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# TIMBER PRODUCTS

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**» PLUS**

**LBM Expo Highlights**


JAN/FEB 2026

NRLA
Northeastern Retail Lumber Association



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# DEPARTMENTS




















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*Cover image courtesy of Holbrook Lumber and Lunawood.*




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


NRLA Northeastern Retail Lumber Association LC

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# HERE, IT'S "YES, WE CAN." NOT, "WISH WE COULD."




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Rita Ferris
NRLA President

The beginning of a new year is a time for reflection and goal setting. As we look back on the past two years, NRLA extends its deepest thanks to Doug Ford for his outstanding leadership as NRLA chair and to Curtis Lumber for its steadfast support of the association during his term. It was an honor to get to know Doug—and his wife, Lisa—both personally and professionally.

Doug's leadership was shaped by his experience with a company that grew from a single location into a 22-location operation. This unique perspective allowed him to thoughtfully balance decisions that addressed the needs of members of all sizes.

During Doug's tenure, NRLA achieved significant legislative wins at both the state and federal levels, strengthening the association's advocacy voice on behalf of the industry. His term also saw the introduction of new and timely education topics; the launch of new member programs, including a builder lending referral program and an expanded relationship with Gallagher Insurance; increased support for the LBM Expo and IDEAS Show; and financial repositioning to strengthen the association's future.

While each of these accomplishments is meaningful, Doug's most direct and lasting contribution has been in workforce development. He launched a 501(c)(3) organization, the Northeast Construction Trades Coalition (nctwc.org), which introduces students in grades two through high school to careers in the construction industry. This initiative represents a powerful legacy that will benefit member companies—and the industry as a whole—for years to come.

Looking ahead, we are pleased to welcome Genn Howley of GNH Lumber as NRLA chair. Genn has been deeply engaged with the association throughout her career, including leadership roles with the North American Young Lumber Employees (NYLE) and service on state and local boards, the Lumber and Building Material Dealers Foundation, and the NRLA Board and Executive Committee, as well as active participation in both state and federal legislative efforts. She brings a broad perspective, a strong understanding of member needs, and a continued commitment to legislative engagement to ensure our industry's voice remains strong and effective.

For NRLA staff, the new year brings a continued focus on our primary goal: connecting with every member to deliver the highest possible value. To support this effort, NRLA, with the help of the state and local associations is updating our database to ensure accurate contact information and a clearer understanding of member priorities across education, advocacy, workforce development, networking, and operational support.

The accurate records allow us to reach the right people within your organization with timely, relevant information and to stay connected as companies evolve. Thank you in advance for your cooperation and continued support.

State and local associations will be assisting in this effort, and we thank you in advance for your cooperation and continued support.

As we begin this new year, we are grateful for the leadership that has brought us to this point, and we look forward to working alongside you to advance the lumber and building materials industry together.

Thank you for the opportunity to serve you,

Rita



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Genn Howley
NRLA Chair, GNH Lumber

Kicking off the next two years as chair of the NRLA is something I've been thinking about non-stop—I won't lie, a little fear of the unknown has weighed in. But my mantra for these next two years will be to have faith over fear.

When I started working almost 30 years ago, the industry was different. I got thrown in headfirst—it was sink or swim. This business doesn't allow you to do one job or task at a time; it teaches you a lot by watching your peers, asking questions, and listening.

My goals over the next two years are simple by design, but they are not without challenges.

A key goal is to build the association's long-term financial security. The industry is evolving, and day-to-day we are seeing things change rapidly with retail and associate members who have sold, merged, or just quietly closed their doors. We are living through a time in our lives when the world is so divided—it's up to us to remain steadfast and, above all else, have faith. Faith in this industry and faith that this organization will remain steadfast throughout, as the NRLA is a resource for its members. I am only one voice representing a small, three-location retail yard in upstate New York., and I see the value almost daily. I utilize NRLA's education and member-to-member support, but truly what makes NRLA shine is its legislative advocacy.

My second goal is a challenge. The new administration hit the ground running in 2025, and it's been hard to keep up. We need strong voices to help make sure that our industry is supported, which helps drive positive change. We need affordability in housing and common-sense legislation. I'm asking our members at the very least to participate in your individual state lobby days. Years ago, I had asked a member of Eastern New York if attending was worth it. He told me something I've shared multiple times since then: If not you, then who? If you don't advocate for your business, then who will? If you leave it up to others to be your voice—then don't hold them accountable if you're unhappy with the outcome. I encourage you to participate with ABMA and join us in Washington, D.C.; I promise you will leave feeling like you've made an impact. If it's fear that holds you back, remember: fear is a natural reaction to the unknown, but this industry has never left anyone to figure it out on their own! I've personally seen the positive effect of having a network of allies and like-minded business contacts who never hesitate to offer their help. Join us in D.C. for ABMA's Advocacy Day on April 14-15!



Genn Howley



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Kylie Holland
NYLE President, Curtis Lumber Company

Growing up, I was not convinced that the family business had something to offer me. I was incredibly proud of what my family did and of the strong reputation Curtis Lumber had built in our community, but I struggled to see where I fit. I wanted to help people, not "sell lumber." However, like many children of family-owned businesses, I reluctantly took a part-time job in high school, viewing it simply as a temporary means to a different end.

It wasn't until several years later that I realized something important: While I thought I was just working for gas money, I was actually finding my place. Though I didn't become a material specialist, a master forklift operator, or a business expert during that time, what I did discover was that my passion for working with people could be fully realized in this industry. I loved coming to work because of the people I worked alongside and the customers we served. I could help people, solve problems, and have a meaningful impact. That sense of fulfillment showed me that this business was exactly what I had been looking for all along; I just hadn't recognized it.

This realization is a big part of why I'm so passionate about my involvement with NYLE. There is something incredibly rewarding about connecting people and helping them to find and recognize their place. In 2025, NYLE had a very impactful year, led by an engaged board committed to getting back to our roots: delivering meaningful connections and real value to our members.

As we look ahead to 2026, we'll continue focusing on purposeful education, strong relationships, and igniting that spark for those just discovering the LBM industry. With our first event of the year hosted at Sunday River in Maine, I'm excited for an energizing start to another impactful year. I hope to see many of you there!



Kylie L. Holland

## MARK YOUR CALENDARS FOR THESE UPCOMING 2026 NYLE EVENTS

Thursday-Friday, January 29-30
**Winter Outing**
**Sunday River, Maine**

Thursday-Friday, April 23-24
**Spring Leadership Conference**
**Providence, RI**

Monday-Friday, October 19-23
**NYLE Timber Tour**
**Denver, Colorado**

Wednesday-Thursday, December 9-10
**NRLA LBM Expo**
**Mohegan Sun, Uncasville, CT**

Wednesday, December 9
**NYLE Annual Meeting**
**Mohegan Sun, Uncasville, CT**

Thursday, December 10
**NYLE Past Presidents Luncheon**
**Mohegan Sun, Uncasville, CT**

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NYLE Is Accepting Annual & Event Sponsorships for 2026!
For more information, please contact Erin O'Connor at eoconnor@nrla.org | 518-880-6348.

# USE YOUR BRAIN POWER AND WIN!

Found in all LC Publications—a variety of fun, industry-inspired games.

## How To Play

Complete both puzzles below and submit your answers to **publications@nrla.org by February 27** for a chance to win a fantastic prize pack* of unique industry items from your favorite brands—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!

**We encourage everyone to play in print or online, but note that the prize packs are intended for retail lumber dealers.*

Your Name _____ Company Name _____ Valid Email Address (to notify you if you win) _____

## LBM EXPO 2025 HIGHLIGHTS

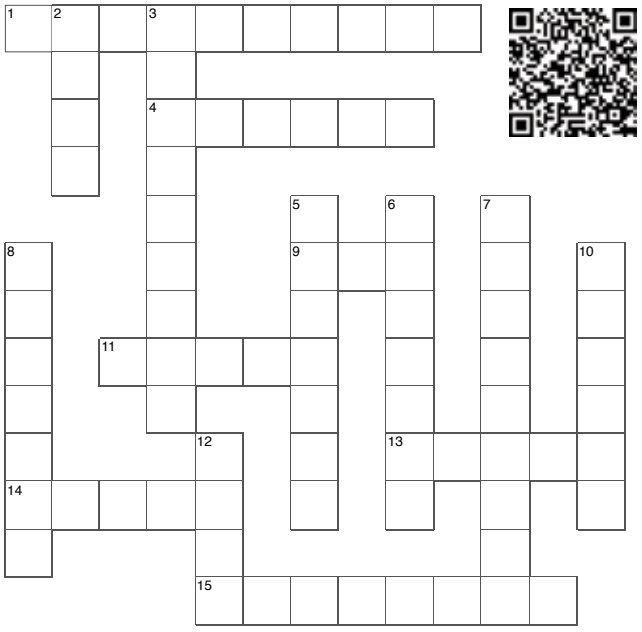
**ACROSS:**

1. LBM Expo city where you cry 'Uncle!'
4. Clearly a booth standout
9. Humberston's key topic, abbrev.
11. Redwood Award namesake
13. What Howley puts over fear
14. New builder lending program
15. Before building the future, ___the present

**DOWN:**

2. In booth 335
3. Framework for AI Innovation
5. They were platinum level
6. You can find Howley's playlist here
7. These support long-term stability
8. Employee retention is about this
10. Not a wrong choice for CHIPs
12. Auto name in outgoing NRLA chair

*(All answers can be found within this issue.)*



**https://nrla.org/lbmexpo2025-lcgame**

## TIMBER TANGLE

Words can be found in any direction.

| | | |
|---|---|---|
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| DOUGLAS FIR | PRINCETON | TREATED TIMBERS |
| EVOLVE | SEAMLESS | VERSALAM |
| LUNAWOOD | THERMOWOOD | |

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

**https://nrla.org/timber-tangle**

## October/November's Winner!



*Congratulations to Barbara Johnson of Hammond Lumber Company for being the winner of the LC Games Prize Pack, which was featured in the October/November 2025 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:**
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*NOTE: Admission is $50.00 for all Non-Exhibiting Manufacturers, MFR Reps, Distributors, Buying Group Reps, Wholesalers, Realtors, Consultants or Financial Professionals.*







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## NRLA Welcomes Back Anne Cunic as Regional Director—EBMDA & NJBMDA



The NRLA is pleased to announce that Anne Cunic, CAE has rejoined our team as regional director for the Eastern Building Material Dealers Association (EBMDA) and the New Jersey Building Materials Dealers Association (NJBMDA).

Cunic is no stranger to the NRLA, having previously served as a regional director from 2012 to 2020, supporting the New York and Long Island Lumber Association (NYLILA), Massachusetts Retail Lumber Dealers Association (MRLDA), Rhode Island Lumber and Building Materials Dealers Association (RILBMDA), and the NJBMDA. She returns with even more valuable association experience and a deep understanding of our members' and industry's needs.

## Holiday Luncheon Brings Industry Veterans Together in Plymouth

Several industry stalwarts gathered at The East Bay Grille in Plymouth recently for a holiday luncheon and camaraderie.



*Front row: Joe Cusack (Shepley Wood Products) and Burt Mullen (Mullen Lumber Co.). Back row, from left to right: Tom McNulty (Hingham Lumber Co.), Jack Connors (MRLDA Honorary Ambassador), Doug Bohannon (Mid-Cape Home Centers), Peter Mandragouras (Mandragouras & Powers), and Terry Kennedy (Kennedy & Lehan).*

**Have News to Share?**

Email it to publications@nrla.org.

## Boise Cascade Completes Acquisition of Holden Humphrey

Humphrey Company, Inc. (d/b/a Holden Humphrey), is a two-step distributor of building materials located in Chicopee, Mass.

