

# LC

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# Warehouse to Worksite

Insights and Strategies to Strengthen  
Every Lumberyard

MARCH/APRIL 2026

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**Lumber Co-operator Mission Statement:**

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

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



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Rita Ferris  
NRLA President

The NRLA and Arthur J. Gallagher Insurance are thrilled to announce an exciting upgrade to your member benefits effective April 1. Our complimentary NRLA Connect platform, which provided safety training and HR support, has evolved into the NRLA Workforce Solutions Program—in partnership with Arthur J. Gallagher. This enhanced program offers a more robust, flexible, and valuable suite of tools and resources—included as part of your NRLA membership. This enhanced platform reflects our shared commitment to continuously increasing value for NRLA members.

So, what makes the Workforce Solutions Program such a meaningful upgrade?

Members will have access to more than 100 training modules and safety shorts—significantly more content than before. Whether you need foundational workplace safety training or more specialized courses covering forklift training, lockout/tagout procedures, sexual harassment prevention, or drug-free workplace policies, the content is ready and accessible. The program is designed to support retail and associate member organizations of all sizes.

Flexibility is another key advantage. Each year, NRLA members can select up to 10 training modules that align with their specific operational needs. Options range from concise five-minute safety shorts—ideal for quick team refreshers—to more in-depth 10- to 25-minute courses for deeper learning. Built-in quizzes and assessments allow you to track completion and

document compliance, helping protect your organization and reduce liability exposure.

The platform is entirely web-based and user-friendly, making it easy for employees to access training from any location. Whether your team works on-site, remotely, or across multiple branches, NRLA's Workforce Solutions Program, in partnership with Arthur J. Gallagher, adapts to your workflow. You can assign individual coursework or conduct group sessions, and unlimited user accounts ensure the program scales with your business as it grows.

In addition, members benefit from monthly safety bulletins featuring timely industry articles and updates on emerging safety concerns. These regular insights help keep safety top of mind and keep you informed of regulatory changes and best practices.

Beyond safety training, you will also receive access to Gallagher HR Now—a valuable resource offering practical, on-demand HR guidance. From direct access to experienced HR professionals through a dedicated hotline to compliance support and policy guidance, this web-based service helps employers confidently navigate employee relations, disciplinary actions, leaves of absence, and other HR matters.

This is one example of the value of a strong NRLA and Arthur J. Gallagher partnership in action.

Thank you for the opportunity to serve you,



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Genn Howley  
NRLA Chair, GNH Lumber

As I write this column, I'm sitting watching snow fall for the third day in a row. We are just under 60 days until spring, and the NRLA is underway planning its ABMA Advocacy Day event, which will be held in Washington, D.C., on April 14 and 15. I'm reaching out to the entire NRLA community and looking for support; I'd like to see more dealer participation this year. Last year was a banner year, and I'd love to see ABMA double their attendance in April!

My interest in legislation started early in high school, I volunteered at the Greene County youth bureau, which had ties to 4-H. It was there that I learned in detail about our county's legislature as well as New York state government. I learned how the lobby process works, the layout of the government, and how to participate/engage your leaders. When I joined the business in 1998, my father and I spoke often about participating in campaigns with the NFIB, NRLA, and others. I started by drafting letters, sending personal e-mails, making phone calls, and continuing my journey behind the scenes. I joined the Eastern New York Lumber Dealers Association (ENYLDA) and vividly remember when I attended my first Lobby Day; a group of seasoned dealers led the way, and I happily followed. I learned early on that our representatives wanted to see and hear our story firsthand because it made our businesses relevant to them.

In my career I've completed countless trips to the nation's capital, watching owners tie their small business to the issues at hand. I distinctly

remember my first trip to Washington, D.C.; I was a young mom traveling on my own, and I decided to take a walking tour of the Capitol. The guide, a young professional working in the Capitol, showed me the inner sanctum of the Capitol, and I was hooked. I was fortunate to take my youngest daughter to D.C. when she was 17. As a mom and a business owner, I wanted my children to understand the importance of their votes, how lobbying worked, and ultimately to understand how the government works. My family has always believed in the power of collective voices; that started when my grandfather was one of a dedicated group of men who formed ENAP. I look at this history in our company proudly because it made me realize what a group of like-minded business owners could do if they worked together to grow. ENAP excelled and along the way merged with other independent co-ops to form LBM Advantage. The same theory holds true of ABMA, built by the power of the NRLA joined by our membership of like-minded business owners who recognized a need in our industry to support the membership's legislative needs. Joining our voices together has an impact!

State and local lobby days are approaching fast; I encourage you to support your individual states, and I invite you to join me in Washington, D.C., in April. Our strength is in numbers!

Genn Howley



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Kylie Holland  
NYLE President, Curtis Lumber Company

As I sit down to write this article, we are digging out from a pretty significant snowstorm—yes, you know the one I’m talking about. Here at Curtis Lumber, it led to an unprecedented closure, and I find it an oddly fitting way to begin what is shaping up to be an equally unprecedented year.

2026 is off to a slower start than most of us would have preferred, and there is no denying the uncertainty lingering around what lies ahead. But uncertainty doesn’t have to be something we fear. In fact, it can be the very thing that sparks opportunity.

I encourage all of us in the LBM industry to view uncertainty not as a setback, but as an invitation. This year will bring change, and success will belong to those who choose to embrace it rather than resist it. Moments like this give us the chance to pause, reflect on our businesses, and thoughtfully consider the path forward.

Connecting with others in our industry, learning about new processes, and exploring enhancements are critical ways to foster an environment that welcomes change. Attending NYLE’s Winter Outing at Sunday River in Maine this past week reinforced that belief. The conversations were energizing and meaningful; reminders of how much we gain when we get in a room together, challenge our thinking, and openly explore new ideas. More than that, how much we need to.

I am genuinely encouraged about the future of our industry when we approach it with this mindset. We are surrounded by brilliant, innovative, and passionate people. Imagine what we could accomplish if we continue to give them opportunities to collaborate, learn from one another, and lead us confidently into the exciting unknown.

I look forward to this opportunity at this year’s NYLE and NRLA events!

A handwritten signature in black ink that reads "Kylie L. Holland". The signature is written in a cursive, flowing style.

Kylie L. Holland

### **MARK YOUR CALENDARS FOR THESE UPCOMING 2026 NYLE EVENTS**

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

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Complete both puzzles below and submit your answers to [publications@nrla.org](mailto:publications@nrla.org) by **April 15** 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 \_\_\_\_\_

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FLASHING	ROOFING	SIDING
FOAMS	SEALANT	UNDERLAYMENT

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



<https://nrla.org/building-envelope>

(All answers can be found within this issue.)

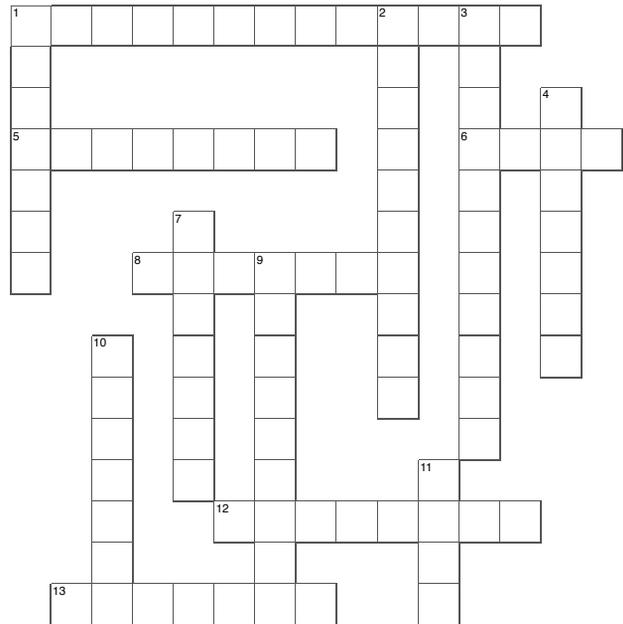
### WAREHOUSE TO WORKSITE

**ACROSS:**

- Keeps your team healthy
- Focus of ENYLDA's career workshop
- Home's first defense in harsh weather
- Says volatile lumber pricing is a challenge
- How delivery performance is measured
- The building envelope's critical approach

**DOWN:**

- One of ABMA's priorities in D.C.
- The third certainty
- Dealers weather storms with this efficiency
- Hill helping navigate your business
- Member-funded support
- Where the greatest risk might be lurking
- Type of takeoffs that build relationships
- Measurable task, for short



<https://nrla.org/warehouseworksitelcg>

## January/February's Winner!



*Congratulations to Adam Williams of Ed Herrington's, Inc., for being the winner of the LC Games Prize Pack, which was featured in the January/February issue.*

**Each LC publication has games you can play:**



**LC Wired:**

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



**LC SupplySide:**

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



PRESENTS



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## NRLA Welcomes New Associate Member!



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### Britton Lumber Company Announces Acquisition of Denison-Cannon Company

Britton Lumber Company announced its planned acquisition of Denison-Cannon Company, a Billerica, Mass.-based distributor of building materials.

Denison-Cannon serves packaging and pallet manufacturers and lumber dealers throughout the New England region. Denison-Cannon offers a wide range of forest products and building materials from its strategically located facility with an experienced team of both sales and transportation professionals. The company has been led by Peter Hyatt and Carmen Mattuchio for 40+ years, and both will join the Britton Lumber team together with their colleagues.

The acquisition further diversifies Britton Lumber's customer base and product mix while at the same time expands Britton's presence in Massachusetts and opens new markets in Rhode Island and Connecticut currently served by Denison-Cannon.

## NRLA Welcomes New Government Affairs Coordinator



Please join the NRLA in welcoming **Sean Behl** as its new government affairs coordinator.

Behl earned his Associate of Science degree in Biological Sciences from Bellevue College in Bellevue, Wash., and continued his studies at the University of Washington, where he became deeply involved in public policy and advocacy.

