lumber Co. Inc.

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What timber products do you sell?

Western Red Cedar (Cowichan Gold and the entire Terminal Forest Products catalog), Eastern white pine, radiata pine, Douglas fir, hemlock, paulownia, Alaskan yellow cedar, Batu mahogany, ipe, torem, and new thermally modified ambara (ayous).

What is one product you'd like to highlight?

Ambara thermally modified ayous has an even caramel color due to the thermal modification process, resembling clear cedar with a mahogany-like finish. Naturally durable and incredibly stable, thermally modified Ayous is a fantastic choice for siding, rainscreen, trim boards, pergolas, and more. Stocked in the rough and milled promptly to order, so you have unrivaled flexibility and availability.



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Holbrook Lumber

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What timber products do you sell?

Lunawood Thermowood and Tantimber Thermowood. Lunawood products are thermally modified using only natural methods, heat and steam. Thermal modification significantly improves the wood's properties throughout the wood, thereby expanding the range of applications in which the wood can be used. Lunawood Thermowood is most known for its dimensional stability, durability, and sustainable nature. It doesn't require surface coating even in the most challenging climate conditions, which makes it an ecological choice throughout its life cycle. Lunawood only modifies Nordic pine and spruce, giving their products a beautiful and rustic appearance.

What is one product you'd like to highlight?

Tantimber Thermowood. Tantimber is a thermal modifier and member of the International Thermowood association utilizing the same process as Lunawood. However, in Tantimber we are locally stocking their ash and ayous. Tantimber Ash products combine the natural beauty of ash with the benefits of thermal modification. Whether used in cladding or decking applications, Tantimber Ash offers a durable and visually appealing solution for both residential and commercial projects. Tantimber Ayous cladding blends simplicity, durability, and elegance, an excellent choice for outdoor applications. The enhanced durability, ease of installation, and knotless texture make Thermowood Ayous claddings suitable for a wide range of projects.



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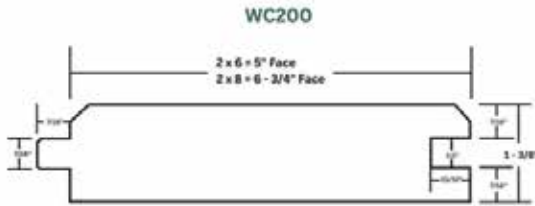


Britton Lumber Company

Contact: Brian Moses **Email:** bmoses@brittonlumber.com
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What timber products do you sell?

We sell a wide variety of forest products from commodity lumber to specialty forest products. SPF in J Grade, A Grade, Premium, Euro, and #2. Specialty products include pine boards, fencing, clapboards, primed boards, grade stakes, and much more.



What is one product you'd like to highlight?

DakDeck T&G Decking is the premier specialty wood product sold in New England. Manufactured from J-Grade lumber, DakDeck comes in 12' and 16' lengths, in 2x6 and 16', and in 2x8, which is stocked at Britton's warehouse. Douglas fir is also an option and becoming increasingly popular. Ask your sales rep today for a sample and quote.



Weyerhaeuser

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Phone: 860-306-9433 **Website:** www.weyerhaeuser.com



What timber products do you sell?

Trus Joist Engineered Wood Products.

What is one product you'd like to highlight?

Engineered for consistent performance, TimberStrand laminated strand lumber (LSL) starts straight and stays straight. As a result, it's one of the most innovative and versatile building products available—a suitable solution for a diverse range of applications such as tall walls, beams, rim boards, sill plates, and so much more. TimberStrand LSL is a green building solution as well. The manufacturing process combines technology and innovation to produce high-performing engineered lumber using small-diameter trees that are not strong or straight enough on their own to be of structural value as conventional sawn lumber products.



Boise Cascade®

Boise Cascade

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What timber products do you sell?

We carry Boise Cascade Versa-Lam laminated veneer lumber (LVL) beams, headers, and columns. We also carry Anthony Power Preserved Glulam beams and columns.



What is one product you'd like to highlight?