"We are excited to welcome the Holden Humphrey team to Boise Cascade," said Jo Barney, Executive Vice President of Boise Cascade's Building Materials Distribution division. "This acquisition will enable us to strengthen our existing distribution partnerships and offer our customers in the Northeast region access to expanded product lines."

## Acquisition and Expansion News from BlueLinx

### Expanded Distribution Partnership with Oldcastle APG

This agreement doubles the BlueLinx RDI Railing distribution footprint from eight to 16 locations and adds MoistureShield Decking to two new markets: Long Island, N.Y., and Portland, Ore.

RDI Railing coverage now includes Seattle, Spokane, Wash., Portland, Ore., Cincinnati, Ohio, Akron, Pittsburgh, Buffalo, N.Y., and Long Island, N.Y., bringing industry-leading railing solutions to more customers throughout the country. This geographic coverage enhances BlueLinx's product portfolio in some of the largest MSAs in the United States and strengthens its support for the multifamily sector.

### Acquisition of Disdero Lumber Company

Disdero's offering is comprised entirely of specialty products, featuring a complete line of clear lumber and distinctive wood architectural elements that are sold into nearly all 50 states. Disdero's products are used primarily in the construction of high-end custom homes and decks, as well as upscale multi-family residential and commercial projects. This acquisition follows BlueLinx's opening of a new greenfield distribution center in Portland, Ore., and the previous acquisition of Vandermeer Forest Products in Washington state.

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## Arnold Lumber Announces Expansion With a Fifth Location, in Attleboro, Massachusetts




Arnold Lumber Company announced a major milestone in its continued growth with the opening of its fifth location, an expansive new facility in Attleboro, Mass. The 88,000-square-foot indoor space marks a significant step forward in the company's long-term strategic expansion across New England.

The new Attleboro location will offer the full range of Arnold Lumber's trusted building materials while also serving as a key hub for other divisions, including kitchens, masonry, hardscapes, and the company's recently launched Multi-Family + Commercial Division. This expansion positions Arnold Lumber to better support builders, contractors, and designers throughout eastern Massachusetts with increased product availability, enhanced services, and a more accessible footprint.

## Belletetes of Brookline Celebrates New Store Opening



*Pictured from left to right: Eddie Olson (branch manager), Derek Shea (millwork manager), Chris LeBlanc (assistant branch manager), Matt Shea (vice president), Sara Belletete (vice president of branch development), Mike Shea (president & CEO), Jack Belletete (senior vice president), David Belletete (vice president), Rebekah Bingham (administrative support), and Tom Bingham (product manager). Photo taken by Loretta Jackson.*

Belletetes has announced the opening of its newest location in Brookline, N.H. The celebration took place on December 1, 2025, with a ribbon-cutting ceremony to officially welcome the community into the new store.

"We are thrilled to open our doors in Brookline," said Mike Shea, president and CEO of Belletetes. "This store represents the hard work of many partners and team members, and we look forward to providing quality products, exceptional service, and strong community engagement."

The newest Belletetes location offers a 20,000-sq.-foot selection of building materials, hardware, tools, home improvement supplies, and customer-focused services designed to support homeowners, contractors, and local businesses and features a 30,000-sq-foot. drive-thru lumberyard.

## NCTWC Hosts Sold-Out November Mixer at Rivers Casino

The Northeast Construction Trades Workforce Coalition announced the success of its sold-out Membership Mixer held Wednesday, November 19, at Rivers Casino & Resort in Schenectady, N.Y. The event brought together 350 attendees, including construction trade professionals, labor partners, school counselors and administrators, workforce development organizations, and other stakeholders committed to strengthening the region's construction trades workforce pipeline. Mike Nelson of Blue-Collar StartUp and Five Towers Media served as emcee, and WRGB News (CBS 6) participated as the event's media sponsor.

One of the evening's standout moments came from student speaker Lilly Anne Springer, an alumna of NCTWC's Girls Construction Summer Camps offered in partnership with Whitbeck Construction, who spoke about discovering her interest in the trades and her intention to pursue a construction career.

The NCTWC continues to build partnerships that support career exploration and industry awareness throughout the region. As demand for skilled trades continues to rise, NCTWC emphasizes the importance of expanding membership to sustain outreach and strengthen connections between students, educators, and employers. More information about the organization and membership opportunities is available at www.nctwc.org.



## MHLDA Workforce Development Tour





On Thursday, October 16, the Mid-Hudson Lumber Dealers Association (MHLDA) held its first workforce development tour. Its focus is to bring awareness to the youth of our communities about the career opportunities in the building material industry. More than 30 students from two schools participated in a comprehensive tour. The day commenced at the Messco Building Supply Commercial door shop, where students explored the intricacies of welding, fabrication, engineering, and architecture. Subsequently, they visited Russin's finishing factory to observe the production and logistics processes, including shipping and receiving.

Following this, they proceeded with a local bank, which generously provided lunch and conducted an informative financial literacy session. This covered essential topics such as checking and savings accounts, the significance of credit, and investment strategies. The final stop was the local Builders FirstSource residential door shop, where the students gained an in-depth understanding of machinery, inventory management, and production operations.

The students demonstrated remarkable engagement and curiosity throughout the day. MHLDA has already been contacted by a principal interested in expanding this initiative further. Dale Hammond of the MHLDA, vice president of Messco Building Supply, looks forward to expanding this program into all avenues of the industry. "We want the youth of our communities to understand that career opportunities are right at your fingertips. We support all those who go to college and get degrees, but in some cases, college is not for everyone, and we don't want those people feeling left behind."

## Editor's Note:

An incorrect listing for Goodfellow's Featured Products appeared in the NRLA LBM Expo 2025 Show Guide. The correct listing is shown below.

**Goodfellow – Booth 242**
**Website:** www.goodfellowinc.com/en/
**Contact:** Pascal Roy
**Email:** pascalr@goodfellowinc.com • **Phone:** 800-361-0625

**Featured Product:** Dreamfloor Advance
**Manufacturer:** Goodfellow Inc.
**Description:** Dreamfloor Advance is a 12mm, AC5 laminate flooring made in Germany, built for residential and commercial spaces. This flooring meets CARB ATCM Phase II compliance for air quality standards, offers 48-hour water resistance and has an authentic wood look, with a textured finish and some colors featuring an Embossed In Register (EIR) finish. The installation is straightforward with the 1Clic 2go Pure+ system.

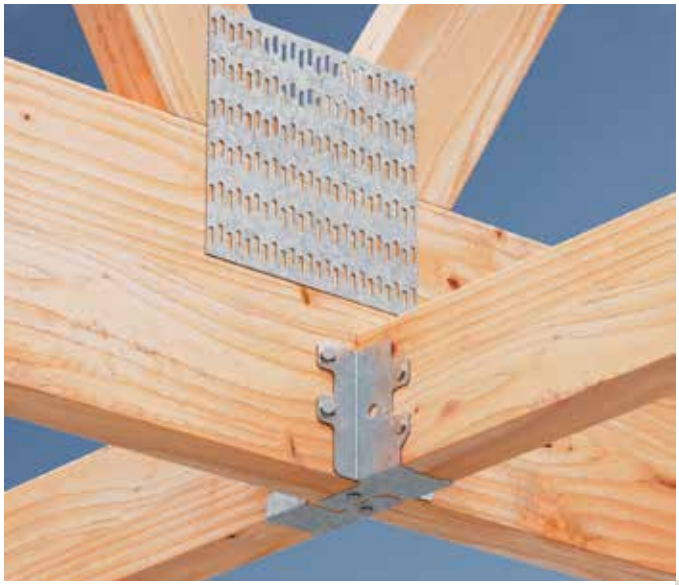
## IN MEMORIAM

**Peter Lockwood**, of Thornwood, N.Y., passed away on October 9. Peter was a longtime employee of King's Lumber in Golden's Bridge, N.Y. Peter's vibrant spirit touched the lives of many.

**Edwin Smith**, of Naples, Fla., and Marblehead, Mass., passed away on October 9. Edwin is former president and chairman of Brockway-Smith (BROSCO). Under his thoughtful leadership, the company flourished for decades, remaining a proud family business until its sale in 2023 after 133 years of operation.

**Carl Dirkes**, of Granby, Mass., passed away on October 11. Carl was vice president of Northeast Treaters for several years, continuing with the company when it was acquired by Culpeper Wood Products. In 2006, he was recognized as Lumber Person of the Year by the VRLDA.

**John "Jack" Adams Hopkins**, 93, of Hebron, Conn., passed away peacefully on November 29. John owned Eastford Building Supply for 45 years, and in 1990 was named LDAC's Lumber Person of the Year.



## Simpson Strong-Tie Introduces PFUD Post Frame Undersaddle Hangers

The PFUD undersaddle hangers feature a two-sided design so that one hanger supports ceiling joists on each side of a truss instead of requiring a separate face-mounted hanger for each joist.

Learn more: https://nrla.org/sst-pfud-hangers

## LP Building Solutions Unveils 2026 Color of the Year: Sand Dunes

One of the LP SmartSide ExpertFinish colors, Sand Dunes is a warm, versatile neutral that complements a wide range of home styles and exteriors.

Learn more: https://nrla.org/lp-2026-color-of-the-year







## ECi Launches Built-in E-commerce AI Agent for the Lumber Industry

The AI Agent combines intelligence and real-time insights to help merchants make day-to-day work easier, connect better with customers, and uncover new revenue opportunities—all without complex setup or technical expertise.

Learn more: https://nrla.org/eci-ecomm-ai-agent








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# COST-SAVING TELEHEALTH FOR EMPLOYERS, THEIR EMPLOYEES, AND FAMILIES

As employers continue to navigate rising healthcare costs, many are searching for solutions that support their teams without adding financial strain. HealthiestYou by Teladoc, available exclusively to NRLA members, offers an affordable, easy-to-use option that delivers meaningful value to both employers and employees.

For only $10 per employee per month, companies can provide staff and their families with unlimited access to a full suite of telehealth services—each at a $0 co-pay. Unlike traditional insurance-based telehealth programs, which often charge fees on a per-visit basis, HealthiestYou removes cost barriers entirely. Many insurer-run telehealth services can cost individuals $60–$80+ per visit. HealthiestYou eliminates those expenses, making it easier for employees to seek timely care without worrying about out-of-pocket costs.



*"HealthiestYou is a game changer. The day after Christmas last year, I came down with an awful stomach bug. I used the app, received a call from a doctor within minutes, and had a prescription ready at my pharmacy shortly after. I've used HealthiestYou three times in 2025, and it saved me hours in waiting rooms and nearly $900 in doctor's fees and co-pays."*

Melissa Stankovich, NRLA staff

The program includes 24/7 access to doctors by phone or video, mental health support with licensed therapists and psychiatrists, dermatology consultations, specialist medical guidance, nutrition counseling, and neck and back care coaching. For businesses with high-deductible health plans—or employers contributing toward those deductibles—the savings can be substantial for both parties.



*"Following a family member's passing, I turned to HealthiestYou for grief and bereavement therapy. Weekly sessions helped me face my grief and take intentional steps toward healing."*

Kimberlee Freer, NRLA staff

Staff members who rely on the service say the combination of speed, convenience, and cost savings makes a noticeable difference in their day-to-day lives.



*"I used the HealthiestYou app when I suspected I had conjunctivitis. After submitting a photo, they contacted me almost immediately. A doctor reviewed my symptoms, confirmed the diagnosis, and quickly called in a prescription to my local pharmacy. The entire process was fast, convenient, and incredibly reassuring. HealthiestYou made getting care so simple when I needed it most."*

Pam McHale, NRLA staff

Mental health support, which is often one of the most expensive and time-consuming services to access through employer insurance, is available without any co-pay. Employees can select a therapist or psychiatrist, receive personalized treatment plans, and access evidence-based therapy sessions as needed. Dermatology services operate the same way, offering fast, digital review by board-certified specialists.