Most recently, Behl served as director of legislative affairs for the Associated Students of the University of Washington. In this role, he represented students at the state level and worked closely with the Washington Student Association, where he also served on the organization's Executive Committee, helping guide legislative strategy, engage directly with lawmakers, and advance student-focused legislation during the legislative session.

In addition to his state advocacy work, Behl was part of the founding team of the revitalized United States Student Association, where he built the organization's operational structure, connecting more than 15 states and over 100 campuses to coordinate national advocacy efforts representing millions of students.

Behl brings experience in coalition building, policy development, and legislative engagement at the campus, state, and national levels. He will work alongside NRLA's Director of Government Affairs Francis Palasieski.



### Cameron Ashley Building Products Expands With New Distribution Center in Greensboro, North Carolina

Cameron Ashley Building Products is pleased to announce the opening of a new distribution center in Greensboro, N.C., strengthening its service capabilities across central North Carolina and surrounding markets.

The Greensboro location will stock fiberglass insulation, spray foam, mineral wool, sheathing, Canopy housewrap, and all supporting accessories to better serve residential and light commercial customers throughout the region.

"With established locations in Charlotte and Rocky Mount, the addition of Greensboro further strengthens our North Carolina network and allows us to keep inventory close to our customers," said John Gambone, regional vice president.



## Parksite Expands Partnership with Silvermine Stone

Parksite, Inc. announced that, effective immediately, it will offer Silvermine Stone, the first brand of mortarless stone veneer, throughout its Illinois territories.

Silvermine Stone features a patented flashing and fastening system that creates a shingled installation on the wall, directing water away from the home's substrate while requiring only a single layer of weather-resistant barrier. According to Silvermine Stone, this shingling effect sheds water to the exterior, significantly reducing the potential for water penetration and minimizing the risk of insects entering the space between the stone veneer and the wall. The 24" x 6" stone panels are installed using pan-headed screws and do not require lath, a scratch coat, or mortar—resulting in faster installation and a more efficient, reliable building solution. Silvermine Stone offers two product collections: the Belterra Collection, featuring a ledgerstone aesthetic available in six popular colors, and the Modern Collection, with a contemporary look in two monochromatic colors.



**JOHNSON PAINT**  
A RING'S END BRAND

## Johnson Paint, A Ring's End Brand has acquired Somerset

Paint with locations in Swansea and North Dartmouth, Mass. As part of this transition, Johnson Paint will move its New Bedford, Mass., operations from 1193 Ashley Blvd. to 668 State Rd., Dartmouth, Mass. The locations in Swansea and North Dartmouth provide Johnson Paint with better access to premium coastal markets, reinforcing its role as the South Coast's trusted leader in paint and coatings.

All Johnson Paint and Ring's End locations carry the full suite of premium Benjamin Moore products, luxury finishes, and an expansive selection of sundries, tools, and equipment for both commercial and residential customers. Johnson Paint, A Ring's End Brand is a multi-generational, family-owned and -operated business at the forefront of industry trends and local business growth. They bring the latest and most innovative products to the market and educate customers on everything from proper preparation and application to the latest color trends. With locations throughout the Northeast, the company is excited to expand its presence in the South Coast, Mass., market as well as the Providence, R.I., metro area.



## RILBMDA Facility Tour

Members of the Rhode Island Lumber & Building Materials Dealers Association (RILBMDA) toured the Smithfield, R.I., location of Reeb Millwork on January 22. Dan Struebing of Reeb served as host and tour guide for the group. The next stop in RILBMDA's ongoing facility tour series will be in the fall.



## US LBM Acquired Arizona and Nevada's XO Windows, LLC

US LBM acquired XO Windows, a regional supplier and installer of windows and doors serving residential and commercial builders across the Phoenix and Las Vegas-Henderson metro areas.

XO Windows provides a wide range of product offerings, including vinyl, aluminum, and specialty-shape windows, as well as exterior, interior, and sliding glass doors, many of which exceed Energy Star requirements.

## IN MEMORIAM

**Verna Hammond**, 99, of Belgrade, Maine, passed away on January 5. Along with her husband, Skip, Verna founded Clifton K. Hammond Lumber Company in 1953, currently Hammond Lumber Company.

**Arthur Bernstein**, 100, of Peabody, Mass., passed away on January 11. Arthur had a long and successful career in the LBM Industry with several different companies, including Gerrity Lumber & Millwork, Evans & Rossi Lumber, Friend Lumber, and Moynihan Lumber.

**Tony D. Trubiano**, 75, of Bedford, N.H., passed away on December 27. Tony had a long, successful career in the LBM industry, serving in sales roles for Georgia-Pacific, BlueLinx, and BB&S Treated Lumber of New England.



## ◀ Envision Outdoor Living Products Expands Cool Tread Technology to the Ridge Premium Decking Collection

Decking with Cool Tread Technology boasts a surface that's up to 25% cooler, with up to 33% better traction and up to 61% less moisture absorption than average leading competitors.

Learn more: <https://nrla.org/envision-expands-ctt-to-rpd>

## Simpson Strong-Tie ▶ Expands Line of Retrofit Bolts for Concrete and Masonry

The precut and pre-cleaned threaded rods come fully assembled with nut and washer to save time on the jobsite while providing seamless anchoring, when paired with anchoring adhesives, into existing concrete and masonry.

Learn more: <https://nrla.org/sst-retrofit-bolts>



## ◀ Millwork Design by Oxford Launches Transitional Essentials Collection

Millwork Design by Oxford (MDO) introduces the Transitional Essentials Collection, a new lineup of architectural mouldings designed to meet the needs of today's builders and large-scale residential projects. The collection combines clean, transitional design with practical pricing and broad style compatibility.

Learn more: <https://mdoxford.com>

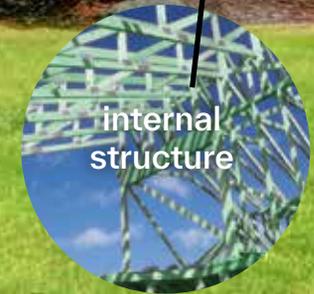
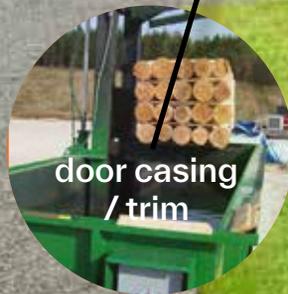


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# UPGRADING YOUR FACILITY & ROI

By the CT Darnell team

**T**he LBM industry is no stranger to the challenges that come with persistent labor shortages, increased product costs, and trying to do more for less. The question is: How can dealers weather the storm and move forward? In a nutshell, by improving operational efficiency. There are LBM facilities—lumberyards and distribution centers—across the country that could reap significant efficiency gains from a warehouse upgrade.



## How a well-designed warehouse increases operational efficiency and lowers costs.

Poor flow, labor-intensive handling, and damaged material are the main factors that drive up controllable costs. An efficient warehouse design with the right racking and storage systems helps address these issues.



### CASE STUDY 1:

#### Distribution Center for Windows, Doors, and Millwork

Before the upgrade, product was scattered throughout multiple storage facilities, and some was stored on the floor, propped up against walls. Locating and picking product was extremely time-consuming and inefficient.

After the upgrade, everything was under one roof, and all 600 SKUs were properly stored, reducing damage. A mix of standard and custom steel racks efficiently utilized horizontal and vertical space, and a battery-operated loader enabled staff to quickly and safely load lumber, plywood, and molding.

Furthermore, the client reported that:

- Trim orders were picked 50% faster.
- Product identification improved.
- The facility attracted new customers.
- All customers purchased more product categories.



### CASE STUDY 2:

#### Warehouse Serving Residential and Commercial Customers

Here, the goal was to give cars and trucks smooth and speedy direct access to product. The right buildings and racking systems achieved this while increasing inventory and delivery capabilities. Among the systems utilized were:

- L-sheds for engineered wood products storage and I-beam cantilever racks for PVC and composite decking.
- Mezzanine for millwork storage: Primary storage is on the floor level, with the products standing in bays of racking and conveniently separated by dividers. Lighter-weight items are stored above on the mezzanine.
- Millwork stack racks: Movable, stackable storage systems for windows, doors, and other products. They can stack up to three high and be easily loaded onto trucks or assembly areas.

All of these systems resulted in:

- Increased efficiency overall in picking orders and stocking inventory.
- Reduced damage.
- A safer environment for employees and clients.
- An overall improved customer experience.



#### What would your warehouse upgrade look like?

No two yards or distribution centers are the same. It takes a lot of careful attention to detail to design the warehouse that's right for your operation. Ultimately, the design and storage systems need to work for where you are today and also allow for your future growth.

Upgrading your warehouse starts with understanding your current and future operational requirements and goals, doing a thorough analysis of your SKUs and inventory turnover, and documenting your existing building and rack layouts. Based on this information, a designer can then develop a plan that includes:

- Any additional buildings that are needed.
- Warehouse flow.
- Storage for bulk and ground-stacked products.
- Racking systems and their layout.
- Product slotting with planograms.

When the project is completed, you will have a safe, efficient facility that meets your present and future needs and, most importantly, drives increased sales. 

*This article and photos were provided by the CT Darnell team. CT Darnell is a lumber and building material facility expert providing racking systems and building construction for lumberyards nationwide. They can be reached at [info@ct-darnell.com](mailto:info@ct-darnell.com) or 800-353-0892.*

# Stepping On Dollars To Pick Up Pennies

By Dave Smith

“

Quality material takeoffs can be the difference between bidding a list supplied by a competitor, requiring you to have the lowest price, or building a strong relationship with your customer.

”



When your numbers came in last year, there was one spending category that raised eyebrows: material takeoff costs.

While everyone can understand the importance of providing accurate and timely material takeoffs to your customers, the cost of outsourcing can seem high and difficult to justify to the bean counters at the top.