Boise Cascade Versa-Lam laminated Veneer Lumber (LVL) beams and headers lead the industry in bending strength and E-value, offering better performance and longer spans. Versa-Lam LVL offers the best overall value across multiple widths and depths for residential, light commercial, or multifamily projects. Versa-Lam LVL allows for long spans, no camber for flat floors and walls, great dimensional stability, and depths designed to match BCI and AJS Joists, and wide widths eliminate the need for multi-ply members. Versa-Lam beams are strong throughout, are engineered to support heavier loads, and provide longer spans than stock glulams (24F-V4) or dimensional lumber products. Versa-Lam LVL beams and headers won't twist, shrink, or split, resulting in flatter, quieter floors, and strong structures, saving time while protecting reputations.



Rex Lumber Company

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



What timber products do you sell?

Rex Lumber is a full-service hardwood and softwood lumber supplier. In addition to offering over 60+ standard species, we offer specialty items, including Accoya, Accoya Color, Tricoya, Kebony, and Grad. Not only do we sell rough lumber, but we offer complete milling capabilities, including stock and custom moulding, gluing, planing, sanding, end-matching, grooving for Grad rails, priming, and custom finishing. Rex offers specialty millwork items too. They include glued-up treads and risers, and solid and engineered flooring that can be made in both standard and custom widths and grades.

What is one product you'd like to highlight?

Rex Lumber specializes in custom mouldings. Our mouldings can be run from any species. We have an online moulding catalog featuring more than 1,000 profiles—if none of those work for you or your customers, we have a library of more than 60,000+ profiles to draw from. We can also design a custom profile or match a CAD or sample of an existing profile. All of our templates and tooling are made in our mills. In addition to running mouldings, we can also prime, sand, and finish mouldings.



Warren Trask Company

Contact: Brendan Nugent **Email:** mmiller@wtrask.com
Phone: 800-752-0121 **Website:** w



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 AND RE-SAWN FOHC/FOW

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 SURFACED

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 HAND HEWN TEXTURES

What timber products do you sell?

At Warren Trask, we offer timbers from Elk Creek located in McMinnville, Oregon. Our inventory ranges from 3x6 to 8x8 Douglas fir #1 FOHC S4S KD Exposed Appearance with lengths ranging from 8'-20'. We also carry 4x4, 4x6, and 6x6 in #2 Douglas fir S4S KD Non-Exposed. On a special-order basis, we can bring in larger timbers, as well as custom net sizes in full sawn rough or resawn 4 sides, green, or kiln-dried. 2x6 and 3x6 T&G SELECT DEX are other popular options from Elk Creek. Please contact us with your timber needs.



What is one product you'd like to highlight?

Warren Trask's newest addition to its product line is Elk Creek's 2" Appearance Grade S4S Two Face Exposed. Stocking 2x6 to 2x12 in 20' lengths. The 2" APG is free of hit and miss skip, free of wane, and has sound tight knots with no thru knot holes. It is an excellent option for exposed applications.



Robbins Lumber Inc.

Contact: Alden Robbins **Email:** arobbins@rlco.com
Phone: 207-342-5221 **Website:** www.rlco.com



What timber products do you sell?

Robbins Lumber Inc. manufactures and stocks Eastern white pine boards in a variety of profiles and finishes. With two sawmills, four moulders, and a 60,000-square-foot coatings facility, Robbins can supply a variety of interior and exterior products in a variety of stocked or custom profiles along with stocked and custom finishes available.

What is one product you'd like to highlight?

Robbins Lumber's Barn Board Series starts with our own locally grown, harvested, and sawn Eastern white pine, kiln-dried, and milled to a tongue-and-groove with a 1/16" "dime gap" and a fresh sawn face. It is then coated on all six sides with semi-transparent stain, and finished with two coats of a furniture-grade lacquer to give it a washable surface. Available in three unique color profiles. This product is pre-defected and hand inspected, minimizing waste on the jobsite. The fact that it is prefinished on all sides protects the product from jobsite dirt and fingerprints, and allows jobs to be finished more quickly, with superior results.

arxada

Arxada

Contact: Chris Leslie **Email:** chris.leslie@arxada.com
Phone: 470-297-9215 **Website:** wolmanizedwood.com



What timber products do you sell?

Arxada products improve the performance of wood, making it resistant to termites, fungi, flame spread and smoke development, mold, and moisture. Arxada manufactures quality wood protection products such as Wolman E Copper Azole, Wolmanac CCA, and Dricon fire retardants, as well as non-pressure products such as FrameGuard, AntiBlu, Permatak, and LotusPro water repellent. All products are applied through pressure treatment, dip, or spray and are designed to protect wood from its natural enemies. Wolmanized Outdoor Wood is protected with Wolman E Copper Azole and often includes BARamine technology, innovated to further enhance lumber treated for long-lasting use in outdoor living.