*"The NRLA embraced the Healthiest You program to support employees and their families. Independent of insurance, it saves both employees and employers money while limiting downtime from work. Calls to doctors are completely free, offering convenient, timely care. It is one of our most valued employee benefits."*

Rita Ferris, NRLA president

For employers, administration is simple. Enrollment is straightforward, usage is unlimited, and many businesses see fewer high-cost claims because employees can resolve common health needs early—without triggering expensive visits.

For more information or to get started, contact the NRLA at memberprograms@nrla.org, visit nrla.org/hy, or call 800-292-6752. LC




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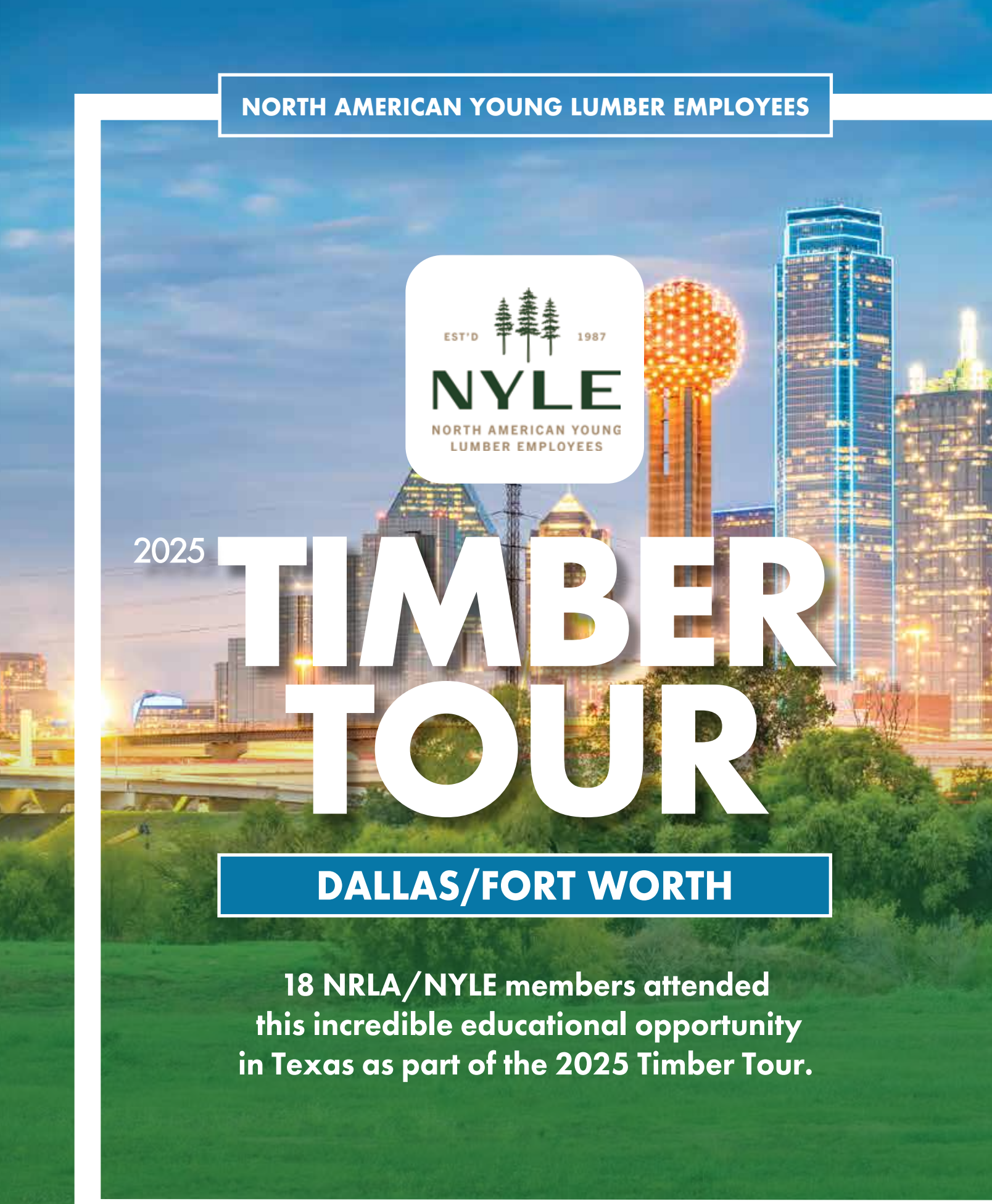
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# 2025 TIMBER TOUR

## DALLAS/FORT WORTH

**18 NRLA/NYLE members attended this incredible educational opportunity in Texas as part of the 2025 Timber Tour.**

## TUESDAY, NOVEMBER 4: Woodgrain, Dallas

*Submitted by Shelly Channell, CCL*



On this year's NYLE Timber Tour we were able to explore all that the Dallas/Fort Worth Metroplex has to offer. Texas is currently the No. 1 state for building new construction homes in the United States. Woodgrain plays a key role in supplying not only Texas but also many states with their 45+ locations, selling more than 2.5 million interior doors and 1 million exterior doors per year.

While touring their 40,000-square-foot Dallas facility warehouse, we stopped by a door station in which three employees are dedicated solely to applying SDLs (simulated divided lites), the majority of which are custom grille patterns. Our guide explained the setup of their warehouse, which is divided into four bays. These bays contain nails, Marwin attic stairs, jamb stock, pocket door frames, and interior and exterior doors, as well as a section dedicated to pre-finishing Therma-Tru doors.

Therma-Tru has rigid expectations for their pre-finished doors, which is why they have someone dedicated to checking every door before it is packaged and shipped to the customer. Our guide pointed out that two to four employees in this area focus solely on sanding, filling, and fixing any defects before sending the door to be painted. He then explained that all doors go through three coats—the base coat, the first finish coat, and the topcoat. Roughly 20 to 30 doors per day are pre-finished at this location.

As someone who has been selling Woodgrain doors for a few years, it was fascinating to tour this Dallas location and hear about the functionality of this facility as well as the history of Woodgrain and how they continue to grow each year.

## TUESDAY, NOVEMBER 4: PrimeSource Building Products, Irving, TX

*Submitted by John Visgauss, PLM*

During our visit with Dan Javitt, regional vice president for PrimeSource Building Products' (PSBP) Northeast territory, it was clear why the company continues to stand out. With more than 7,000 SKUs and 56 facilities nationwide, PSBP continues to grow and innovate across the industry.

Javitt outlined PSBP's growth strategy, driven by shelf optimization, reduced underperforming SKUs, and a "hub and spoke" distribution model with six hubs and more than 30 fulfillment centers. The company now owns its entire truck fleet, strengthening delivery control and customer service, while global sourcing has expanded with more than 90 employees in Asia enhancing supply chain reach and product availability.




During the visit, we met with key team members, tested Grip-Rite SpeedSpike and Pro-Wrap SA at the company's testing facility, and toured PSBP's 110,000-square-foot Irving, Texas, distribution center, where real-time RF tracking, rigorous quality checks, and continuous truck activity support efficient management of more than 3,000 SKUs.



## WEDNESDAY, NOVEMBER 5: Boise Cascade, Dallas (First Stop)

*Submitted by Mary Moniz, Shepley Wood Products*

Walking up to the Boise Cascade Building Materials site, we were immediately met with a scene of an organized, high-volume industry. Trucks streamed in and out, personnel loaded materials, and forklifts expertly staged pallets for shipment. This facility is a logistical powerhouse, designed for efficiency and regional volume.

The team consists of a robust in-house sales staff of 35, supported by a dedicated operations group ensuring continuous material flow. Their transportation infrastructure is impressive, including a fleet of 50 company trucks augmented by independent subcontracted drivers. The yard sits directly on a railway, averaging 16 railcars a day for inbound material. Currently, the facility manages an average of 65 to 70 trucks moving in and out daily. This volume is considered to be their "slow" season (November), and during peak season (April to October), that number exceeds 100 trucks.

Exploring their extensive product lineup, which ranges from standard dimension lumber to specialized engineered wood products, provided clear insight into the significant differences in construction practices between Texas and New England. The exterior cladding commonly used on homes in the area includes brick, LP, or James Hardie siding. For the structural materials, their standard use is 1-1/8 AdvanTech subflooring, Barricade Thermo-Brace wall sheathing, and finger-jointed studs (with joints spaced no more than 16" apart).

The work zone was notably clean and well-organized. Their operational model allows them to achieve impressive service metrics: On average, 70% of customer orders ship next-day, and the remaining 30% ship within two days. The yard operates two shifts, with a night crew working to load trucks and receive rail shipments, ensuring nonstop productivity from the first shift hand-off of the workload. This location's strategic accessibility plays a key role in its ability to provide fast, reliable deliveries for their customers.

## Boise Distribution Center, Dallas (Second Stop)

Just a mile down the road, our second stop was the Boise Cascade Distribution Center. This facility, which previously housed six different businesses, holds a unique distinction: It is the only commercial property in the city of Dallas with a glulam structure. The center is a showcase of heavy-duty logistics, featuring expansive warehouse areas, loading docks, and constant movement involving delivery trucks and forklifts. Safety is a top priority, enforced through clear routing and protective equipment requirements.

Inside, racks of building materials reach toward the ceiling, stocked with everything from step flashing and large red cedar beams to various forms of fiberglass insulation. This facility's location in southwest Dallas provides access to the greater DFW area and surrounding markets. Touring this massive center provided a firsthand look at the complex logistics that power regional construction. From streamlined product handling to strategic transportation management, the Boise Cascade Dallas Distribution Center highlights how modern networks keep the vital flow of building materials moving smoothly across Texas.



## THURSDAY, NOVEMBER 6: Cassity Jones, Aledo, Texas

*Submitted by Ben Sanady, Northeast Building & Home*

The final day of the 2025 Timber Tour began with a visit to Cassity Jones Building Materials in Aledo, Texas, a family-owned company celebrating its 75th anniversary. The greenfield facility, which opened in spring 2024, is one of six locations across North Texas and Louisiana. General Manager Taylor Carter welcomed the group with an overview of the company's history, culture, core values, and leadership training program, emphasizing how these principles empower employees and support efficient operations.

The tour continued in small groups, with logistics lead Harold outlining the systems used to schedule and track deliveries, monitor equipment maintenance, and support safe driving, including a standardized process for documenting deliveries. Inventory manager Reggie discussed operating as a satellite yard while leveraging nearby wholesale distribution centers and stressed the importance of constant communication. Outside, team members highlighted regional material differences, including large cedar timbers, palletized pre-hung doors, raw finger-jointed pine and MDF, primed fiber cement and engineered wood siding, borate-treated sill plates for termite resistance, and a range of stud lengths, before concluding with a group photo.

## THURSDAY, NOVEMBER 6: Log Cabin Village, Fort Worth, TX

*Submitted by Dan Morrison, REEB*

We had the opportunity to tour the Log Cabin Village in Fort Worth, Texas, a living history museum preserving a tangible link to the mid-19th century pioneer era. The village highlights the essential role of local timber resources and the developing lumber industry in early settlements. Authentic, relocated cabins and demonstrations of trades like blacksmithing and milling show the reliance on natural resources and basic woodworking skills that defined frontier building practices.

The Village was created in response to the rapid disappearance of historic log structures as construction methods and materials evolved. In the 1950s, organizations recognized that log structures prevalent in the 1800s were vanishing along with a portion of Texas history.