You made the choice to lower the budget in that spending category. Money could be saved by providing that service in-house or a cheaper company to outsource to. Easy fix.

It's now a year later, and it appears like the decision was a good one based on this year's expenses. That spending category has been substantially reduced and is no longer an excess expense based on this year's reports!

Before you pop the cork on that bottle, you may want to make sure you are tracking the correct metrics. Expenses may be down, but so are your sales. To make matters worse, your delivery expenses are higher per sales dollar, and you have a higher rate of returns and credits for your customers. Maybe that decision didn't pay off quite the way you expected it to.

Typically, news like this is something that does not get communicated through the chain of command comfortably. Nobody wants to tell their manager when problems arise. Apparently, the salespeople have lost several larger projects for various reasons. Not being able to turn bids around quickly enough, blowing the budget on jobs causing customer dissatisfaction, items missed or over ordered and not delivered to the jobsite when needed causing delays that created rifts with the customers, etc.

Takeoffs have long been viewed as a "necessary evil" in the building material supply industry. In recent years, the construction industry has evolved at a rapid pace. Projects have become much more complicated and technical. Thirty years ago, entire developments were shipped and built with very little thought process into what materials would be required. Units of dimension lumber and plywood were delivered and used as needed. There were very few choices as far as sheathings, and engineered lumber products were rarely used. Joist hangers and hurricane ties were the only hardware needed.

Today things are quite different. Most floor, wall, and roof systems are engineered, and materials provided must be precise. There are now many product choices. For example, several types, thicknesses, and sizes of sheathing may be used on the same

project to meet complicated energy, shear, and fire ratings. Many types of hardware are required for today's wind- and seismic-conscious codes and can be quite expensive. Energy-efficient systems are complex and require specific materials that are compatible with each other to avoid moisture and mold issues.

In addition, plans for projects typically fail to provide enough information to produce accurate material lists even for bids, much less orders. Obscure legends, descriptions, conflicting and inaccurate details, and information must be interpreted. Products specified are often inconsistent and incompatible with each other.

All these issues create a situation where bids and budgets are easily underestimated, costing builders and suppliers. The cost of expediting "fill-in" orders and replacing products ordered in error is expensive.

Quality material takeoffs can be the difference between bidding a list supplied by a competitor, requiring you to have the lowest price, or building a strong relationship with your customer. When a supplier's takeoffs are accurate, timely, and point out all the issues that may need to be addressed on a project, it creates relationship-building opportunities for your sales team to meet with customers to resolve these issues before they become costly problems.

Accurate and timely takeoffs are not only a strong sales tool but can also reduce costs by reducing "fill in" orders, credits, and back charges, more than paying for themselves when professionally executed.

The reality is that most builders recognize the value of accurate takeoffs in today's market, and many are willing to pay for that service, potentially converting takeoffs from an expense to a profit center.

The cost of hiring, training, and retaining full-time estimators is typically higher than the cost of outsourcing, and the consequences of not doing this properly or outsourcing to a less expensive service that does subpar work can be very costly.

When looking at the bottom line, it is important to understand the big picture. Cutting value-added services, like takeoffs, that save money in the end could be the difference between a healthy bottom line and "stepping on dollars to pick up pennies." 

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*Dave Smith is the founder and president of Delavue Management and Consulting Services. The firm has been in business since 2007 and provides material takeoffs and consulting services for lumberyards and building material suppliers nationwide. He can be reached at 856-362-7992 or dave@delavuellc.com.*



Frayed Wires  
& Breakroom  
Appliances:

**LARGE  
LUMBER  
LOSSES IN  
UNASSUMING  
PLACES**

By Sean T. Briscoe

**F**ire risks in lumberyards aren't always obvious. Sometimes it's something as mundane as a daisy chain of extension cords, or a lunchroom fridge that's been humming for weeks. In fact, the greatest threat to your lumber business might be what's lurking in the office space or employee breakroom.



We've traced million-dollar fires back to overloaded power strips and lunchroom microwaves that should have been relegated to the trash years ago. These small, easily overlooked items might not seem particularly threatening, until a fire sparks over the weekend and by Monday, your business is in ashes.

Luckily, prevention is simple, effective, and inexpensive.

- **Small Appliances, Big Losses:** Usually the least industrial part of the operation, the breakroom might not seem fraught with danger, but it's often packed with outdated and secondhand appliances. That microwave with a frayed cord, the coffee maker that someone brought from home, or the fridge with the buzzing compressor—any of these could short out after hours and light up the building.

Old electrical items feel harmless because they still work, and replacing them seems like an unnecessary expense, but a six-figure rebuild is a steep price to pay for skipping the few hundred dollars on a new lunchroom fridge. A good rule of thumb: If it's too old for your kitchen, it's too old for the yard. Anything that hums, smells hot, or trips a breaker needs to be replaced.

- **Extension cords ≠ wiring:** Extension cords and power strips can seem essential to keep production running but are only meant to be temporary fixes. Too often they become de facto infrastructure and might even be connected to each other in a daisy chain to power machinery that should have its own outlets.

An overloaded power strip can overheat in minutes. Buried under sawdust or debris, it can smolder unnoticed, and if the building is empty, a preventable electrical fire can become a catastrophe.

The fix is simple: If you need more power, hire a licensed electrician and install additional outlets. Never plug one power strip into another or into an extension cord, and cords should never be run under rugs or mats. Don't let an extension cord become a shortcut to losing your business.

## THE FIVE-MINUTE HABIT THAT SAVES YOUR YARD

Fires linked to these seemingly minor hazards are more likely to start after hours than when the building is busy, so by the time anyone notices the smoke, the whole property might be a write-off.

Of course, loss extends beyond the physical business. Often, the costliest aspect of a yard-closing accident is the business interruption and the subsequent lost orders as clients who can't wait for your operation to get back to normal turn to your competitors to fill their orders.

The good news: Prevention can be as simple as conducting a five-minute walk-through at the end of each day as part of a business's routine. Make it a rule that employees must scan their own work areas before leaving, and have a designated person responsible for the breakroom to ensure that small appliances are unplugged and cords are not buried under debris. This process should be part of every employee's shutdown habit. Some businesses even run all lunchroom outlets through a single wall switch so the last person out can turn off the power to everything with one flick.

Lumber business owners should document these steps in their safety plans, talk about them in building-wide meetings, and make sure every employee knows their responsibility to "see something, say something." Fire prevention is a matter of consistent, day-in, day-out habits and an important part of cultivating a culture of safety. Once these checks are second nature, not only is the risk of fire reduced, but employees will know that safety is integral to their role in the company.

In an industry where the risk of large machinery accidents and catastrophic losses looms over business owners' heads, it can be easy to forget about the small factors like a humming refrigerator or frayed electrical wires. Taking the simple steps to prevent these commonly overlooked risks will create safer lumber operations while potentially saving business owners millions down the line. **LC**

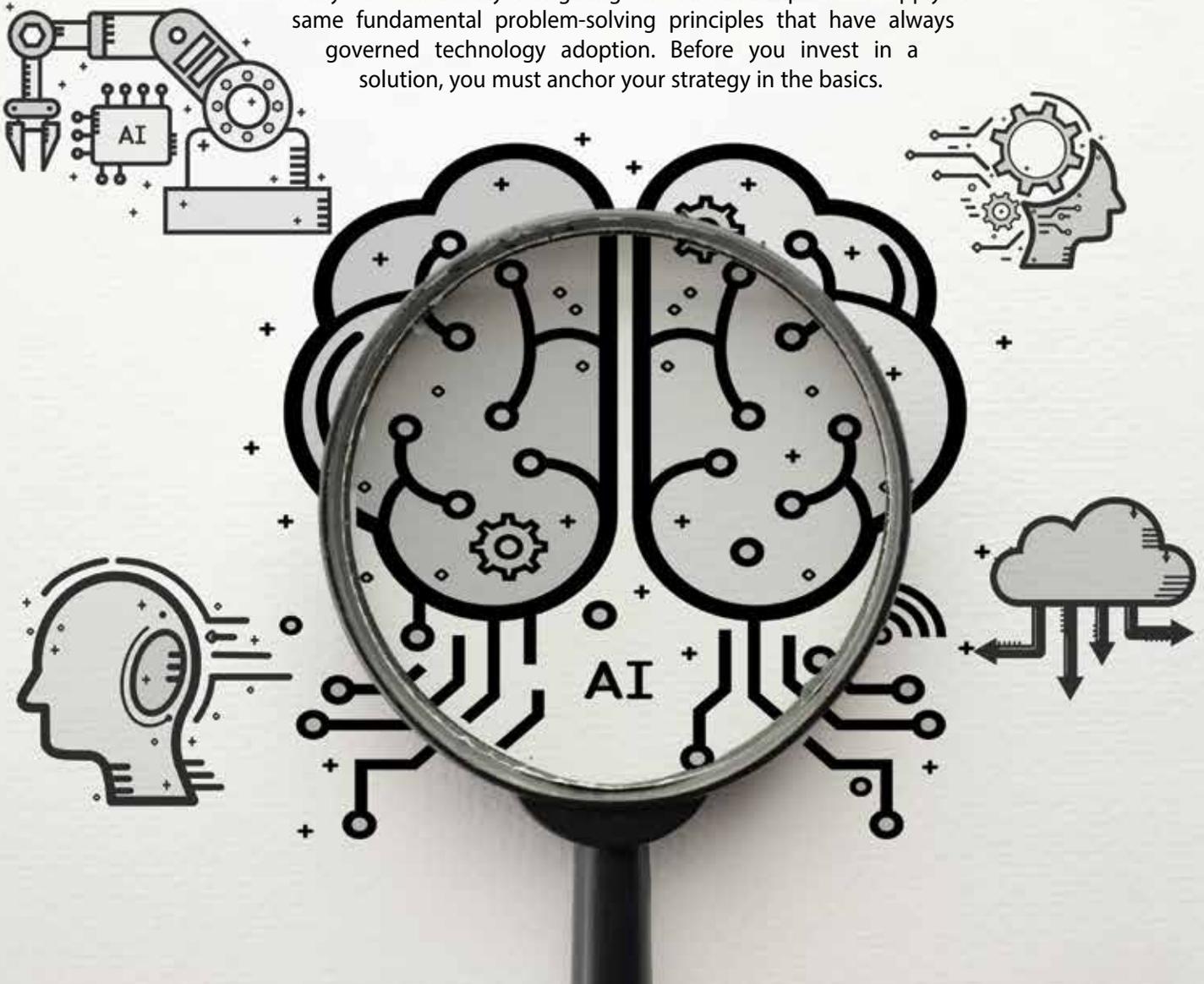
*Sean T. Briscoe is the vice president of loss control at Pennsylvania Lumbermen's Mutual Insurance Company (PLM). PLM is the nation's oldest and largest mutual insurance company dedicated to the wood products, lumber, and building materials industry.*

# A Practical Approach to AI Adoption in Lumber and Building Materials

By Garry Polmateer

Artificial Intelligence (AI) has rapidly transitioned from a futuristic concept to a business-critical reality. For the LBM industry, a sector built on material expertise, logistics, and trusted customer relationships, this shift is not just relevant, it's imperative. As AI evolves faster than the news cycles can keep up with, LBM professionals face a critical challenge: how to cut through the noise and integrate this new technology effectively.