What is one product you'd like to highlight?

Wolmanized Outdoor Wood, introduced in the 1970s, is used in outdoor projects and made from trees grown on managed forest lands. Preserved with Wolman E Copper Azole, it combines the natural beauty of real wood with long-lasting resistance to termites and fungal decay. It is ideal for decks, retaining walls, fences, picnic tables, planter boxes, and walkways. Copper azole-treated wood can be used for above-ground, ground contact, and freshwater immersion applications. It has additional protection with patented BARamine technology, providing a broader range of resistance, improved defense against common fungi and certain copper-tolerant fungi, enhanced moldicide properties, and a cleaner and brighter appearance. Learn more at WolmanizedWood.com.

RUSSIN

ESTD 1957

Russin

Contact: Ryan Rotondo **Email:** rrotondo@russin.com
Phone: 800-724-0010 **Website:** www.russin.com



What timber products do you sell?

Russin stocks 4x4 and 6x6 posts in knotty and clear grades of Western red cedar as well as #1 & BTR Doug fir timbers in 4x6-4x12, 6x6-6x8, and 8x8. We can also source various other sizes, grades, and surfacing options in Doug fir and Western red cedar.

What is one product you'd like to highlight?

Not all Doug fir timbers are created equal, and our #1 & BTR Doug fir timbers stand apart from the rest. They are always kiln dried as well as FOHC to limit potential defects like splitting or warping. If appearance is important, this is the only option for you!

BlueLinx Corporation

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



What timber products do you sell?

Trus Joist engineered wood products throughout New England, Western New York, and Western Pennsylvania. Trus Joist TJI joists are a key part of making a high-performance floor. The dimensional stability of TJI joists helps resist warping, twisting, and shrinking that can lead to squeaky floors. TimberStrand laminated strand lumber (LSL) starts straight and stays straight, a suitable solution for a diverse range of applications such as tall walls, beams, rim boards, sill plates, and so much more. From window openings to garage door headers, Microllam LVL is a versatile solution that supports heavy loads without worry. Uniform and predictable, it resists warping, splitting, and shrinking and is available with a Watershed overlay for on-site weather protection. Add strength and reliability to your structure with Parallam PSL beams.

What is one product you'd like to highlight?

Use beams, headers, and columns made from Parallam PSL and open up a whole new world of design options for the interior of a home. Create long, clear spans and support heavy loads, whether inside or out in the elements. Parallam PSL columns are strong and consistent. The manufacturing process uses veneer strands, allowing a significant percentage of each log to become a high-grade structural member. Combine their great load capacity with the strength of Parallam PSL beams for additional possibilities. Treated Parallam Plus PSL is perfect for framing decks, retaining walls, carports, pool enclosures, and other structural framing applications where the wood comes in direct contact with the ground or moisture. It is treated to the core, eliminating the need for field treatment when cut or drilled.

Culpeper Wood Preservers

Contact: Brad Marks **Email:** bmarks@culpeperwood.com
Phone: 800-817-6215 **Website:** www.culpeperwood.com



What timber products do you sell?

Decking, deck accessories, fence products, dimensional, timbers, Culpeper Columns, Palmetto trim boards, Prodigy, custom milling, heavy timbers, and Sylvanix Decking.

What is one product you'd like to highlight?

Culpeper Columns.

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MARCH/APRIL: Home Envelope

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Decking, Railing, and Deck Fasteners**

ASSOCIATES:

Keep your products top of mind for retailers by participating in LC product showcases!

To participate, visit:

<https://nrla.org/communications/lumber-co-operator>

RILBMDA Honors Dave Beattie at Holiday Party




The Rhode Island Lumber and Building Materials Dealers Association (RILBMDA) honored Dave Beattie of Coastal Forest Products as its Lumber Person of the Year at its Holiday Party and Annual Meeting on November 22 at the Crowne Plaza in Warwick, R.I.