This reflects a period when log construction was a practical necessity, reliant on abundant local trees. Settlers used timber to build homes before milled lumber became widely available through industrial growth and improved transportation.



Cabins such as the 1840s Parker Cabin and the two-story Foster Cabin showcase construction techniques and the physical properties of the wood used. Built with basic tools and raw materials harvested locally, the structures reflect the self-reliance of the pioneer lifestyle. Exhibits such as the water-powered gristmill further demonstrate the reliance on natural power and resources to support daily life. LC

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SOME KEY TAKEAWAYS FROM AN LBM EXPO EDUCATION SESSION

# THE AI ASCENSION: Transforming Your Organization to Accelerate Growth

By Zach Williams

Zach Williams, founder of Venveo, shared a useful framework for leveraging artificial intelligence to drive significant business growth. Titled "AI Ascension," the presentation offered a strategic roadmap for organizations to move beyond mere adoption and achieve true transformation through AI. He emphasized that while AI is becoming increasingly intelligent, the real challenge lies in using it intelligently by starting with clear business problems rather than the technology itself.

At the core of strategy was the "AI Ascension" framework, a three-tiered model that guides companies from foundational efficiencies to groundbreaking innovations. The journey begins with Efficiency, where AI is strategically applied to automate and accelerate routine, high-frequency tasks that consume valuable time.

While data shows that many individuals participate in activities like managing emails, expenses, and to-do lists, the penetration of AI in these areas remains surprisingly low, typically between 18% and 25%. This highlights a significant, untapped opportunity for businesses to boost productivity by integrating AI into their daily operations.

The next level of the framework is Enhancement, which focuses on improving human capabilities. This is particularly evident in creative workflows, where AI has achieved much higher penetration rates.

For instance, AI assistance in writing support has reached a 51% penetration rate among those who participate in the activity. Similarly, AI is making significant inroads in creating images (34%), presentations (38%), and even music and audio (37%). These tools are not replacing human creativity but augmenting it, allowing teams to produce higher quality work faster than ever before.

The final and most aspirational stage is Breakthrough, where AI is used to achieve transformational outcomes and solve complex problems at scale. There is a recent Nobel Prize in chemistry that was awarded to scientists who used AI to design proteins. It is a powerful example of AI's potential to revolutionize entire fields.



In the business world, this translates to developing new products, services, and business models that were previously unimaginable. A striking example from the creative industry is Tyler Perry's decision to halt an $800 million studio expansion, citing the rapid advancements in OpenAI's video generation model, Sora, as a testament to AI's disruptive power.

We also showcased practical, industry-specific applications of AI that are driving revenue today. In the building materials sector, for example, AI can process lists of addresses to generate hyper-personalized marketing materials, including custom mailers, targeted ad creative, and tailored proposals. This capability allows businesses to move from a one-to-many to a one-to-one marketing approach at scale. Another compelling case study came from Lemonade Insurance, which now uses AI to write 98% of its policies, handle 98% of first claim notices, and process 50% of claims instantly, all while maintaining a high customer satisfaction score of 4.3.

So, how can organizations begin their own AI ascension? Williams outlined a clear, three-step process: Experimentation, Integration, and Collaboration.

**1. Experimentation:** Start small by identifying simple, low-risk opportunities to use AI in areas like email, design, data analysis, or customer response. The goal is to evaluate constraints and discover potential areas for improvement without making significant upfront investments.

**2. Integration:** Once successful experiments are identified, the next step is to integrate these findings into your team's existing workflows and activities. It is crucial to establish clear metrics for success and ensure that the technology is being used to solve a real problem, not just for the sake of using a new tool.

**3. Collaboration:** Finally, foster a culture of collaboration by sharing your findings across the organization. Encourage team members to learn from each other's successes and failures, creating a virtuous cycle of continuous learning and improvement across the entire organization.

In conclusion, the session provided a clear and actionable framework for any organization in the industry looking to harness the power of AI.

The key takeaway was that successful AI adoption is not just about technology; it's about a strategic, problem-focused approach that empowers people, refines processes, and builds organizational capability over time.

By starting with small, iterative transformations, businesses can mitigate risk, build momentum, and ultimately position themselves for the larger, breakthrough transformations that will define the future of their industries. LC

*Zach Williams is the founder of Venveo, a digital marketing agency focused on building material manufacturers, and is the host of the* Smarter Building Materials *marketing podcast. Williams is known for his expertise in digital marketing for building material manufacturers to increase sales. Williams has received numerous Webby Awards and has been recognized in the* Wall Street Journal.


# WANT TO LEARN MORE ABOUT THIS TOPIC? Join Zach Williams during this FREE webinar!

## The AI Ascension: Transforming Your Organization to Accelerate Growth
## Wednesday, February 11, from 2 to 3 p.m.

In today's competitive landscape, artificial intelligence is no longer a futuristic concept but a practical tool for driving real-world revenue growth. This session will move beyond the hype and provide a practical, actionable guide to leveraging AI across your sales and marketing efforts. We will explore the "AI Ascension" framework, a strategic model for integrating AI into your organization to achieve greater efficiency, enhanced capabilities, and breakthrough results. Through real-world case studies and industry examples, you will discover how companies are using AI to personalize customer experiences, automate lead generation, and create highly effective marketing campaigns. Whether you are just beginning your AI journey or looking to optimize your existing strategies, this webinar will equip you with the knowledge and tools to turn AI into a significant revenue driver for your business.

By the end of this session, attendees will be able to:

1. **Understand the "AI Ascension" Framework**: Articulate the three levels of AI adoption (Efficiency, Enhancement, and Breakthrough) and identify where their organization currently stands.
2. **Identify Practical AI Applications:** Recognize immediate opportunities to apply AI in their daily sales and marketing workflows to increase efficiency and effectiveness.
3. **Develop an AI Experimentation Strategy:** Formulate a plan for experimenting with AI tools and techniques in a low-risk, high-reward manner.
4. **Evaluate AI Tools and Platforms:** Assess the suitability of various AI-powered tools for specific business needs, from content creation to lead nurturing. (We'll be sharing a few dozen example tools).

**REGISTER HERE** >>> **https://nrla.org/zachs-ai-webinar**

SOME KEY TAKEAWAYS FROM AN LBM EXPO EDUCATION SESSION

# MARKET OUTLOOK: Stable but Strained Conditions Shape Residential Building

By Grant Farnsworth



The Farnsworth Group, a customer research firm serving the building materials industry, describes the residential building and home improvement market as fundamentally sound but operationally strained. Core demand drivers, including household formation, an aging housing stock, long-term homeownership aspirations, and high home equity, remain intact. Near-term activity, however, is constrained by affordability pressures, elevated interest rates, labor and material challenges, and consumer uncertainty. As a result, the market is moving forward at a flat, measured pace rather than accelerating or collapsing.

Supply-side conditions reflect imbalance. New home inventory reached 7.4 months' supply in August, exceeding the healthy six-month level and prompting builders to slow single-family starts. Existing home inventory remains tight at 4.4 months' supply, keeping home values high and limiting mobility. This imbalance has supported multifamily construction, as affordability and inventory constraints push more households toward renting. At the same time, the U.S. housing stock continues to age, particularly in the Northeast, increasing demand for repair, maintenance, and remodeling.

On the demand side, interest in housing and home improvement persists but is constrained by financial realities. Mortgage rates remain elevated, affordability is near generational lows, and incomes have not fully kept pace with inflation and borrowing costs. Homeowner psychology is a defining factor, with weakened confidence, lower home-buying sentiment than during the COVID-19 pandemic, and softer project intent. These conditions are leading to cancellations, delayed decisions, smaller project scopes and heightened price sensitivity.

Contractors are experiencing similar pressures. While many report healthy backlogs and confidence in winning work, they also face rising competition, labor challenges, material cost pressures, and a higher rate of postponed or canceled jobs. The result is a volatile market where opportunity exists but requires greater adaptability across the supply chain.

Several headwinds continue to weigh on growth, led by affordability constraints, consumer uncertainty, limited disposable income, persistent labor shortages, and intensifying competition among contractors. At the same time, tailwinds support longer-term stability, including intact housing demand, aging homes, high equity levels, and resilient contractor confidence. Forecasts point to gradual improvement, with 2026 expected to resemble 2025, marked by incremental growth driven more by cost increases than unit gains.

For manufacturers and suppliers, the environment calls for precision, transparency, and reliability. Clear value messaging, dependable availability, strong service support, and alignment with contractor workflows are critical. In a market defined by uncertainty rather than decline, suppliers that reduce risk and reinforce trust are positioned to emerge stronger as demand gradually reaccelerates. LC

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SOME KEY TAKEAWAYS FROM AN LBM EXPO EDUCATION SESSION

# DESIGNING FOR GROWTH:
## A Strategic Approach to Showroom Success

By Chris Kennedy and Kristina Hebert, MA+KE Architects

The days of the showroom serving as a storage closet for dust-covered samples are over. Today, physical space is either a barrier to growth or a sales engine.

Drawing on 30 years of experience designing more than 70 showrooms across 11 states, we shared a roadmap for dealers at LBM Expo 2025. To thrive in a competitive market, dealers must move beyond the role of a traditional materials supplier.



### The New Equation for Success

A high-performing showroom begins with a shift in mindset that flips the traditional hierarchy of value. In the past, many dealers led with cost. A growth-oriented strategy prioritizes service and product or brand first. When the environment is curated and the experience is seamless, cost becomes secondary in the customer's decision-making process.

### Identifying the Barriers to Growth

Before building the future, businesses must diagnose the present. Growth is constrained by three interrelated bottlenecks. The first is business vision. When a company's purpose, target audience, or identity is unclear, or leadership lacks alignment, progress stalls. The second is business operations, where poor location, inefficient layouts, or insufficient staff expertise can erode performance. The third is product merchandising, where too many samples in too little space create visual noise that confuses customers.

### Strategic Design: Reclaiming Your Brand

A key shift is moving from a Vendor-Driven Display Approach to a Business-Brand Display Approach.

When customers enter a showroom, they should feel the company's identity, not a patchwork of competing vendor logos and mismatched signage. The space should highlight the dealer's brand and present a consistent aesthetic that builds trust. Dealers should ask three questions: Who is this space for? What are we selling? How do we want to sell it?

### Optimizing the Four Key Interactions

Effective showroom design optimizes four interactions. Customer interaction requires clear zones separating lumberyard operations from the design showroom. Product interaction relies on architecture; ceiling heights of 10 to 12 feet are essential for displaying large elements like windows and doors. Staff interaction focuses on layouts that maximize visibility and access to sales tools. Partner interaction ensures that vendor products support, rather than distract from, the overall aesthetic.



*A showroom in Portsmouth, N.H., designed to maximize sightlines and staff visibility while creating welcoming, dedicated areas for meaningful customer engagement.*

### Bridging the Phygital Divide

The modern customer journey is "phygital." Technology should enhance the tactile showroom experience through tools such as monitors displaying real-time quotes or image galleries and allowing customers to share photos from their phones. High-quality Wi-Fi and virtual walkthroughs enable customers to pre-shop before visiting.

### The Bottom Line: Designing for Profitability

Design impacts the bottom line. Upselling is supported by intentional product layering that shows how products work together aesthetically. When staff are supported by these tools and a professional environment, they are better equipped to sell value over price.

By treating the showroom as a living project requiring reassessment, dealers can turn their physical footprint into a driver of business growth. LC

SOME KEY TAKEAWAYS FROM AN LBM EXPO EDUCATION SESSION

# ENGINEERED WOOD:
## How to Specify and Better Understand SCL and I-Joists

Sessions were presented by Noah Humberston

Noah Humberston, APA–The Engineered Wood Association presented two sessions aimed at retailers, contractors, and architects on Wednesday and Thursday. Noah is an Engineered Wood Specialist based in the Philadelphia area and serves the Northeast region.