The key to successfully navigating the AI landscape is to apply the same fundamental problem-solving principles that have always governed technology adoption. Before you invest in a solution, you must anchor your strategy in the basics.



## Start With the Job, Not the Tool

When I'm asked to solve technology problems, I always recommend starting here. Focus on the actual, measurable task you need to accomplish, which I like to call the "Job to Be Done" (JTBD).

Instead of asking, "Where can we use AI?", ask, "How can we make our quoting process 50% faster?" or "How do we reduce delivery errors by 25%?" The right tool, which may or may not be AI, will emerge naturally from the job definition. By keeping the focus on the actual job you're looking to accomplish, you find the tool that fits the job, rather than trying to force a job into a specific tool.

## A Framework to Get Going

To move from abstract brainstorming to an actionable project list, you need a way to organize your ideas. A 60- to 90-minute brainstorming session is an easy way to facilitate this. Encourage creativity and contemplation of "no limits" thinking. For many years, brainstorms were constrained by what we knew technology was capable of, but in the AI age, much more is possible.

As you brainstorm, document your ideas using a simple, four-part framework to analyze each potential AI opportunity:

- 1. Task (Job to Be Done):** This is what you're hoping to use AI for. It can be anything from automating customer service to reviewing scanned documents to generating reports or helping with marketing. For LBM, think about things like optimizing load-out schedules or automatically categorizing inbound material requests. Focusing on current pain points is always a great way to start.
- 2. Input:** What data does the AI need to accomplish this task? This could be your current product catalog, historical customer purchase data, real-time inventory levels, or scanned paper documents.
- 3. Processing:** How is the task accomplished? Do you truly need a complex large language model for this, or can a simple automation accomplish the task? If the problem is "If this happens, then do that," you might not need AI at all but simply a workflow change or logic update.
- 4. Output:** What is the final, measurable result of the workflow? Is it a pre-populated quote document, a text message alert to a dispatcher, or an optimized pick list for the yard crew? Define what you're really trying to accomplish with an AI-augmented process.

## Start Small—Consider a Pilot

Choose the easiest-to-implement solution based on off-the-shelf technology that could yield ROI from the list of ideas that was brainstormed. Implement it in a small, controlled way. Keep a

human in the loop for critical decisions and deliverables. AI is an amazing tool, but it's also still just a tool and only as good as the data it's trained on. I like to think of AI as a genius-level intern. Lots of knowledge, no experience. It's not necessarily going to produce what you need without very explicit instructions and a lot of trial and error. Through the pilot, look for a way to measure the results: Did it save time? Did it save money? Did it increase efficiency? If it was successful, how can the pilot scale?

## Some Thoughts on Tools (Most Are Free to Start!)

There's a preponderance of AI tools available now. Here's a few quick ideas on where to start experimenting. Note that any long-term production recommendations require diligence.

1. The tools you own. It's likely that within your current tech stack, you already have AI capabilities that just need to be enabled or added to workflows. Google has Gemini baked in, and Microsoft has Copilot. Salesforce has Agentforce. There are many other parallels.
2. Off-the-shelf LLMs are available from OpenAI (GPT), Grok, Gemini, and Deepseek.
3. Coding tools like Cursor, Replit, Bolt, and Github Copilot.
4. Image/video creation in GPT, Gemini, and Sora.
5. Notebook LM (a Google tool for deep research) is one of my favorites. Add sources to build up your own variation of a custom LLM for a specific project.

## Rome Wasn't Built in a Day, and Neither Will an AI-Powered Company

Despite all the hype, AI is still just a new piece of technology that can solve problems for your business—just like the internet, CRM, databases, and online commerce did. Each wave of technology created opportunities for businesses to do more, and AI is no different. The one thing that is much different now is speed. AI is progressing incredibly fast, and it's imperative to accept its existence and find a place to start.

I hope you found this article helpful and, as always, I'm happy to continue the discussion in person! 

*AI Disclosure: The core content and industry insights of this article were authored by Garry Polmateer. Generative AI tools were utilized exclusively for final-stage proofreading, grammar correction, and enhancing overall readability.*

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*Garry Polmateer is a former NRLA employee having worked in the membership and IT team in the early 2000s. Since then he's been active in CRM and technology systems consulting and is currently the CEO of Red Argyle, a Salesforce solutions integrator specializing in AI and Cybersecurity. Find him on LinkedIn at [www.linkedin.com/in/garrypolmateer/](http://www.linkedin.com/in/garrypolmateer/)*

# AFTER THE THAW:

## A Dealer's Guide to Spring Repairs & Long-Term Home Performance

Essential post-winter repairs for durable, energy-efficient homes.

By Kriss Swint



Winter puts the homes built, maintained, and inspected by industry pros through one of the toughest challenges of the year. Snow, ice, and shifting temperatures can quickly reveal weaknesses in a structure's envelope, threatening comfort, efficiency and durability. As spring approaches, the winter season leaves behind valuable insights into how homes truly perform under extreme weather conditions.

For lumberyards, this transition period offers a valuable opportunity to help builders and contractors assess winter-related wear, anticipate repair needs, and prepare for the influx of spring projects ahead. By understanding the key areas where winter conditions commonly expose issues, dealers can be ready with the right products, insights, and expertise to support industry professionals with proactive winterization solutions.

## Inspect the Roof

The roof is a home's first line of defense against harsh weather, and winter conditions often make existing weak spots more apparent. Damage from seasonal storms or aging materials can worsen under snow loads, ice buildup, and freeze-thaw cycles, making post-winter inspections a critical part of home maintenance. Contractors may now be identifying worn shingles, compromised flashing, and weak spots around chimneys or vents revealed over the past season. Addressing these issues early—whether through repairs or replacements—can help prevent costly leaks and water damage as spring rains set in. For lumberyards, this is a timely moment to ensure inventory and guidance are aligned with the roofing and drainage needs that contractors commonly encounter throughout the season.

## Leak-Proof Doors and Windows



Doors and windows are common sources of drafts and moisture leaks. Poorly sealed entry points can waste energy and increase

heating costs, even in well-insulated homes. As contractors evaluate post-winter performance, typical next steps include inspecting frames for cracks, cleaning tracks, swapping seasonal components like storm windows, and repairing or replacing sealant.

Sealing exterior gaps with moisture-resistant trim is a common and effective way to add durability and visual appeal, creating a more efficient building envelope for year-round performance. With the right expertise, dealers can play a key role in helping contractors identify the appropriate materials and solutions to address sealing issues, contributing to homeowner satisfaction and supporting long-term performance expectations.

## Upgrade Insulation



Insulation is essential for winter-ready homes, improving thermal performance and protecting against heat loss. Assessing and reinforcing insulation—particularly in attics and around exposed plumbing—prevents energy waste and pipe damage, helping to prevent recurring energy loss and reducing the risk of damage during future winters. Upgrading to high-performance insulated siding adds durability and efficiency, maintaining indoor warmth in severe conditions while also benefiting cooling systems in summer. For industry professionals, enhancing insulation—through targeted fixes or comprehensive exterior solutions—boosts building resilience and value.

Lumberyards that understand these post-winter pain points will allow teams to proactively support contractor customers with insulation solutions, exterior systems, and informed product recommendations. By viewing winter not just as a season to prepare for, but one to learn from, dealers can better anticipate contractor needs and strengthen their role as a trusted industry resource. **LC**

*Kriss Swint is the director of marketing communications and design lead at Westlake Royal Building Products and the managing editor of LiveAbode.com, Westlake Royal's exterior design inspiration blog. Photo Credits: Westlake Royal Building Products.*

When “Almost Complete” Isn’t Good Enough:

# BUILDING DELIVERY PROMISES THAT HOLD UP ON THE JOBSITE

By Craig Patnode



**For most lumber dealers, delivery performance isn’t measured in percentages.**

**It’s measured in momentum.**

A truck pulls in. Crews are staged. Then someone realizes a single critical component didn’t make it ... a hanger, an engineered joist, an accessory that “should’ve been in the package.” In that moment, a delivery that was “95% complete” becomes incomplete.

Work pauses, and the dealer is left explaining a problem they didn’t create on the jobsite. Yet that dealer remains committed to maintaining the relationship.

That’s why “fulfilling delivery promises” can’t be reduced to ordinary expectations of what’s considered “on time.”

The real standard is much simpler: Did the delivery arrive ready-for-work?