After an energetic cocktail reception, RILBMDA President Steve Carreira of Humphrey's Building Supply convened a brief business meeting during which the 2024-2025 Board of Directors was elected. Guests then heard remarks from Carreira, NRLA Chair Doug Ford of Curtis Lumber, and NRLA President Rita Ferris. After

dinner, Brian White took to the podium to honor Beattie, who gave passionate remarks in acceptance of the award.

RILBMDA once again solicited donations for the Rhode Island Food Bank leading up to and during the Holiday Party. Through the generosity of the membership, RILBMDA was able to raise \$2,070 for the food bank this year, besting last year's mark of \$1,710.


Following the ceremony, the celebration continued as the Berger Boys entertained in the hotel bar. 

1. A full house on hand for the RILBMDA Holiday Party. 2. Brian White honored RILBMDA Lumber Person of the Year Dave Beattie (both of Coastal Forest Products). 3. Buz Gileau (Arnold Lumber) with John Fijalkowski (U.S. Lumber). 4. Lumber Person of the Year Dave Beattie with son Caleb and daughter Riley.

CNYRLDA Annual Dinner



On Friday, October 18, the Central New York Retail Lumber Dealers Association (CNYRLDA) held its Annual Meeting at Turning Stone Casino and Resort in Verona, N.Y. The prestigious casino property was host to an evening of festivities, featuring an open bar reception, dinner, and awards ceremony.

Leading the event was CNYRLDA President Jamie Evans of Cameron Ashley, who served as emcee for the festive occasion. Also present were NRLA President Rita Ferris and NRLA Chair Doug Ford, of Curtis Lumber, to share valuable insights on workforce development and the upcoming LBM Expo. The evening also included acknowledgments for outstanding vendors, accomplished salespeople, exemplary retail customer service, and especially to honor Lifetime Achievement Award recipients. 

1. CNYRLDA 2023/2024 Board of Directors: Top row: Chuck Handley (Burke's Home Center), Bill Hogan (Tully Building Supply), Joe Boucher (Quikrete), Jamie Evans (Cameron Ashley), Mark DeWitt (Baker Miller), Alex Hunt (Chittenango Lumber), Casper Gotusso (BlueLinx), Jason Guilles (Weyerhaeuser), Alicia Maynard (Baker Miller), and Dwayne Blanding (Blanding Hardware). Bottom Row: Joe Ehle Jr. (Liverpool Lumber), James Murphy (Marvin), and Eric Sterling (Jay-K Lumber). Not shown: Jim Willerton (Belknap Lumber) and Gabrielle Lundy (U.S. Lumber). 2. NRLA Regional Director Steve Ciccone, NRLA President Rita Ferris, NRLA Chair Doug Ford with wife Lisa, NRLA Convention Director Donna Burger, and past NRLA Chair Chuck Handley (Burke's Home Center) with wife Cheri. 3. Lifetime Achievement Award winner Russ Howe (Weyerhaeuser). 4. Lifetime Achievement Award winner Ken Updike (Cameron Ashley).

AWARD RECIPIENTS

Lifetime Achievement:

Russell Howe, Weyerhaeuser
Ken Updike, Cameron Ashley

Vendor of the Year:

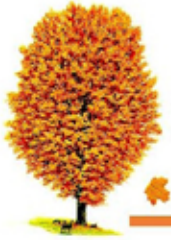
BlueLinx
Cameron Ashley
Genesee Reserve Supply

Vendor Salesperson of the Year:

Brad Farnham, REEB, an SBP Company
Chris Ford, Genesee Reserve Supply
Bill Watson, Mariotti Building Supply

Retail Customer Service Award:

Robert Grant, Chittenango Lumber
Mark Mackenzie, Jay-K Lumber
Howard Roberts, Burke's Home Center



Central New York
Retail Lumber Dealers
Association

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EBMDA Annual Meeting



The Eastern Building Materials Dealer Association (EBMDA) Annual Meeting was held at the Topgolf facility in King of Prussia, Pa. The business meeting focused on 2025 planning and board appointments. A special presentation included the unique, custom-made “EBMDA chair” to outgoing Chair Tom Keller of GR Mitchell. Future EBMDA events planned include a ghost tour complimenting the May 14 Board Meeting for members to network with their peers. Newly appointed Chair Kathleen Knappman of Luzerne Lumber will encourage collaboration among members. Before the group “hit the links,” Jon Medo of Federated Insurance presented a thank-you gift of a zip-up sweater to the board. [LC](#)





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2024 ENYLDA Annual Meeting & Tradeshow



The Eastern New York Lumber Dealers Association (ENYLDA) held its annual meeting and tradeshow on November 19 in Saratoga Springs, N.Y. During the meeting, they celebrated Lifetime Achievement Award recipient Joe Hirt (retired from Warren Trask). Hirt was joined by his family and many industry friends and peers. Hirt talked about his start in the industry and shared several humorous stories.