In Noah's session on Wednesday, How to Specify Engineered Wood: he walked the attendees through how to identify the basic types of engineered wood products (EWP) and their properties. He reviewed the material characteristics, proper design and specifications of WSP, SCL, CLT, and glulam beams.

On Thursday, during Noah's session entitled Better understanding of SCL and I-joists: he reviewed features and benefits, significant characteristics, and appropriate applications of EWP. He also covered I-joist topics including vertical load transfer, joist hanger connections, double joist assemblies, allowable holes/notches, and web stiffeners. The content for the session was largely based on APA's Form Z725: Performance Rated I-Joists (PRI) Design and Construction Guide. During this



session he provided several slides promoting advantages of I-Joists over sawn lumber floor joists which was very beneficial to any attendees who sell I-joists.

# LBM EXPO ATTENDEES DISCOVER
## NRLA's Construction Lending Program

NRLA Past Chair Mark Jaffe, retired of Friend Lumber, was on hand at the NRLA Booth at the LBM Expo to help unveil NRLA's Builder Construction Lending Program, along with Spreo Capital Co-founder Jerry Feinstein and Senior VP Ryan Bassinger.

As a lumber yard owner, Mark found that his builders were becoming increasingly frustrated at the slowness of the bureaucratic red tape of local banks, which gradually were no longer "local" but rather national chains who lacked the appetite for construction lending. He knew there had to be a better way for builders to complete more jobs through more nimble private lending and began searching for the right partner. He found it in Spreo Capital and brought them to the NRLA.

NRLA has now partnered with Spreo Capital to help support member's builder customers. This innovative program allows NRLA members to offer builders access to competitive financing—without any financial risk to the dealer.



Builders can secure up to 85% loan-to-value, enjoy faster access to funds, and even have the option to finance the interest. At the same time, participating dealers gain a new revenue stream and a powerful tool to strengthen customer relationships and grow profitability.

To learn more about NRLA's Builder Construction Lending Program, contact your Regional Director or Rita Ferris at rferris@nrla.org. LC

SOME KEY TAKEAWAYS FROM AN LBM EXPO EDUCATION PANEL DISCUSSION

# THRIVING THROUGH UNCERTAINTY:
## What Independent Lumber Dealers Must Do Next

By Sam Brownell and Dena Cordova-Jack




If you've spent time in the lumber and building materials world, you know uncertainty isn't new. For most independent dealers, it's practically a business partner. Markets rise and fall. Interest rates climb. Labor becomes harder to find. Regulations shift. Yet every year, independent yards across the Northeast open their doors, take care of customers, and keep communities building.

But something is different now.

At this year's LBM Expo, Sam Brownell and Dena Cordova-Jack shared a message that resonated with owners and leaders: The next chapter for independent dealers will not be won by chance. It will be won through leadership clarity, operational discipline, and intentional succession planning.

Between the two of them, one comes from the "I've lived inside the beast" camp (Cordova-Jack), and the other from the "numbers are telling us something" camp (Brownell). They reached the same conclusion: the companies thriving today embrace discomfort, not avoid it.

### Leadership in Uncertain Times

Leadership comes first, because everything—retention, profitability, culture, and continuity—flows from it.

Earlier, when Cordova-Jack became director of sales for Foxworth-Galbraith's mountain region, the company was transforming as it neared the one-billion-dollar mark. The shift from operationally driven to sales-driven created silos, strained communication, and a culture lacking strategy.

Then the economy shifted—fast. A deep recession forced a pivot. Instead of accelerating growth, the company had to stabilize, communicate clearly, and align operations and sales. That period shaped a core lesson they shared with attendees:

- When the market turns, companies don't fail because of strategy. They fail because of misalignment.
- Leaders who thrive communicate early, clarify expectations, and show up predictably. Teams don't need perfection—they need consistency.

### Retention Isn't About Perks, It's About Purpose

Retention pressure isn't going away. Employees aren't asking if they have a job; they're asking if they have a future.

Companies keeping their best people provide development pathways, reinforce stability, document processes, and create cultures where people feel seen, valued, and included—it's about purpose. Making it easy to stay and easier to grow.

### The Hardest Part: Succession

Succession is no longer a topic "five or 10 years out." It is strategic and affects valuation, operations, and culture. Many owners at this session expressed uncertainty about successors, talent gaps, and owner dependency.

One of Brownell's examples was a longtime owner who centralized decisions, unintentionally creating a business that couldn't operate without him. Fixing it might be possible, but not easy. Proactive succession planning is absolutely critical.

Succession is a multi-year process built on reducing dependency, developing leadership strength, documenting knowledge, aligning culture, and designing a financially viable transition.

### A Framework for the Future

We closed with a five-part framework: leadership clarity, documented operations, financial transparency, deliberate talent development, and succession readiness. This key framework provides two things money can't buy: stability and momentum.

If you left the conference feeling challenged or uncomfortable—good. That's where growth starts. Independent dealers are positioned to win—you're closer to customers, faster to decide, and deeply connected. Brownell and Cordova-Jack stated that their goal is simple: to help prepare you for tomorrow while honoring the foundation you've built. LC

# NYLE ANNUAL MEETING












On Wednesday, Dec. 10, the North American Young Lumber Employees (NYLE) had its annual meeting on the show floor. Opening remarks were made by NYLE President Jon Baker. Baker thanked the outgoing board members for their service and presented the 2026 election of officers, which included the installation of Kylie Holland of Curtis Lumber Company as the 2026 NYLE president.

Lang Durfee of Bethel Mills presented Mike Kelly of Coastal Forest Products with 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.

Doug Ford of Curtis Lumber Co. presented the Robert J. Horne Jr. "CHIPs" Award to Brian Wright of Weyerhaeuser. 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. The meeting concluded with the presentation of the Scott Robert Vasquezi Memorial Scholarships. LC

# NRLA Welcomes Genn Howley as New Chair and Extends Gratitude to Outgoing Chair Doug Ford at Its Annual Meeting





The NRLA is proud to announce the election of Genn Howley, of GNH Lumber, as the new chair of the association. This election occurred during NRLA's annual business meeting, during LBM Expo. Genn Howley assumes the role following the commendable two-year tenure of Doug Ford from Curtis Lumber Company, Inc. as chair.

Rita Ferris expressed gratitude to outgoing Chair Ford. "My deepest thanks go to Doug—a true champion of our association. A major part of your legacy is the expansion of workforce development across the association—an area I know he will continue to champion in the years ahead. Your contributions will undoubtedly withstand the test of time and benefit generations to come. On behalf of myself, the NRLA staff, and the membership, thank you for your leadership and support."

In his speech, Ford remarked, "As I step aside and welcome Genn into this role, I do so with optimism and complete confidence in the future of this association. The NRLA is strong because of its people—because of all of you—and I know that under Genn's leadership, we will continue to grow, innovate, and lead this industry forward."

Howley brings a wealth of experience and understanding of the industry to her new leadership position. Since taking an interest in helping to serve the industry, Howley has served as NYLE 2nd vice president (2007), 1st vice president (2008), and president (2009). She has also served as an ENYLDA NYLE trustee, ENYLDA vice president (2007-2009), and ENYLDA president (2009-2011). Howley serves on the NRLA Board of Directors and the NRLA Executive Committee, serves on the education committee, is a member of the investment committee, and is ex-officio of the LBMDF board.

Howley's family and friends, as well as colleagues and industry peers, were in attendance to witness this extremely special occasion. Howley's brother, John Ingalls, shared some endearing words on behalf of her legacy in a video shared with the audience: "Me and the team at GNH Lumber & Home are very proud of what you have been able to accomplish at the NRLA. I know for sure that Helen and Dad would be very proud." To watch the video, scan the QR code above.

Howley, appreciative of the opportunity to serve as chair, stated, "Kicking off the next two years as chair of the NRLA is something I've been anticipating, however, I won't lie, a little fear of the unknown has weighed in. But my mantra for the next two years is to have faith over fear. My goals as chair are simple: One goal is fiscal responsibility. I know that doesn't sound sexy, but now more than ever we need each other. We are living through a time in our lives when the world is so divided. It's up to us to remain steadfast, and above all else, have faith. Faith in this industry and faith that this organization will remain steadfast throughout. My second goal is a challenge—we need to focus on the political world, which feels a little bit like a tilt-a-whirl. We need strong voices to help make sure that our industry is supported, which helps drive positive changes." In an effort to support these goals, Howley encouraged the audience to attend their state lobby days and consider attending ABMA's Advocacy Day in Washington, D.C., in April.

The NRLA extends an invitation to its members, industry partners, and the community to join in welcoming Genn Howley to her new role while expressing gratitude to Doug Ford for his dedicated service. LC

# Spin to Win and Cash Prizes

Following the installation of NRLA Chair Genn Howley, attendees gathered to try and "Crack the Vault" for a chance to win $100,000 along with a variety of cash prizes ranging from $50 to $500! LC








# NRLA Chair Installation Celebration

Following the installation of NRLA Chair Genn Howley, attendees were invited to attend the installation celebration at the Vista Lounge. The evening's festivities included drinks, hors d'oeuvres, and a music playlist by Howley's favorite artists. For the Spotify playlist, just scan the QR code here or go to https://lbmexpo.net/gh-spotify-playlist.

Thank you to the sponsors: GenetiQ, Eastern New York Lumber Dealers Association (ENYLDA), BlueLinx, and Trus Joist/Weyerhaeuser. LC










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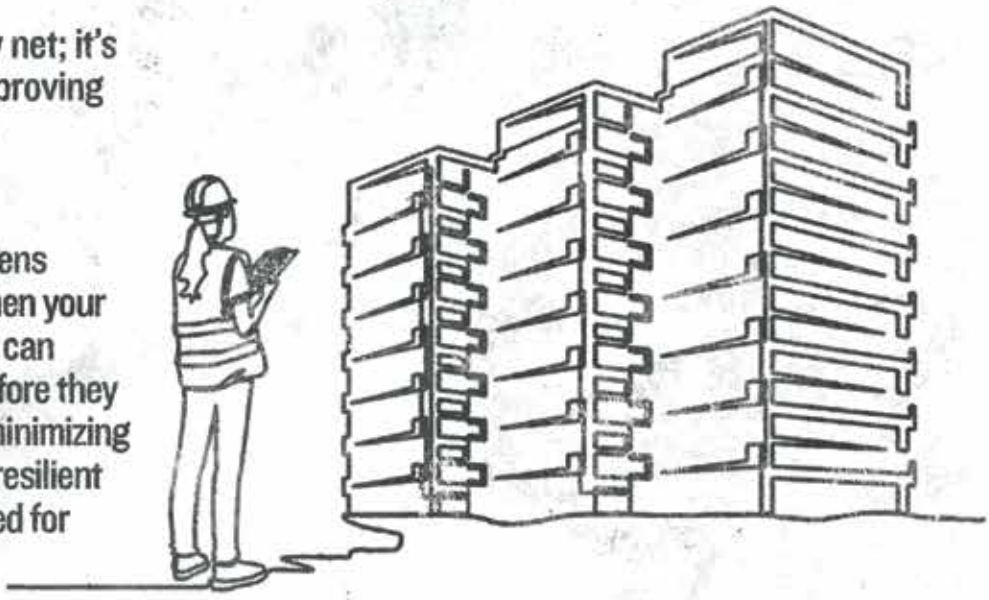
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The NRLA would like to recognize the following winners of the LBM Expo 2025 Best Booth Awards. The awards recognize booths for outstanding design and interactivity in three separate categories—island, multiple, and single booth sizes. Each winning company of the Best Booth Awards receives a 10% discount off their booth space for the 2026 LBM Expo.