**“Dealers don’t need yet another reminder that reliability is important. They need a clearer definition of what reliability looks like now.”**

## How Reliability Is Won

Most jobsite disruptions that look like “delivery issues” start even earlier, at the point where a system became hard to stock—hard to pick—and harder to recover.

Dealers know the pattern: The more SKUs a delivered package depends on, the more opportunities there are for backorders, picking mistakes, and partial shipments that don’t show up until the job is already stalled.

It’s called “SKU Sprawl,” which adds complexity to the yard. And fragility in the field.

Consider that a framing crew will be set to start on Monday, yet one specialty part is backordered until Wednesday. The rest of the delivery is stacked on the jobsite, but contractors can’t “frame around” the missing piece without introducing risk, rework, or a cascading schedule domino-effect.

Reliability improves when product lines are designed with stock-ability in mind.

Fewer variations to manage—clearer packaging and built-in flexibility—that reduces the need for one-off reorders.

The goal isn’t to eliminate customization. It’s to keep small field changes from turning into large jobsite disruptions.

## 100% American Made Isn’t a Slogan, but a Planning Tool

When critical structural components are manufactured domestically, lead times tend to be more predictable. And replenishment cycles become easier to plan. That means reduced handoffs, fewer “where is it now?” uncertainties, and less friction when schedules tighten.

Consider manufacturers that control all of their own source components. And avoid choke-point suppliers where key parts are not created together.

## Prepositioning: The Difference Between “Ordered” and “Available” Now

Even with the best planning, dealers live in the real world of rushed schedules, shifting start dates, and last-minute revisions. That’s where prepositioning becomes part of the delivery promise.

When manufacturers build systems for job-ready inventories, designed to avoid special orders, the dealer has a real buffer against supply chain volatility.

It’s the difference between “We can get it” and “Yes, you can have it.”

This is also where a limited SKU set program, suited for trimmable installations in the field, helps everyone. A manageable product family is easier to keep on the ground, without tying up slow-moving or ultra-specific sizes and highly customized inventory.

## How Dealers Evaluate Supplier Reliability

When an efficient jobsite will be your scoreboard, insist on the following:

- Is the product designed to be stocked without becoming overly fragmented?
- Does the system rely on a manageable number of SKUs—and does it include engineered flexibility—so that field variation doesn’t trigger a reorder?
- Are lead times predictable enough to schedule crews and multiple trades with confidence?
- When changes occur (because they will), can you fill gaps quickly through nearby inventories or a response-ready network?

## Reliability Matters. Because Work Must Keep Moving.

Dealers don’t need yet another reminder that reliability is important. They need a clearer definition of what reliability looks like now: Complete deliveries that are ready for work, supported by stock-able product lines, predictable replenishment, and SKU strategies that don’t require custom procurement exercises.

Because the jobsite scorecard doesn’t grade “efforts.” Instead, it rewards “outcomes.”

Since “almost complete” will nevertheless stop the day.

So, simplify SKU dependency. Prioritize predictable replenishment. And build an inventory plan that protects and rewards your builder relationships. 

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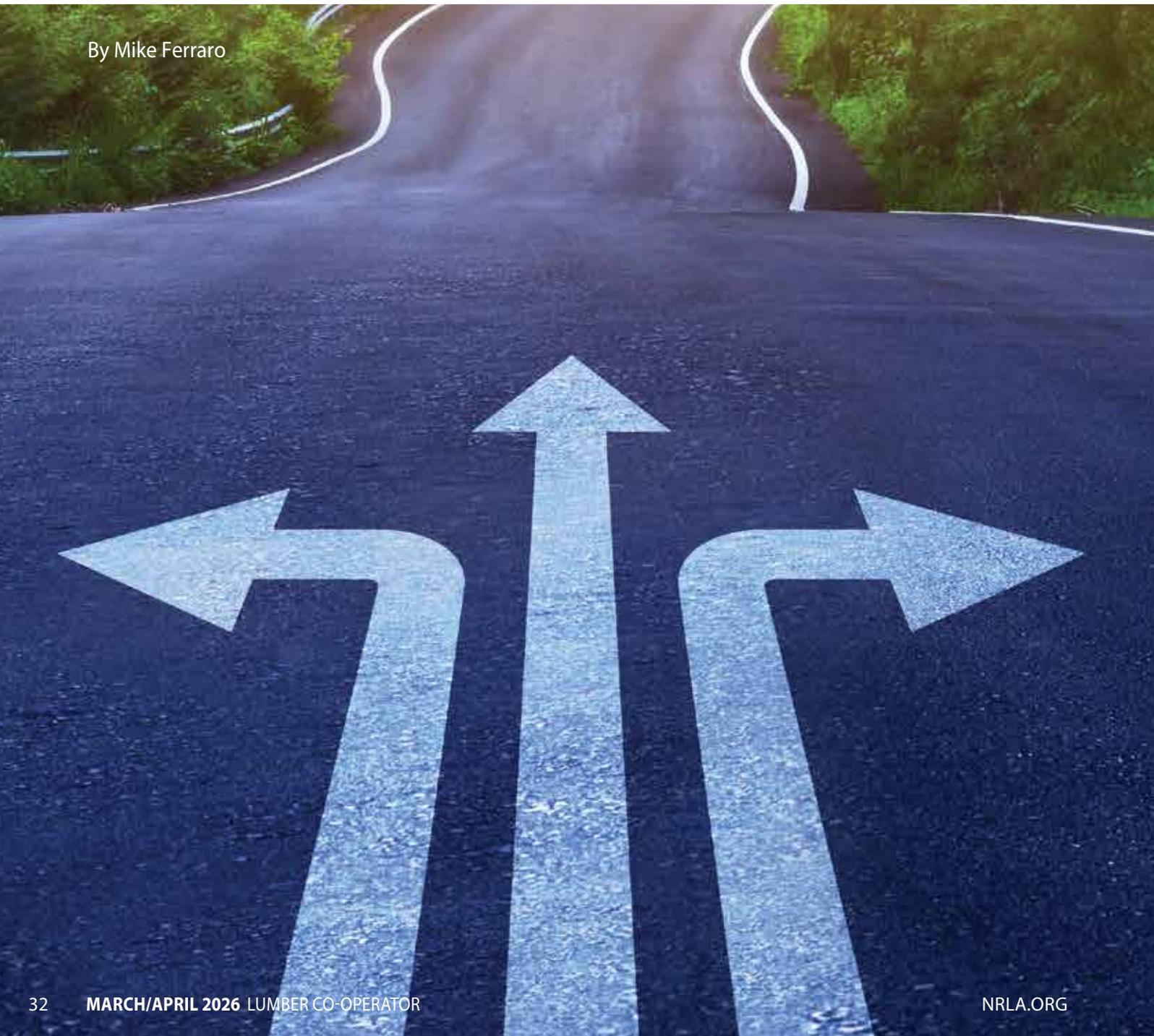
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# TRANSITION PLANNING: The Third Certainty for Closely Held Business Owners

When is it time to start thinking about the transition of your closely held business?

By Mike Ferraro





I once worked with a building materials dealer who always said he'd "get to transition planning someday." Someday came fast. A health issue forced decisions that should have been made over years, not months. The business made it through—but the stress and disruption were completely avoidable.

That experience reinforced something I've seen time and again: Every closely held business owner will face a transition. The only real question is whether it happens on your terms or someone else's.

I like to think of transition as the third certainty for closely held business owners. Just in case you forgot, the other two are death and taxes.

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*"Transition is simply the change from one stage to another. In business, those changes are often tied to major life events—both personal and professional."*

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Transition is simply the change from one stage to another. In business, those changes are often tied to major life events—both personal and professional.

This is the first article in a three-part series focused on transition planning for closely held business owners.

Over my 45 years in practice, I learned that one of the few constants in business is change. I also learned that the best way to deal with constant change is to plan for it—so you keep as much control as possible while the change is occurring. I consistently saw this approach used by the most successful companies I worked with.

Taking time out of your busy schedule to work on your business, rather than just in it, is one of the best investments you can make.

Every closely held business owner will experience multiple transitions during the life of their business. These may include upgrading facilities, opening new locations,

entering new markets, growing through acquisition, or transferring ownership to family, management, a strategic buyer, or private equity.

No two transition plans are the same. There is no single right or wrong way to execute a transition—only the best way for your unique situation.

The most successful transitions are addressed before an outside force dictates the timing. In other words, proactive transition planning almost always leads to better outcomes than reactive decision-making.

While transition can take many forms, there are two transition events that every closely held business owner will eventually face:

1. Achieving economic independence from their business
2. Transferring ownership of the business

Ownership transfer may involve the next generation, key management, a strategic buyer, or private equity. While family transfers and third-party sales share some similarities, they also present very different challenges.

A successful transition allows the business to continue with minimal disruption. It provides the owner with enough financial resources to live comfortably and leaves employees, vendors, and family reasonably satisfied with the outcome. Just as important, the owner is well-adjusted to life after the transition.

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*“Timing is everything. Knowing when the time is right requires planning and preparation.”*

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Timing is everything. Knowing when the time is right requires planning and preparation. You shouldn't wake up one day and suddenly decide it's time to “do something” with your business. Whether you plan to transfer the business to the next generation or sell to a strategic buyer, the planning process should begin with an honest assessment of the owner's economic independence from the business.

To do that, several key questions must be answered.

### **What does the owner need to live comfortably?**

This question has very different answers depending on the individual. It may include ongoing living expenses, one-time purchases such as a second home, healthcare planning, travel and leisure goals, family milestones like weddings and education, and support for aging parents.

### **Where will that money come from?**

Will the owner need to retain a cash-flow stream from the business? Or will income come from personal savings, a liquidity event, retirement plans, personal investments, real estate, or some combination of these?

There are also important business questions that must be addressed.

### **How much capital should remain in the business?**

This matters whether the business stays in the family or is sold. Excess working capital is often retained by the seller in a transaction, but retaining too much capital inside the business is not always beneficial.