The Vendor of the Year was awarded to Boise Cascade. ENYLDA also held its election of officers. The installed officers included President Louise Eddy of Saratoga Quality Hardware, First VP Mike Catalina of Preferred Marketing Associates, Second VP Kylie Holland of Curtis Lumber, Secretary Jeanne Xanthos of Herrington's, Treasurer Riza Touba of Griffin Engineering, and Ex-Officio Mike Duval of Huber Engineered Woods.

After dinner, the anticipated raffle prizes were distributed. ENYLDA would like to thank its 2024 sponsors for their support and contributions. Special thanks to the tradeshow chairs, Duval and Catalina. 📺



1. Joe Hirt (retired, second from left) with his family. 2. Joe Hirt and NRLA Chair Doug Ford. 3. Jeanne Xanthos (Herrington's) awards Vendor of the Year Boise Cascade with the Vendor of the Year Award. 4. ENYLDA President Louise Eddy (Saratoga Quality Hardware) with Ex-Officio Mike Duval (Huber Engineered Woods). 5. Happy raffle recipient.



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Coastal Forest Products	Universal Forest Products
Johns Manville	Windsor Mill

2024 LDAC Annual Meeting



The Lumber Dealers Association of Connecticut (LDAC) held its annual banquet on November 6 at the Mark Twain House in Hartford, Conn. Folks celebrated the Lumber Person of the Year, Don Carfi of Seven D Wholesale.

Carfi received support from his family, the Seven D Wholesale family, and industry peers. During his presentation, Brian Reiff of Seven D Wholesale recounted how he first met Carfi and how they attended various trade shows, shared humorous stories about their work together, and, most importantly, emphasized their lasting friendship and mutual respect. Carfi was presented with the trademark blazer reserved for Lumber Person of the Year recipients.

The election of officers was held, with the installation of President Sean Ryan of National Lumber Co. Inc., Vice President William

Clark of Herrington's, Secretary Don Carfi of Seven D Wholesale, Treasurer Abby Sanford of Sanford & Hawley, and Ex-Officio Jeff Bickel of Northeast Building Supply.

There were two scholarships awarded, to Nicolas Cullinan of Ring's End and Emily Shanahan of Iffland Lumber.

LDAC wishes to congratulate Carfi on his deserving Lumber Person of the Year award. Special thanks to outgoing LDAC President Bickel for his service and dedication.

LDAC wishes to thank its 2024 sponsors for their support and contributions. We value your support and look forward to your participation at the Product Knowledge show to be held on March 19-20 at the Marriott in Southington, Conn. **LG**



1. LDAC Lumber Person of the Year recipient Don Carfi (Seven D Wholesale, pictured second in from the right) celebrates his accomplishment with his family. 2. Lumber Person of the Year Don Carfi with Brian Reiff (both of Seven D Wholesale) 3. Incoming LDAC President Sean Ryan (National Lumber Co.) with outgoing President Jeff Bickel (Northeast Building Supply). 4. H.J. Bushka & Bushka Lumber.



The Lumber Dealers Association of Connecticut would like to thank its

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NJBMDA Annual Meeting



1

The New Jersey Building Material Dealers Association (NJBMDA) hosted its Annual Dinner Meeting in October at the Raritan Valley Country Club. President TJ Shaheen of Builders' General thanked sponsors for their support and highlighted the achievements of the past year in his presentation. Shaheen commended the current board members for their service by gifting them a framed poster with a team jersey showcasing the entire team of board members. They also unveiled the NJBMDA's newly refreshed logo. The NRLA honored NRLA Chair Doug Ford of Curtis Lumber for his 27 years of service. Ford discussed the efforts of the NRLA's workforce development initiative to draw recent graduates into the trade. NRLA President Rita Ferris gave a legislative update, and Jeffrey Otteau, chief economist of the Otteau Group, gave a presentation on the state of the economy and its effect on the building trades. [LG](#)



2

1. 2024 NJBMDA President TJ Shaheen gifted current board members with a team jersey framed poster with their number representing the year they joined NRLA. 2. Scholarship winner Lindsay Orellana with her parents. 3. Doug and Lisa Ford, NRLA President Rita Ferris, and NJBMDA President TJ Shaheen. 4. Jessica Chavanne (BlueLinx), John Opdyke (H.J. Opdyke Lumber Co., Inc., and Tracy Molettieri (Specialty Building Products).