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| All-Time Manufacturing Co. Inc. | 151 |
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| American Lumber Co. | 358 |
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## Wednesday Breakfast Session

PLM

AMERICAN BUILDING MATERIALS ALLIANCE

# JOIN US FOR ADVOCACY DAY!
## April 14–15, 2026

## 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*

## ABMA is thrilled to announce its 5th 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

### Tuesday, April 14

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

Join us for our official briefing 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 (6–8 p.m.)**

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

### Wednesday, April 15

**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!




*"In today's unpredictable political climate, the importance of having our voices heard cannot be overstated. Thanks to your leadership, we were able to make a meaningful impact."*
*—Doug Ford, NRLA Chair, Curtis Lumber Co.*

## 2026 PRIORITIES:

**Housing Policy: Building Homes – Not Costs**

**Regulatory Reform**

**Workforce Development**

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



*"You can make a meaningful impact by simply sharing your story. If you don't tell it, you risk letting someone else—or no one at all—spake on your behalf."*
*—Jeremy Baker, r.k. Miles, Inc.*

## BECOME A 2026 ABMA SPONSOR!

Join these ABMA sponsors driving advocacy for the LBM industry in 2026.
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.

# TIMBER
## PRODUCT SHOWCASE



*Photo Credit: Holbrook Lumber*

HOLBROOK LUMBER COMPANY

### Holbrook Lumber

**Contact:** Patrick Leary **Email:** insidesales@holbrooklumber.com
**Phone:** 800-833-3383 **Website:** www.holbrooklumber.com

**What timber products do you sell?**
For more than 100 years, Holbrook Lumber has offered a wide assortment of the finest timber products available to suit the needs of our demanding market. Our current offering includes thermally modified ayous and ash, by Tantimber ThermoWood, thermally modified pine, spruce, ash, and poplar by Lunawood ThermoWood, Siberian and Western larch decking, ipe and red balau decking, hemlock bevel siding, paulownia cladding and trim, 2x6 T&G spruce select decking, Douglas fir T&G flooring and ceiling, and a wide assortment of pressure-treated pine options.

**What is one product you'd like to highlight?**
Harvested from renewable forests in the USA and modified with over 20 years of expertise, Lunawood's North American collection combines local craftsmanship with timeless Nordic design. The new collection features premium products made from thermally modified yellow poplar and white ash, enhanced completely without chemicals. Designed to meet the highest standards of technical performance and aesthetic appeal, Lunawood brings a touch of nature to all spaces, even in the most demanding environments. Holbrook Lumber is proud to stock a variety of thermo ash decking and thermo poplar cladding to expand their already extensive offering of thermally modified wood products.

## PARTICIPANTS


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## Russin

**Contact:** Wes Vincent **Email:** wvincent@russin.com
**Phone:** 800-724-0010 **Website:** www.russin.com



SEAMLESS
Timbers by Russin

**What timber products do you sell?**
Russin stocks 4x4 and 6x6 posts in knotty and clear grades of Western red cedar as well as our Seamless Timbers in 4x6-4x12, 6x6-6x8, and 8x8. We can also source various other sizes, grades, and surfacing options in Douglas fir and Western red cedar.

**What is one product you'd like to highlight?**
Not all Douglas fir timbers are created equal, and our Seamless Timbers stand apart from the rest. They are always kiln dried, limited in defects, and FOHC to limit splitting and warping. If appearance is important, this is the only option for you!

## Coastal Forest Products

**Contact:** Dan Morgado **Email:** dmorgado@coastalfp.com
**Phone:** 774-232-3184
**Website:** www.coatsalforestproducts.com



**What timber products do you sell?**
A passion for better building. Coastal distributes a broad selection of wood products and EWP to help you build smarter. Whether you need hardwood timbers, I-joists, LSL and rim board, or treated LVL and engineered framing lumber, we have you covered. We also provide in-house design specialists to help with drawings and product training to keep you informed about new products and applications.




**What is one product you'd like to highlight?**
Coastal has just added Tolko T-TEC LSL Wall Framing 1.35E to our EWP portfolio. Tolko T-TEC LSL products are designed with the strength and consistency required by architects and builders for larger spans and greater spacing. The true consistency of the engineered strength of T-TEC promotes intelligent design without compromise. Engineered and dried to specific moisture content, our products are manufactured to be consistently straight and not twist, warp, or bend like traditional lumber. Available in 1 ½" and 1 ¾" thicknesses, 4", 6", 8", or 10" depths, and 8' through 24' lengths and backed by a 50-year warranty.

## 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 and Western New York. 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.

## Goodfellow Inc.

**Contact:** Pascal Roy **Email:** pascalr@goodfellowinc.com
**Phone:** 800-361-0625 **Website:** www.goodfellowinc.com/en/



**What timber products do you sell?**
Founded in 1898, Goodfellow brings more than a century of expertise in delivering reliable, high-quality timber solutions. We are the largest distributor and processor of Douglas fir timbers in Eastern North America and carry one of the East Coast's most extensive inventories of Western red cedar timbers. As a fabricator of glulam and mass timber components, we offer precise milling, cutting, and finishing services to ensure every timber meets exact project specifications.



**What is one product you'd like to highlight?**
Transform your customers' homes into havens of elegance and warmth with Evolve Hardwood Flooring, proudly crafted in Canada. Available in maple or red oak, in both solid and engineered formats, this premium flooring blends timeless beauty with lasting durability. Each plank features micro-V-joint edges for a refined, contemporary look and an antibacterial treatment for a cleaner, healthier home. For a sleek, modern style, choose Evolve Elegant with its smooth, uniform surface. Prefer rustic charm? Evolve Authentic highlights natural knots, rich color variations, and organic textures that bring nature's character indoors.



# Coverage from Locals Who Know the Lumber Business & You

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

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

NRLA
Northeastern Retail Lumber Association

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## 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 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 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.

## Hood Distribution

**Contact:** Emily Carnahan
**Email:** ecarnahan@hooddistribution.com
**Phone:** 903-556-4634
**Website:** www.hooddistribution.com




**What timber products do you sell?**
Hood Distribution supplies a wide range of high-quality wood products, including timbers and posts in Douglas fir, cedar, and redwood. We offer tropical hardwood decking in meranti, balau, and torem, as well as STK cedar decking in Western red cedar and Alaskan yellow cedar. Our inventory includes Western red cedar and fir framing and trim boards, sourced in the USA with no tariffs, plus primed cedar, redwood, and hemlock bevel siding. We also carry a variety of wood options for pergolas and CUTEK wood finishes for long-lasting protection and color enhancement.



**What is one product you'd like to highlight?**
Our band saw and planer can cut and dress timbers up to 16"x16"x40', allowing us to produce custom sizes to meet your project requirements. Timbers can be left fresh-sawn for a natural appearance or planed smooth for a refined finish. For added protection and enhanced color, our CUTEK oil finishes pair exceptionally well with all of our Green Timbers.

## American Lumber Co. Inc.

**Contact:** Richard Paci **Email:** rpaci@americanlumberco.com
**Phone:** 845-778-1111 **Website:** www.americanlumberco.com



**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, torem, and thermally modified clear ayous and knotty Nordic spruce.



**What is one product you'd like to highlight?**
ThermoWood thermally modified knotty Nordic spruce is perfect for rustic siding and paneling, while thermally modified ayous (aka, ambara) offers a clear, caramel-toned appearance with a mahogany-like finish. Both are naturally decay-resistant and incredibly stable, and a fantastic choice for siding, rainscreen, trim boards, and more. Trim boards and slatted/ribbed profiles ready to ship, and common sizes stocked in the rough for prompt milling to spec for unlimited profiles with short lead times.

## Culpeper Treated Lumber

**Contact:** Caroline Pearce **Email:** cpearce@culpeperwood.com
**Phone:** 540-825-5898 **Website:** www.culpeperwood.com




**What timber products do you sell?**
Culpeper Columns, treated heavy timbers, treated timbers.

**What is one product you'd like to highlight?**
Culpeper Columns: There's more to a Culpeper laminated timber column than meets the eye. Beyond a handsome Southern pine finish, the column outperforms composite, PVC, and solid timber for load-carrying capacity. It's less likely to twist or crack than solid timber and is treated for ground contact. Plus, its lightweight hollow-core construction makes handling, installation, and concealed wiring fast and easy.

## Boise Cascade

**Contact:** Westfield, MA: Dan Oteri; Greenland NH: Chip Wood
**Email:** danieloteri@bc.com; chipwood@bc.com
**Phone:** Westfield: 877-462-6473; Greenland: 603-334-5650
**Website:** www.bc.com/distribution



**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 multiple members. Versa-Lam LVL beams are strong throughout, 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.

## PFP Distribution

**Contact:** Kathy Banas **Email:** kbanas@pfpdist.com
**Phone:** 800-504-8044 **Website:** www.pfpdist.com



**What timber products do you sell?**
PFP Distribution is a leader in bringing emerging products to market. PFP's product lines feature a curated selection of branded, value-added, and differentiated wood and man-made products. The wood product portfolio includes a premium line of Alaskan Yellow Cedar (decking, siding, trim, timbers, and accessories), Better Bevel (CVG FJ WRC siding), and Princeton Fine Wood (FJ Primed Eastern White Pine trim, siding, patterns, and mouldings).

**What is one product you'd like to highlight?**
Princeton Fine Wood, the Better Wood. Unlike other brands of wood/synthetic trim, that leave more to be desired for exterior applications. Princeton Fine Wood is changing the conversation by combining the natural durability and rot resistance of Eastern White Pine with the patented PrimeLock technology delivering an exceptional finish, protection, and overall performance. Princeton Fine Wood is restoring trust in wood—for the exterior of the home. With more than 25 years of proven performance, and an industry-leading, material & labor warranty, Princeton Fine Wood is ready to revive the reputation of wood trim. Ideal for interior applications as well.



## NRLA'S DRUG & ALCOHOL TESTING PROGRAM

# KEEP YOUR COMPANY IN DOT COMPLIANCE

**ENROLL TODAY!**

## EASY TO MANAGE WITH QUICK RESPONSE TIMES, AND VERY AFFORDABLE!

### STAY IN DOT COMPLIANCE WITH NRLA'S MEMBER-ONLY PROGRAM.

**Don't take our word for it, see what NRLA members are saying about our Drug Testing Program:**

*"NRLA makes it really easy. We submit our list of drivers each year and they let us know when they need to be tested. It's just one less thing we have to worry about."*
–Valerie Sedelnick
Washington Supply

*"We all need to be testing and having someone manage the process makes so much sense—especially when it's an organization that knows our industry like the NRLA."*
–Tom McManus
Cape Cod Lumber

*"The program is easy to manage, very affordable, and keeps us in compliance with regulations. We always give NRLA programs a first look."*
–Jonas Kelly
JAY-K Lumber

**Email drugtesting@nrla.org to learn more or to enroll.**

Learn more at nrla.org/drugtesting-enroll.

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Scan QR Code for more on this event.

# ENYLDA/NNYLDA Annual Dinner Meeting

## A dynamic, high-energy event that set the bar for future annual meetings!


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**The Eastern New York Lumber Dealers Association's (ENYLDA) and Northern New York Lumber Dealers Association's (NNYLDA) Annual Meeting** took center stage at the stunning High Peaks Resort in Lake Placid, N.Y., delivering an energizing and memorable evening for both associations. For years, each group held its annual meeting alongside other events—but this new combined format gave them the chance to host a focused, standalone celebration that truly showcased the strength of both organizations.