### **What is the business worth?**

Valuation depends on the buyer. A strategic buyer may be willing to pay more than what could be achieved in an internal or family transaction. This value should not be confused with what the owner needs financially. A back-of-the-envelope estimate often differs significantly from what a willing buyer will actually pay.

### **What are the income tax considerations?**

Transition planning should include generational and estate planning considerations along with income tax planning at the entity and owner level.

Does the owner have a personal estate plan? Is there a taxable estate, and, if so, where will the cash come from to pay potential estate taxes? How much wealth does the owner want to leave to the next generation, and will the business be part of that transfer? If some children are involved in the business and others are not, asset equalization issues must also be addressed to ensure a fair and orderly outcome. Is the business entity in an unfavorable income tax position post sale? How much will the entity and owner income taxes be?

As you can see, there are many important questions that should be addressed well before a business transition occurs.

In the next article, we will focus on the specific challenges involved in transferring a family business to the next generation. The third and final article in this series will address transition planning when a family transfer is not a viable option. **LC**

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*Mike Ferraro is a director at Conifer Hill Advisors. He has more than 45 years of experience providing financial, tax, and management advisory services to companies in various industries. Mike sits on several boards and assists clients with establishing corporate governance, advisory boards, evaluating and growing enterprise value, and crafting exit strategies for business owners and their families. He can be reached at [mferraro@coniferhilladvisors.com](mailto:mferraro@coniferhilladvisors.com) or 617-877-5800.*

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# Why a Systems Approach Is Critical for the Building Envelope

By Nick Johnson

**T**he building envelope is both one of the most important and most complicated areas of a home's construction, with many interacting parts, from products to design elements to the weather itself. This is why it's crucial for you and your customers to look at the walls and roofs collectively, not just by individual product, to ensure the entire home envelope works as a system to keep moisture and air out, preserve thermal efficiencies, and protect the structure.



## Why the Building Envelope Must Work as a System

The walls and roof have an enormous responsibility for the overall integrity of the house, from blocking rain and wind to lowering energy bills. Unfortunately, it doesn't take much to lessen that integrity—issues as small as an unsealed hole for a cable line, an improperly layered area of housewrap, or a tightly nailed panel of siding can affect how far and how easily moisture and air can penetrate.

Thinking of the roof and walls as a system requires consideration of their layers—how to maintain continuity of those layers as you move from one area to another so that moisture and air follow the right paths scientifically proven to protect the home.

## How Dealers and Their Customers Can Approach the Building Envelope as a System

Ensuring all of the envelope's layers work together effectively starts, of course, with the design stage, creating systems that leverage building science-based practices to ensure the home is tight yet breathable and has proper paths for trapped moisture to escape.

Here are a few other considerations when taking an integrated approach to the wall and roof envelope:

- **Product Quality and Purpose:** Highly efficient assemblies are more intricate, so it's helpful to choose products and associated installation techniques to make it easier. For example, a liquid-applied flashing is easier to use on tricky window corners and awkward penetrations. Identifying these areas ahead of time and having ready solutions ensures the right products are ordered and that no installation shortcuts are taken in frustration.
- **Material Compatibility:** Thinking as a system also helps avoid compatibility issues between products. Different materials may react to each other when they come in contact. For example, a flashing adhesive that reacts to the chemicals of a window frame could lead to a breakdown of the window frame and long-term failure risk. Consult with your manufacturers on what products are compatible with others across the wall and roof system.
- **Influencing Factors:** When designing the envelope, climate will be the biggest factor. Builders should be accounting not

only for the climate zone but also typical rain levels, wetting seasons, and temperature ranges. Occupancy is the second-biggest influence: How will the occupancy levels and the building's function impact moisture and thermal loads coming from inside the building? For example, designing for a large warehouse with a couple of employees will have different vapor and thermal loads than a wedding venue of the same size regularly packed with people.

- **Wall and Roof Intersections:** Transitions are always the biggest culprit in failures, and the roof and wall transition is one of the biggest. Builders should ensure the roofing and siding crews communicate on the order of layers to ensure proper moisture drainage as well as to ensure compatibility between materials. For dealers, selling as a system that considers both roof and wall products—and even stocking products that work well for both—can help ease the product specification process for customers.
- **Get clarity on team responsibilities:** It's up to every trade working on the walls and roofs to understand their role in maintaining the continuity of the envelope layers and to understand how their areas intersect with others; for example, an electrician shouldn't be drilling a hole through the weather resistive barrier without properly sealing or notifying the general contractor. Your customers should have pre-construction meetings with every subcontractor who is working on the walls and roofs and go over all design elements and installation requirements.

Having drawings or, even better, wall/roof mockups can be hugely beneficial. Also consider group training with your manufacturer to inform about proper layering and common pitfalls. These are both areas where a dealer can provide key support.

## A Systems Approach Starts With Your Manufacturers

Manufacturers, particularly those that make a range of compatible products for wall and roof systems, can help your sales team and your customers take a systems approach. You may also consider working with manufacturers that sell both wall and roof systems while carrying systems-based warranties. **LC**

*Nick Johnson is technical support specialist for Benjamin Obdyke. Learn more at [www.benjaminobdyke.com](http://www.benjaminobdyke.com).*

*Photos above, courtesy of Benjamin Obdyke: In this application (above, left), Benjamin Obdyke's AeroNet ventilation mat and BenWrap weather resistive barrier combine on the wall to ensure optimal performance with product compatibility, consistent spacing, reliable drainage and airflow, and long-term durability. A liquid-applied flashing like HydroFlash LA from Benjamin Obdyke (above, right) makes it easy to properly flash window corners and other tricky penetrations.*



Photo Credit: BlueLinx Corporation

# HOME ENVELOPE PRODUCT SHOWCASE



## BlueLinx Corporation

**Contact:** Amy Bourgeault **Email:** Amy.Bourgeault@bluelinxco.com  
**Phone:** 470-781-7688 **Website:** www.bluelinxco.com

### What home envelope products do you sell?

BlueLinx offers an extensive selection of home envelope products, including GP Vinyl Siding, Royal Select Siding, LP SmartSide, Protecto Wrap products, and more.

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

LP SmartSide ExpertFinish is a factory-finished engineered wood siding and trim system that delivers durable performance and beautiful curb appeal right out of the box. It's available in 16 versatile prefinished colors with smooth or cedar textures, reducing the need for on-site painting and saving time and labor. ExpertFinish is engineered with LP's SmartGuard protection against moisture, fungal decay, and termites and backed by a strong 5/15/50-year limited warranty. Lighter and longer boards mean faster installation with fewer seams, while the finish resists fading, cracking, and peeling for lasting beauty.



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Advanced Building Products, Inc.

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**Website:** www.advancedbuildingproducts.com

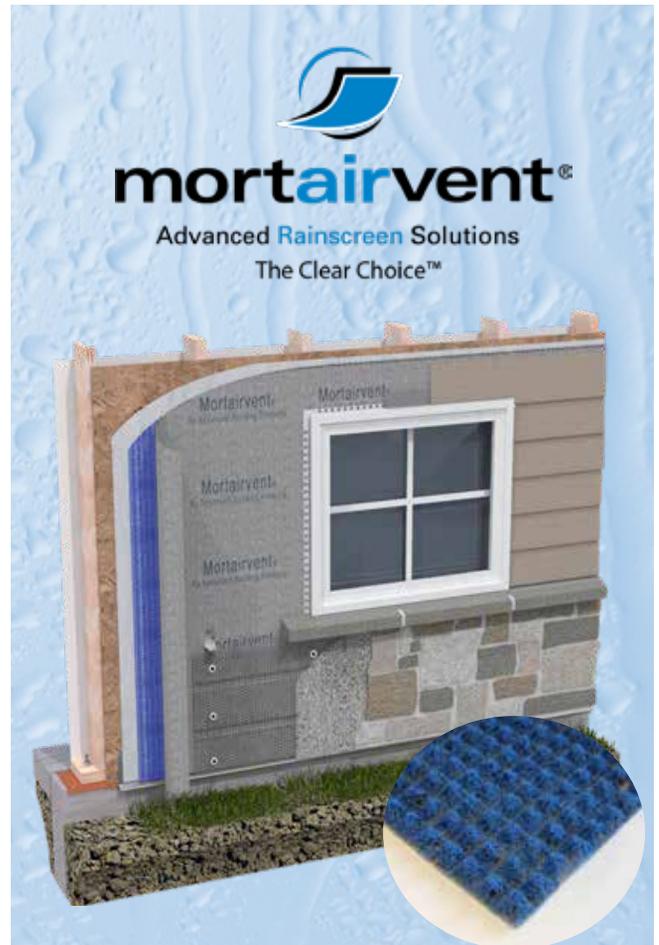


**What home envelope products do you sell?**

Advanced Building Products, Inc. is a leading manufacturer of entangled net technologies that are installed from the foundation to the rooftop. First, we start with Advanced Drain, which is an entangled net with a heat-bonded filter fabric covering both sides of the entangled net. Advanced Drain prevents hydrostatic pressure from building up in the soil and working its way through cracks in the foundation. Next up is our Mortairvent, which is installed above grade over the sheathing and housewrap. Mortairvent is a drainage and ventilation mat that helps turn a face-sealed wall assembly into a pressure-neutralized rainscreen wall system. Finally, our R-Vent and CedAir-Mat products. These products are installed on top of roofing felt and provide drainage, ventilation, and sound-deadening qualities that protect the roofing deck from the harsh elements throughout the year.

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### Rex Lumber Company

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



#### What home envelope products do you sell?

We sell many exterior hardwoods and softwoods that are great for exterior cladding, including Accoya, Accoya Color, and Kebony, which are all sustainable woods that are modified using environmentally friendly processes. We have the ability to run these woods and many others into standard or custom profiles that meet your customers' needs. In addition to running custom profiles, we also have partnered with Grad Concepts and can run custom grooves for Grad Rails on many of the species and cladding profiles we produce.