3



4



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Frenco Building Products
Holbrook Lumber
Holden Humphrey
Madison Wood Preservers, Inc.

WNYLDA Annual Meeting “Keeping it fun”

The Western New York Lumber Dealers Association (WNYLDA) once again brought laughter and fun to its Annual Meeting on Friday, November 10, at Rochester’s top comedy venue, Comedy @ the Carlson. The evening featured an open-bar reception, dinner, recognition of honorees, and fun comedy acts.

Dana Russell of Nunda Building Supply received the Industry Excellence Award. A fourth-generation owner who started in the yard at age 13, Russell has long supported the NRLA and has played a vital role in his community through decades of charitable service. WNYLDA also celebrated top vendors and salespeople, and shared updates from NRLA President Rita Ferris about the association and LBM Expo.

Special thanks to outgoing WNYLDA President Nick Tomidy of Envision Outdoor Living Products for his leadership, as the gavel was passed to new President Michele Wild of Genesee Lumber, who emceed the evening. Kudos also to Len Moscovitz of CUTEK for chairing the event and ensuring a memorable night for all! 🍷



The WNYLDA Board of Directors: NRLA Regional Director Steve Ciccone, Jamie Fox (Genesee Reserve Supply), Pam Bliss (Elitsac Lumber), Michele Wild (Genesee Lumber), Bow Morse (Wm. B. Morse Lumber), Ryan Boardman (Prime-Source), Glenn Stahl (retired), Dan Klips (Stockham Lumber), Doug Fields (Matthews & Fields), and Len Moscovitz (CUTEK). Not shown: Paul Barnes (Andersen Windows), Christian Brigham (Parksite), Josh Schultz (HEP Sales), Nick Tomidy (Envision Outdoor Living Products), and Mike Wood (US Lumber).



AWARD WINNERS

Industry Excellence:

Dana Russell, Nunda Lumber

Vendors of the Year:

Bestway Enterprises of NY
Genesee Reserve Supply
Taiga Building Products

Vendor Salespeople of the Year:

Ryan Boardman, PrimeSource
Jamie Fox, Genesee Reserve Supply
Jason Guiles, Weyerhaeuser



Industry Excellence Award Recipient Dana Russell (right, Nunda Lumber) and wife Connie with NRLA Chair Doug Ford (Curtis Lumber) and wife Lisa.





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The Quikrete Companies
Specialty Building Products

Scott Norrie Honored at MRLDA Annual Meeting



The Massachusetts Retail Lumber Dealers Association (MRLDA), founded in Worcester, Mass., shortly after the turn of the 20th century, came full circle when it honored Scott Norrie of Howe Lumber at its 125th Annual Meeting at the AC Marriott in Worcester.

John Prizio, retired of Howe Lumber, helped MRLDA honor Norrie with a touching introduction of the award. Norrie was recognized for his service to country, company, community, and the LBM industry, all with infectious positivity and a keen sense of humor. Since 1998, Norrie has been a cornerstone of Howe Lumber, where he has made significant contributions. His commitment extends beyond the company, having served as president of the MRLDA from 2012 to 2014 and as president of NYLE in 2007. Notably, he received the NYLE CHIPS Award in 2011 for his outstanding efforts. His involvement in the industry has also been marked by innovative initiatives, such as his idea to create a children's book inspired by "My Daddy is a Lumberman," aimed at industry recruitment.