Nearly 90 members attended, with an even split between ENYLDA and NNYLDA, creating a powerful sense of unity. The lively atmosphere carried into the night as members continued the fun at a local restaurant, turning great conversation into even better networking. LC

**AWARD RECIPIENTS:**

**ENYLDA Lumber Person of the Year:**
Peter Krihak (Holbrook Lumber)

**NNYLDA Lumber Person of the Year:**
Robert Ashley (Triple A Building Center)

**NNYLDA Industry Excellence:**
Brad White (White's Lumber)

**NNYLDA Vendor of the Year:**
PrimeSource Building Products

*1. Robert Ashley (middle left) (Triple A Building Center), with sisters Mary (far left) and Sheila (far right), accepts NNYLDA's Lumber Person of the Year award from NNYLDA President Rob Bicknell (middle right) (Bicknell Building Supply). 2. Brad White (center) (White's Lumber) accepts NNYLDA's Industry Excellence Award from his brother Ted White (left) and Rob Bicknell (right) (Bicknell Building Supply). 3. ENYLDA's Lumber Person of the Year Award recipient Peter Krihak (center) (Holbrook Lumber) with NRLA President Rita Ferris and NRLA Chair Doug Ford (Curtis Lumber Company). 4. NNYLDA Vendor of the Year PrimeSource with Matt DeCastro (center) accepting on behalf of PrimeSource with NNYLDA President Rob Bicknell (left) (Bicknell Building Supply) and NNYLDA Sponsorship Chair Ryan Robinson (right) (Wellesley Island Building Supply).*

ENYLDA
EASTERN NEW YORK LUMBER DEALERS ASSOCIATION

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NNYLDA
NORTHERN NY LUMBER DEALERS ASSOCIATION

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Scan QR Code for more on this event.

# VRLDA Golf Outing & Annual Meeting
















**The Vermont Retail Lumber Dealers Association (VRLDA)** hosted its annual Golf Outing and Annual Meeting event at the Ralph Myhre Golf Course, drawing 74 attendees and representatives from 11 retail companies. Although an approaching storm shortened golf to nine holes, the adjusted schedule kept the day running smoothly. VRLDA President Claudia Homan of Bethel Mills emceed the lunch event to recognize distinguished guests and swear in the 2025/2026 VRLDA Board of Directors.

NRLA Chair Doug Ford of Curtis Lumber addressed members with an NRLA update, and despite the weather, spirits were high—nine holes proved to be plenty for a great time. Special thanks to Lance Allen of rk MILES for once again delivering an outstanding event as the VRLDA annual event chair. LC

VERMONT
Retail Lumber Dealers Association

## GOLF TOURNAMENT WINNERS

**Champions:** Sticks & Stuff / Eldredge Lumber / Kasson & Keller

**Long Drive, Men:**
Max Humphrey (Holden Humphrey Co.)

**Long Drive, Women:**
Sherry Pfenning (BlueLinx)

**Closest to Pin, Men:**
Pat St. Lawrence
(Lavalley Building Supply)

## AWARD RECIPIENTS

**Lumber Person of the Year**
Tim Lacey (Curtis Lumber Co.)

**Lifetime Achievement Award**
Steve Guertin (Coastal Forest Products)

**VRLDA Vendor of the Year**
PrimeSource Building Products

*__1.__The 2025/2026 VRLDA Board of Directors: Paul Koenig (Koenig Cedar), Andrew Durfee (Bethel Mills), Lance Allen (rk MILES), Pat St. Lawrence (LaValley's), Jason Larrabee (Larrabee's), Dereck Taylor (Andersen), Jeremy Baker (rk MILES), Claudia Homan (Bethel Mills), Tim Comes (Goodro Lumber), Katie Gallagher (Huber Engineered Woods), Ed Druke (WW Building), Jeff Kaufman (Curtis Lumber Co.), Luke Flanagan (Curtis Lumber Co.), Brian Moses (Britton Lumber), Geneva Coleman (US Lumber, not shown). Kneeling: Steve Ciccone, NRLA regional director. __2.__ Lumber Person of the Year: Tim Lacey (Curtis Lumber Co.) with co-worker and friend Bob Eakin presenting. __3.__ Lifetime Achievement Award Recipient: Steve Guertin (Coastal Forest Products) with co-worker and friend Mike Kelly presenting. __4.__ Vendor of the Year: Greg Jones accepts the award on behalf of PrimeSource with VRLDA President Claudia Homan (Bethel Mills).*

Scan QR Code for more on this event.

# CNYRLDA Annual Meeting



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**On Friday, October 24, the Central New York Retail Lumber Dealers Association's (CNYRLDA) Annual Meeting** at The Craftsman Inn in Fayetteville, N.Y., was a night of celebration, highlighted by honoring Tom Dando as the 2025 CNYRLDA Industry Excellence Award recipient.

CNYRLDA President and emcee Jamie Evans of Cameron Ashley led the evening, which featured an open-bar reception, dinner, entertainment, and awards. NRLA President Rita Ferris and NRLA Chair Doug Ford of Curtis Lumber Company addressed attendees, sharing updates on NRLA initiatives and the upcoming LBM Expo. Guests were entertained by a renowned Upstate New York magician-comedian, Sky Sands, during the cocktail reception and again after dinner.

In addition to celebrating Dando, the evening recognized outstanding vendors, top-performing salespeople, and exceptional retail service across the industry. LC

Central New York Retail Lumber Dealers Association

## AWARD RECIPIENTS

**Industry Excellence:**
Tom Dando (Tully Building Supply)

**Vendors of the Year:**
Bestway of NY and Cameron Ashley

**Vendor Salespeople of the Year:**
Joe Boucher (Quikrete)
and Kevin Peters (Cameron Ashley)

**Retail Customer Service Award:**
Erik Duemmler (George Lumber)
and Frank Smith (Liverpool Lumber)

**Retail Operations Award:**
Kurt Benzel (Liverpool Lumber)
and Mike DiMiero (Blanding Hardware)


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*1. The 2025/2026 CNYRLDA Board: Pictured L to R: Steve Ciccone (NRLA regional director), Dwayne Blanding (Blanding Hardware), Jamie Evans (Cameron Ashely), Gabrielle Lundy (TimberHP), Thomas Getzke (Tully Building Supply), Alicia Maynard (Baker Miller Lumber), Jim Willerton (Belknap Lumber), Joe Boucher (Quikrete), Jason Guilles (Weyerhaeuser), Joe Ehle Jr. (Liverpool Lumber Company), James Murphy, and Mark DeWitt (Baker Miller Lumber). 2. CNYRLDA Lumber Person of the Year Tom Dando (Tully Building Supply) with son-in-law Jay Shaw (owner of Tully Building Supply) and presenter Jamie Evans, CNYRLDA president. 3. Tom and Kim Dando with the team at Tully Building Supply. 4. Retail Customer Service Award Winner Erik Duemmler (right) (George Lumber) pictured with Sydney Olp (left) (North Counties Supply). 5. Sky Sands, entertainer, having fun with members after dinner.*

Central New York Retail Lumber Dealers Association

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Weyerhaeuser

# WNYLDA Annual Meeting: Bringing back the fun!
















*1. Steve Perry (Knapp & Schlappi Lumber) receives the Industry Excellence Award. WNYLDA VP Pam Bliss (Elitsac Lumber) and son Dale Perry (Knapp & Schlappi), presenting. 2. Steve Perry's family at the event to celebrate the occasion! 3. Accepting Vendor of the Year awards for their companies: Paul Genest (Parksite), Tom Sangiacomo (Genesee Reserve Supply), Vin Rodger (Wolf Home Products). Pam Bliss (Elitsac Lumber) and Doug Fields (Matthews & Fields), presenting. 4. Accepting Vendor Salespeople of the Year awards: Todd Palmatier (Culpeper Treated Lumber), Ryan Boardman (PrimeSource), Vin Rodger (Wolf Home Products). Pam Bliss (Elitsac Lumber) and Glenn Stahl (retired), presenting. 5. Everyone had fun at the WNYLDA Annual Dinner!*

**The Western New York Lumber Dealers Association (WNYLDA)** brought laughter and celebration to its Annual Meeting on Friday, November 7, at Rochester's Char Steak & Lounge. Guests enjoyed an open-bar reception, dinner, and side-splitting comedy from a top comedian-magician.

Steve Perry of Knapp & Schlappi Lumber was honored with the 2025 WNYLDA Industry Excellence Award, celebrating his rise from yard worker in 1986 to partner and community supporter. The evening also recognized top vendors and salespeople, while NRLA President Rita Ferris shared updates on the association and LBM Expo.

A big shout-out to Pam Bliss, WNYLDA second VP, Elitsac Lumber, for emceeing the night with fun and flair. It was an evening of laughter, recognition, and great company! LC

Scan QR Code for more on this event.

## AWARD RECIPIENTS

**Industry Excellence:**
Steve Perry
(Knapp & Schlappi Lumber)

**Vendors of the Year:**
Genesee Reserve Supply

Parksite

Wolf Home Products

**Vendor Salespeople of the Year:**
Ryan Boardman
(PrimeSource)

Todd Palmatier
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# NJBMDA's Annual Meeting Celebrates Legacy and Looks Ahead

**The New Jersey Lumber and Building Material Dealers Association (NJBMDA)** held its Annual Meeting on October 29 at the Raritan Valley Country Club in Bridgewater, N.J., bringing together 63 retail and associate members, and industry partners for an evening of connection and reflection. NJBMDA President TJ Shaheen of Builders' General welcomed attendees and emphasized the association's mission to increase engagement—reminding members that, "If the machine breaks down, we break down."



The event honored the legacies of industry leaders Lowell Jaeger and Walter Dreyer, who were posthumously named NJBMDA's "Lumbermen of the Year," and included remarks from NRLA President Rita Ferris and Chair Doug Ford. Attendees also heard updates on NJBMDA's government affairs efforts in Washington, D.C., and Trenton, the annual scholarship campaign, and successful networking events such as the summer social and golf outing. Newly launched social media platforms by the NJBMDA on LinkedIn and Instagram were introduced to attendees as another avenue to help strengthen communication, connection, and participation among members.

The evening highlighted NJBMDA's 141-year history and enduring commitment to supporting the state's lumber and building materials community. Keynote speaker and New Jersey economic real estate expert Jeff Otteau delivered a forecast of real estate transactions awakening in the upcoming year, which should result in a good tailwind for New Jersey's LBM businesses. LC









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# EBMDA Annual Meeting












**November 20 was a full day of activities for the board and members of the Eastern Building Material Dealers Association (EBMDA).** Hosted by Weyerhaeuser in Easton, Pa., the first event of the day was the 2025 Annual Meeting, led by EBMDA Chair Kathleen Knapp of Luzerne Lumber. With a renewed focus on member engagement, a key part of the new EBMDA strategic plan, in 2026 members can look forward to exceptional educational and networking events as well as increased outreach from EBMDA board members and NRLA staff.

Dan Hitman of Federated Insurance, EBMDA Titanium Sponsor, gave a timely and eye-opening presentation on AI and cybersecurity. Hitman noted many companies provide cyber training annually, at best, and stressed the importance of ongoing training and vigilance across every level of staff, from C-suite to yard worker. Following lunch, several additional EBMDA members joined for a tour of the Weyerhaeuser warehouse and yard.

The day wrapped with a unique social event at McCarthy's Red Stag Pub in Bethlehem, a local spot for Celtic food and traditions for more than 25 years. The pub's emcee, Josh, led the group on an international tasting tour, where they sampled a flight of five whiskeys ranging from Ireland to Asia, including one that is distilled right in eastern Pennsylvania.