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

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### R.A. Graham

**Contact:** Kamryn Nourse **Email:** kamryn@ragraham.com  
**Phone:** 508-755-5815 ext. 120 **Website:** www.ragraham.com



#### What home envelope products do you sell?

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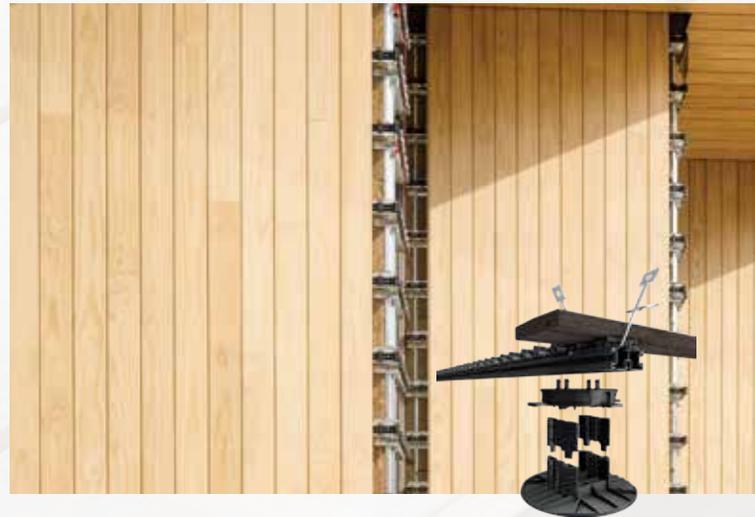
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### What is one product you'd like to highlight?

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## Britton Lumber Company

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



### What home envelope products do you sell?

We proudly offer a wide selection of roofing materials, including ABC Roofing, IKO Roofing, and CertainTeed Roofing, along with a variety of roofing underlayments. For siding, we provide various wood clapboards and Exterior Portfolio Vinyl Siding to complete your project with style and durability.



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

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**What home envelope products do you sell?**  
 Henry.



**What is one product you'd like to highlight?**  
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## DURATION Moulding & Millwork

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



**What home envelope products do you sell?**  
 Manufactured exclusively from Westlake (formerly BORAL) TruExterior trim, DURATION Moulding & Millwork products combine the benefits of real wood, engineered wood, PVC, and cement-based options without the drawbacks associated with each of those options. No other material can match DURATION's combination of features, benefits, versatility, and performance: Exceptionally stable, will not rot or decay, no clearance restrictions, can be painted any color with standard paint, easy to cut, sand, patch, and repair, no need for back or edge priming or sealing, 70% recycled content, indistinguishable from wood when painted, Class A fire rated.



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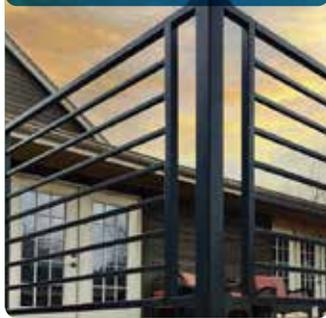
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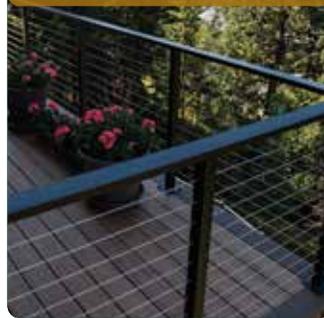
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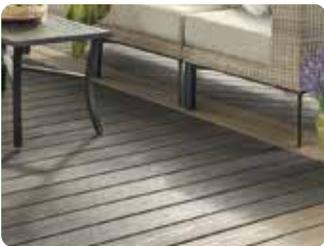


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**Contact:** Brian Seiselmyer **Email:** brian.seiselmyer@iko.com  
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**What home envelope products do you sell?**

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

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**American Lumber**

**Phone:** 800-277-0222  
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**What home envelope products do you sell?**

Real wood siding, including cedar, pine, thermally modified Ambara and Knotty Nordic, tropical hardwoods, and bamboo, in a range of profiles, as well as capped composite rainscreen siding by NewTechWood.

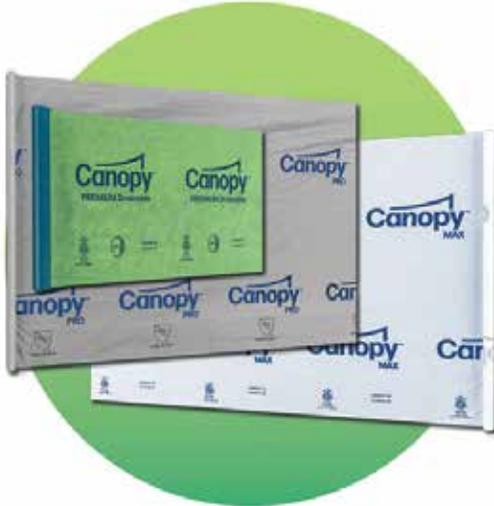


**What is one product you'd like to highlight?**

NewTechWood siding featuring traditional and contemporary styles from channel to castellations, along with the new Board & Batten profile.

**Cameron Ashley Building Products**

**Contact:** Scott Dionne **Email:** scottdionne@cameronashleybp.com  
**Phone:** 864-281-3385 **Website:** www.cameronashleybp.com



**What home envelope products do you sell?**

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

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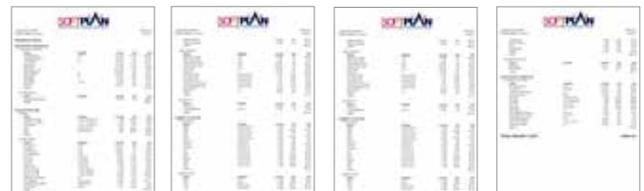


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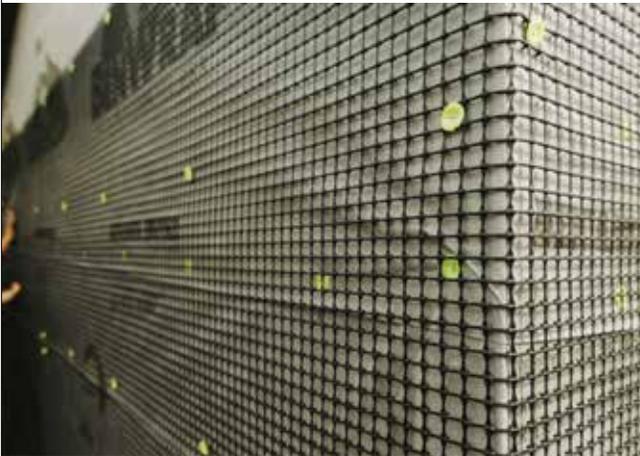
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**Benjamin Obdyke**

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



**What home envelope products do you sell?**

Benjamin Obdyke offers proprietary roof and wall products designed to improve the durability and performance of the building envelope, including flat, drainable, self-adhered, and UV-resistant housewrap; self-adhered and liquid-applied flashing; ventilation mats; rainscreen systems; self-adhered roofing underlayment; and ridge vent. Benjamin Obdyke promotes a systems approach to the building envelope, combining weather barriers, flashing, and drainage to meet the specific needs of each project's design, location, and budget.

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

Designed for both wall and roof systems, the AeroNet ventilation mat helps ensure proper drainage and drying behind cladding and roofing materials to protect the building envelope against moisture intrusion. AeroNet combines the installation benefits of a rolled rainscreen with the compression resistance of a grid/mat system. It features a lightweight, flexible design: Installers simply roll it onto the wall or roof and fasten with 1" cap nails or 7/8" staples. Because of its grid-system style, AeroNet offers higher compression strength versus entangled net matrix products.



**Warren Trask Company**

**Contact:** Paul Burnham  
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**Phone:** 800-752-0121 **Website:** www.wtrask.com



**What home envelope products do you sell?**

We sell various types of siding, including natural wood, composite PVC, and treated and modified wood. Tru-Side by Claymark is a treated and primed radiata pine, 1/2" x 6" bevel siding. It is available in both F/J or solid and in 16-foot lengths. Western red cedar is a vertical grain, 1/2" x 6" bevel siding. It is available in both F/J or solid and in 16-foot lengths. Exceed by Versatex is a PVC bevel siding with a 4-1/2" and 7-1/2" reveal. It is offered in 10 unique, heat-reflective colors. The Accoya product, a modified wood, allows us the ability to custom mill siding in a variety of different patterns, resulting in a dimensionally stable product with a 50-year warranty.

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

Accoya brings new levels of performance and design flexibility to what can be achieved with wood siding. Accoya's modification process results in a highly stable board that withstands weather and climate challenges. This stability is ideal for coatings, offering high performance and long-lasting applications. Customizable profiles and ultimate design freedom offer endless possibilities. Accoya Color Grey—colored from the surface to the core—gives you the beauty and benefits of real wood without the need to paint. FSC and Cradle to Cradle Gold certifications, along with a 50-year warranty, ensure a high-quality and sustainably sourced product.



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### Parksite

**Contact:** Paul Genest **Email:** pgenest@parksite.com  
**Website:** www.parksite.com



#### What home envelope products do you sell?

Parksite proudly offers trusted performance solutions from DuPont and Keene Building Products. DuPont Tyvek Protec roofing underlayment delivers superior durability, slip resistance, and UV exposure protection, helping contractors install faster while safeguarding roofs long before final cover. Complementing that system, Keene’s Driwall Rainscreen and EasyFur furring panels provide efficient drainage, airflow, and moisture management behind cladding and interior finishes. Together, these products support longer-lasting building envelopes, improved drying potential, and reliable jobsite performance. Backed by Parksite’s regional inventory and expertise, these solutions help builders work smarter, faster, and with confidence.