Earlier in the afternoon, the MRLDA held a Board of Directors meeting, followed by a cocktail reception, business meeting, dinner, and the aforementioned awards ceremony. T.J. McNulty, Hingham Lumber, presided over the event as MRLDA president and was re-elected to serve a second term. Paul Tarca, Concord Building & Design, and Jack Stevenson, Mid-Cape Home Centers, received service awards as they are stepping down from the board. **LG**

1. Several NYLE past presidents attended the MRLDA Annual Meeting: Adrian Baker (BROSCO), Dan Martin (REEB), Scott Norrie (Howe Lumber), Dave Gluck (NRLA), and Jason Thacker (Howe Lumber). Also present was Jason Delgado (Dartmouth Building Supply). 2. MRLDA President T.J. McNulty (Hingham Lumber), congratulates Lumber Person of the Year Scott Norrie (Howe Lumber) with help from John Prizio (retired of Howe Lumber). 3. MRLDA President T.J. McNulty (Hingham Lumber) thanks Paul Tarca (Concord Building & Design), for his many years of service to the MRLDA Board. 4. Several MRLDA past presidents attended the MRLDA Annual Meeting: Paul Tarca (Concord Building & Design), Doug Bohannon, Joe Cusack, Harvey Hurvitz, Jack Connors, and Burt Mullen, with NRLA President Rita Ferris. Other past presidents in attendance were Scott Norrie (Howe Lumber) and Tom McManus. 5. MRLDA Lumber Person of the Year Scott Norrie (Howe Lumber), with parents George and Sandy Norrie and wife Kate, also of Howe Lumber.

MRLDA

MASSACHUSETTS RETAIL LUMBER DEALERS ASSOCIATION

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Hood Distribution	The Trex Company

MRLDA's Hatchets in Hanover



Thirty-one axe-throwers participated in the Massachusetts Retail Lumber Dealers Association's (MRLDA) Hatchets in Hanover social event at Crazy Axes in Hanover, Mass., on the evening of October 10. Designed as a night of relaxing industry camaraderie, Hatchets in Hanover is the South-Shore version of the Shamrock Showdown, held in March in Marlborough. After some brief

instruction and practice time, participants were randomly placed into a single-elimination bracket. Ultimately, Peter Brown of Hingham Lumber edged out Dave Gluck of NRLA, Brenda Primiano of Hingham Lumber, and Karen Ritter of Cape Cod Lumber to claim the axe-throwing champion's throne. Special thanks to food sponsor BlueLinx and prize sponsor Boise Cascade. [LC](#)



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—Tammy Hoehman, Mosher Lumber

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LDAC	63
www.nrla.org/state-locals/ldac	
LIFT Fund	25
www.nrla.org/about-us/giving/	
MRLDA	69
www.nrla.org/state-locals/mrlda	
NJBMDA	65
www.nrla.org/state-locals/njbmda	
NRLA: PPC Credit Card Processing Program	71
www.nrla.org/member-benefits/business-services	
Quikrete	9
www.quikrete.com	
SoftPlan Systems	49
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WNYLDA	67
www.nrla.org/state-locals/wnyllda	
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Vincent DeKoskie

Location: Darien, CT

Position: Operation Manager • Ring's End



HOW DID YOU BEGIN YOUR CAREER IN THE LBM INDUSTRY?

I started building framing loads and unloading train cars full of lumber.
Every day I am learning something new!

WHAT ARE SOME OF THE RESPONSIBILITIES OF YOUR POSITION?

I currently operate Ring's End's flagship station. Every day I check into shipping to see what deliveries we have and to see if any are pressing and need to get built and loaded. I look after all sheds, making sure every customer is being helped and orders are being made correctly. I check inventory daily to see what is low and needs to be stocked or ordered. I make sure trucks/train cars are being unloaded and checked in. I listen to all employees to make sure they have what is needed and help whenever I can.

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

Product knowledge is key for all new employees, and sometimes it is hard to cross-train with so much going on in our busy season. We try to keep all employees that are new with veterans who can show them the correct way.


WHAT HAVE YOU LEARNED SINCE WORKING IN THE INDUSTRY?

I learn something new every day; I knew very little coming from the restaurant business. But from my time in the yard, I learned about all the framing lumber and then went to our distribution center where I learned about millwork. Now being back in the yard, I have a great idea of everything we do.

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

Never be afraid to ask questions. If you don't know what a product is used for, always ask. Try to take as much in as you can.

WHAT ARE YOUR PASSIONS OUTSIDE OF THE OFFICE?

I currently have a YouTube channel and an eBay store.
I love collecting cards and have been doing this since I was a kid. 



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Pictured: Shiplap, Channel Bevel



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