Closing remarks by Knapp and NJBMDA Chair TJ Shaheen of Builders' General celebrated the strong partnership between the two associations and their mission to strengthen engagement and connection with, and between, members. LC

EBMDA
Eastern Building Material Dealers Association

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Scan QR Code for more on this event.

# 2025 NYLILA Annual Meeting










**The New York Long Island Association (NYLILA)** held its annual meeting on Thursday, October 9, at Topgolf in Holtsville, N.Y. Folks enjoyed a barbeque dinner awards ceremony and simulated golf.

The evening started with the election of officers, followed by the 2025 Lumber Person of the Year award for Mike Bindler of East Islip Lumber (TSG). Bindler was joined by his family and colleagues. Joe Ditillo from East Islip Lumber introduced Bindler and spoke of Bindler's great customer service and commitment to the industry.

The new board of officers include President Anthony Capuano of REEB Millwork Corp., First Vice President Sean Murphy of Huber Engineered Woods, Secretary Alex Kelley of Parksite, Treasurer Marc Gattuso of BlueLinx, and Ex-Officio Chip Penny of Coastal Forest Products. For the board of directors: Eric Raynor of Riverhead Building Supply, Matt Paskoff of East Islip Lumber Company, and Lance Wagner of Glendale Lumber Company.

NYLILA wishes to thank Chip Penny for his service to the board as president, and continued support of the association. NYLILA wishes to thank its 2025 Sponsors for their contributions. LC



*1. NYLILA President Anthony Capuano (right) (REEB Millwork) presenting Mike Bindler (left) (East Islip Lumber, TSG) with NYLILA's 2025 Lumber Person of the Year Award. 2. Bindler family. 3. East Islip folks. 4. Anthony Capuano with Ex-Officio Chip Penny (Coastal Forest Products). 5. NYLILA Board members: Sean Murphy (Huber Engineered Woods), Matt Paskoff (East Islip Lumber), Alex Kelley (Parksite), Marc Gattuso (BlueLinx), Anthony Capuano (REEB Millwork), Chip Penny (Coastal Forest Products), and Eric Raynor (Riverhead Building Supply).*

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# 2025 LDAC Annual Meeting


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**The Lumber Dealers Association of Connecticut (LDAC)** held its annual meeting banquet on October 15 at the Whittemore at the Vyne, in Middlebury, Conn. During the event, LDAC celebrated their Lumber Person of the Year, Jim Bushka, of H.J. Bushka & Sons Lumber & Millwork, who was joined by his vast family and friends. Bushka's children, Eric, Randy, and Jamie, gave a moving introduction and spoke of their family history and challenges.

The evening also included awarding three scholarships to Jocelyn Allen, William Hinkle (Ring's End), and Chase D'Agostino (H.J. Bushka). Lobbyist Matthew Hallisey spoke on engaging folks and connecting them to their legislative representatives. NRLA President Rita Ferris gave an update on the association happenings and member services.

LDAC wishes to congratulate Bushka and would like to thank its 2025 sponsors for their support and contributions.

Please join us at our Product Knowledge event to be held March 18-19, 2026, in Southington, Conn. LC

LUMBER DEALERS ASSOCIATION OF CONNECTICUT • EST. 1891 •

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***1.*** *NRLA President Rita Ferris, Lumber Person of the Year Jim Bushka (H.J. Bushka), and LDAC President Sean Ryan.* ***2.*** *Jim Bushka's children. Pictured L to R: Eric, Jamie, and Randy.* ***3.*** *Bob Sanford (Sanford & Hawley) with scholarship recipient Chase D'Agostino.* ***4.*** *Bushka family.*

The Lumber Dealers Association of Connecticut would like to thank its

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Scan QR Code for more on this event.

# 2025 MHLDA Annual Meeting


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**The Mid-Hudson Lumber Dealers Association (MHLDA)** proudly celebrated its 2025 Lumber Person of the Year, Michael Beckerle of Beckerle Lumber, during a festive gathering on Thursday, October 30. The event took place at the Patriot Lounge in Stony Point, N.Y., where members, industry colleagues, and supporters joined in the evening's festivities.

Guests enjoyed a relaxed atmosphere filled with camaraderie, featuring unique activities like axe throwing and golf simulators, both crowd favorites that kept the energy high throughout the night. A standout moment of the evening was Beckerle's heartfelt acceptance speech, during which he paid tribute to the many friendships and partnerships that have supported his journey in the lumber and building materials industry. From his high school friends to trusted business partners, dedicated family, and loyal Beckerle Lumber staff, it was clear that Beckerle's impact reaches well beyond the yard.

In addition to the award presentation, the evening featured the election of officers, a past president recognition ceremony, and thoughtful remarks from NRLA President Rita Ferris and NRLA Chair Doug Ford of Curtis Lumber.

MHLDA extends a warm congratulations to Beckerle for this well-deserved honor and expresses sincere gratitude to its 2025 sponsors for their ongoing support and contributions to the association and its mission. LC


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Mid-Hudson
LUMBER DEALERS ASSOCIATION

*1. Doug Ford (Curtis Lumber), Lumber Person of the Year Michael Beckerle (Beckerle Lumber), MHLDA President Mike Kelly (Garden State Lumber), and NRLA President Rita Ferris. 2. Past MHLDA President Matt Medoff (Russin) with new President Mike Kelly (Garden State Lumber). 3. Mike Beckerle with daughter Julia and his brother Larry. 4. Beckerle staff. 5. MHLDA Annual Meeting attendees.*

Mid-Hudson
LUMBER DEALERS ASSOCIATION

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# 2025 MRLDA Annual Meeting


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**The Massachusetts Retail Lumber Dealers Association (MRLDA)** celebrated its 126th annual meeting on Thursday, November 13, at the Embassy Suites by Hilton in Waltham, Mass. At this event, Kevin Brockmyre of Hood Distribution was honored as the Lumber Person of the Year, and Frank Gring, retired of BROSCO, received a Lifetime Achievement Award. Both gentlemen were celebrated for their distinguished careers, tireless dedication to promoting the industry and the MRLDA, and impactful community involvement.

Jay Mahoney of Fairview Millwork was elected board president of the MRLDA, and promptly thanked T.J. McNulty of Hingham Lumber for his outstanding service as president over the last two years. Tom McManus of Cape Cod Lumber also received a service award as he is stepping down off the MRLDA board after a decade of service.

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. LC

MRLDA
MASSACHUSETTS RETAIL LUMBER DEALERS ASSOCIATION

**Scan QR Code for more on this event.**

***1.*** *The 2025-2026 MRLDA Board of Directors.* ***2.*** *Lifetime Achievement Award recipient Frank Gring is congratulated by Chris French (both retired, BROSCO).* ***3.*** *MRLDA President Jay Mahoney (right) (Fairview Millwork), presents outgoing President T.J. McNulty (Hingham Lumber), with a token of appreciation for his service as MRLDA president.* ***4.*** *MRLDA President Jay Mahoney (right) (Fairview Millwork), presents Tom McManus (Cape Cod Lumber), with a Service Award as he stepping off the MRLDA Board after a decade of service.* ***5.*** *D. Paul Murphy (left) (retired) honors Lumber Person of the Year Kevin Brockmyre (Hood Distribution) for his longstanding dedication to the industry and his community.*

MRLDA
MASSACHUSETTS RETAIL LUMBER DEALERS ASSOCIATION

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# RILBMDA Honors Steve Carreira at Holiday Party


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*1. Scott Humphrey (left), Humphrey's Building Supply, and RILBMDA President Evan Finnegan (right) congratulate Lumber Person of the Year Steve Carreira (center), also of Humphrey's Building Supply. 2. Tom Cafaro, Stephanie Senerchia, and Hulya and Matt Semonik (all of Arnold Lumber). 3. Team Finetco-Coventry Lumber out in full force. 4. The incoming RILBMDA Board of Directors with a $2,610 donation for the Rhode Island Food Bank. 5. Judy Murray (left), super volunteer, and Kimberlee Freer (NRLA event coordinator) help greet attendees at the RILBMDA Holiday Party.*

Scan QR Code for more on this event.

**The Rhode Island Lumber and Building Materials Dealers Association (RILBMDA)** honored Steve Carreira of Humphrey's Building Supply as its Lumber Person of the Year at its Holiday Party and Annual Meeting on November 21, at the Newport Marriott in Newport, R.I.

After an energetic cocktail reception, Carreira, as outgoing RILBMDA president, convened a brief business meeting during which the 2025-2026 Board of Directors was elected. Guests then heard remarks from incoming President Evan Finnegan of Finetco-Coventry Lumber and NRLA President Rita Ferris. After dinner, Scott Humphrey took to the podium to honor Carreira, who gave passionate remarks in acceptance of the award, including a humorous reminiscence about getting himself psyched up for his first ABMA Advocacy Day in Washington, D.C., by cranking up "The Man" by Aloe Blacc! Fittingly, Carreira was indeed "the man" of the hour as he received a thunderous standing ovation at the end of his remarks.

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 $2,610 for the food bank this year, besting last year's mark of $2,070.

Following the ceremony, the celebration continued in various locations across the fabulously decorated city of Newport. LC

ABMA ..... 48-49

Acadia ..... 53

BlueLinx ..... IBC

Boise Cascade ..... 1

BROSCO ..... IFC

Cleary Wholesale ..... 3

CNYRLDA ..... 63

Coastal Forest Products ..... 33

CT Darnell - Sunbelt Rack ..... 9

Culpeper Treated Lumber ..... 5

EBMDA ..... 69

ENYLDA ..... 59

Holbrook Lumber ..... 7

IDEAS Show ..... 13

Krauter Auto-Stak ..... 33

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Quikrete ..... 29

SoftPlan Systems ..... 79

US Lumber Group ..... OBC

Weyerhaeuser ..... 19

WNYLDA ..... 65





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# Danielle Johnson

**Location:** Chicopee, MA
**Position:** Market Development Manager • Benjamin Obdyke



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

I've been a part of the building products industry for a number of years, but began working more closely with the LBM industry when I joined Benjamin Obdyke in 2021. I hadn't been actively looking for a new role, but when I was approached by Benjamin Obdyke I was quickly drawn to the strong company culture, the clear passion everyone on the team has, and the importance of our products to the longevity of homes and buildings. I love having a job I'm excited to show up for and with a company that cares about me.

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

In my current role as market development manager, I cover Connecticut, Rhode Island, upstate New York, and Western Massachusetts. I work directly with builders, architects, lumberyards, and distributors to ensure everyone across the channel has the knowledge and comfort level to sell, specify, and install our products. Through our conversations about building science and high-performance assemblies, which are especially critical in this region amid extreme weather conditions and shifting code requirements, we're able to help solve complex challenges to create homes and buildings that last.

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

As any salesperson in the LBM industry knows, it sometimes takes time to break through with a new customer; it's not always the right moment for them to hear your message. I've learned that it's important to be persistent and to trust in the value of our products. We sell innovative solutions to real problems, and that message almost always gets through and new, long-lasting relationships begin.

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

Building real connections is key. Once in this industry, most people tend to stay. Cultivating relationships is important not only to build and ensure long-term success, but it's also what makes the job fun and rewarding—and it's one of the things I love most about our industry.

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

The people you meet are going to be part of your career for a long time—always carry yourself with honesty and integrity, and sell something you believe in. At the same time, have fun and don't take yourself too seriously. Understand that you'll fail at some things when you start, but continue to work hard and don't give up. Enjoy making connections, building friendships, and building partnerships. It's one of the most rewarding parts of this job.

## WHAT ARE YOUR PASSIONS OUTSIDE OF THE OFFICE?

I love to spend quality time with family and friends. I particularly enjoy staying in and trying new recipes for my son and my friends. Most recently I made my own red sauce. Next up: Perfecting sourdough bread. LC



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