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

DuPont Tyvek Protec PSU is a high-performance, self-adhered roof underlayment designed to protect and perform across a wide range of roofing systems. Compatible with metal, asphalt shingles, tile, slate, and other roofing materials, Protec PSU delivers strong adhesion, exceptional durability, and enhanced slip resistance for safer installs. Its extended UV exposure rating provides reliable protection when projects face delays, keeping jobs moving forward. Lightweight and easy to install, Tyvek Protec PSU offers dependable secondary weather protection for today’s demanding roof assemblies.



### Russin

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**Phone:** 800-724-0010 **Website:** www.russin.com



#### What home envelope products do you sell?

Russin understands that the right siding can make all the difference. That is why we offer an extensive range of high-quality siding options designed to meet the diverse needs of homeowners, contractors, designers, and builders alike. From the rustic charm of pine siding to the modern resilience of AZEK Captivate, Russin has the perfect solution for every aesthetic and functional requirement.



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

MAXIMO Thermo-Ayous siding delivers the warmth of real wood with the stability and performance demanded by exterior applications. Thermally modified using heat and steam, Ayous gains enhanced durability, improved dimensional stability, and excellent resistance to moisture and decay. Naturally lightweight with a smooth, consistent grain, MAXIMO Thermo-Ayous installs easily and finishes beautifully—making it an ideal choice for modern façades, clean-lined designs, and projects where performance and refined aesthetics go hand in hand.

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**Boise Cascade®**

**Boise Cascade Company**

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



**What home envelope products do you sell?**

James Hardie fiber cement siding, Versetta Stone panelized stone veneer siding, SBC cedar shingles, Grayne engineered shingle, Klear PVC trim, TruExterior trim, CertainTeed Vycor Ice & Water Shield, CertainTeed Vycor Ice & Water Shield HT, Vycor Plus & Vycor Pro flashing tapes, Vycor enV-S housewrap, Henry Products, WeatherTek building wrap and roofing underlayment, Inspire synthetic slate roofing tiles, Dupont insulation products, Huber Zip System sheathing and tapes.



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

James Hardie is North America's No. 1 siding brand, trusted on more than 10 million homes, because its superior durability withstands extreme weather, pests, and time. Hardie fiber cement products will not burn and are engineered to protect against damage from fire, offering lasting beauty and protection. James Hardie consistently drives innovation within the siding industry. Over 30 years ago, they invented modern fiber cement siding and continue to invest in product innovations that raise the bar for customers. Enjoy the peace of mind that comes with low-maintenance, high-performance exterior siding, trim, and soffit backed by a 30-year non-prorated limited warranty.



**Huber Engineered Woods**

**Contact:** Michael Moriarty **Email:** michael.moriarty@huber.com  
**Phone:** 781-771-6378 **Website:** www.huberwood.com



**What home envelope products do you sell?**

ZIP System sheathing and tape.



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

ZIP System sheathing and tape is a revolutionary new approach to building enclosures. ZIP System sheathing and tape streamlines the weatherization process with an integrated air and water-resistive barrier that delivers moisture and air protection in one easy-to-install system.



### Nutmeg Forest Products Inc.

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



#### What Home Envelope products do you sell?

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

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

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



### Preferred Marketing Associates, Inc.

**Contact:** Jeff Calabrese **Email:** jcalabrese@preferredmarketing.net  
**Phone:** 609-841-1322 **Website:** www.preferredmarketing.net



#### What home envelope products do you sell?

TYPAR Weather Protection Systems provide durable, high-performance barriers designed to safeguard structures from moisture and air infiltration. Engineered for rugged jobsite conditions and long-term energy efficiency, TYPAR wraps and window and door flashings combine advanced materials and innovative designs to deliver reliable protection throughout the building lifecycle.



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

The New TYPAR Clear Acrylic Window Flashing enables visual inspection of the window flange and fastener spacing. It employs the latest in acrylic technology to ensure your flashing adheres, conforms, and seals effectively in a wide range of application temperatures.



**Goodfellow Inc.**

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



**What home envelope products do you sell?**

Goodfellow offers a range of products and accessories designed to help lumber retailers deliver durability, performance, and exterior charm to their customers building envelope projects, including wood siding, engineered wood siding, roof decking, roof underlayment, soundproofing panels, and insulation solutions, such as SONOclimat ECO4. Goodfellow’s wood and engineered wood siding programs can be customized to meet market demand and project specifications, including custom paints and stains. Supported by dependable supply, consistent quality, and product expertise, Goodfellow helps retailers strengthen their offering and drive value across residential and light commercial applications.

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

Help your customers enhance energy efficiency, comfort, and sustainability with SONOclimat ECO4, an advanced insulation panel engineered to optimize building performance. ECO4 delivers superior thermal performance and resistance to moisture and mold, even in demanding climates. Made from recycled and recyclable materials, these lightweight panels are easy to handle, stock, and install and are an environmentally responsible choice for residential and commercial applications. Customers appreciate ECO4’s sound-dampening properties, which contribute to quieter, more comfortable indoor spaces. SONOclimat ECO4 is a smart, sustainable insulation solution.

**TimberHP**

**Contact:** Alex Donnelley **Email:** info@timber.com  
**Phone:** 855-755-1359 **Website:** www.timberhp.com



**What home envelope products do you sell?**

TimberHP is changing insulation. As the first company to source, manufacture, and sell wood fiber insulation in the US, we’re making high-performance, sustainable insulation more accessible to all. TimberHP wood fiber batt, fill, and board insulation is vapor open and fire resistant, and delivers exceptional thermal and acoustic performance. Plus, wood naturally stores carbon, helping lower the carbon footprint of every build. We’re committed to making high-performance construction, healthy people, and a healthy planet more possible with insulation. Wood fiber is the future of insulation, and TimberHP is delivering it one building at a time.



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

TimberBoard wood fiber insulation is a rigid continuous exterior insulation for side wall applications, offering superior carbon storage, moisture management, and compressive strength. TimberBoard is suitable for a range of assemblies, whether you’re looking for heat resistance to improve the performance of an older home or want to ensure the resilience and long-term energy efficiency of new construction. As a continuous insulation layer, TimberBoard reduces thermal bridging, boosts energy efficiency, and offers exceptional weather resistance—ideal for high-performance building envelopes.



## Mataverde Premium Decking and Siding Solutions

**Contact:** Chris Nolan **Email:** [chris@generalwoodcraftinc.com](mailto:chris@generalwoodcraftinc.com)  
**Phone:** 860-444-9663 **Website:** [www.mataverdedecking.com](http://www.mataverdedecking.com)



### What home envelope products do you sell?

A full range of U.S.-made rainscreen fastening components to protect your building envelope safely. The Climate-Shield Rainscreen System is the leading rainscreen fastening system in the U.S., featuring all the components needed for a successful installation you can rely on. Choose from Mataverde hardwood siding, Arbor Wood thermally modified cladding, SaferWood fire-retardant siding, or Trespa Pura NFC, an HPL cladding to beautify and protect your home and building envelope. For the finest real wood siding, choose from our extensive options. All our products are protected with warranties for your peace of mind. Discover the Mataverde difference.



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

Arbor Wood Thermowood thermally modified wood cladding is all natural, real wood, only better. Their unique thermal modification process and premium wood species allow your project to last and last beautifully. Choose from American White Ash, Poplar, or Arbor Wood Pine siding options in several profiles. Ideal for rainscreen siding installations where you want the natural beauty of your project to be noticeable. Can be installed vertically, horizontally, or diagonally with T&G siding or with the Climate-Shield wood rainscreen system. Available with many gorgeous architectural finish options, your clients can be proud of for years to come.



## CUTEK USA

**Email:** [inquiries@cutekws.com](mailto:inquiries@cutekws.com)  
**Phone:** 833-692-8835 **Website:** [www.cutekwoodsolutions.com/us](http://www.cutekwoodsolutions.com/us)



### What home envelope products do you sell?

CUTEK's product line will prepare, protect and enhance all exterior wood projects. CUTEK Extreme is designed to deeply penetrate wood in order to protect it from the inside out. Protecting Wood. Supporting Wood People. Changing Wood Perceptions.



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

CUTEK Extreme is a high-performance, oil-based wood stabilizer with a unique self-healing effect. Penetrating deeply into wood, CUTEK Extreme highlights the natural grain and beauty of wood while providing robust and long-lasting protection. CUTEK Extreme will not flake or peel, and maintenance is fast and simple—no need to sand or strip.



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 4th 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

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

- Issue briefings and advocacy priorities.
- Regulatory reform roundtable.

#### Welcome Reception and Dinner (6-8 p.m.)

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

### Wednesday, April 15

#### Congressional Meetings (8:30 a.m.-3:30 p.m.)

- Meetings with Members of Congress on ABMA priorities.

#### Debrief and Closing Discussion (5 p.m.)

- Share insights, key takeaways, and next steps.



*"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

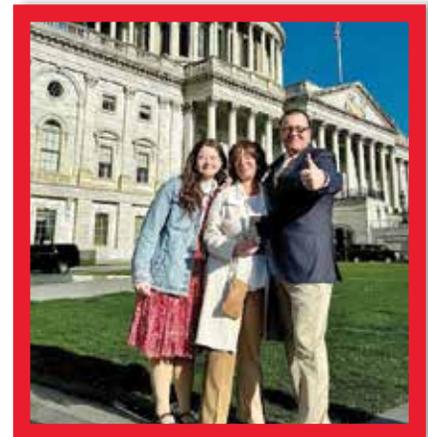
Get builders building again—  
at prices the average  
American can afford.

### Regulatory Reform

The President has endorsed a key  
piece of legislation to rein in credit  
card fees—join us to help push it  
across the finish line.

### Workforce Development

Join us for a roundtable discussion  
with administration officials leading  
the President's effort to cut red  
tape, including discussions on  
crane certification, CDL driver  
shortages, and more.



*"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—spoke on your behalf."*

*—Jeremy Baker,  
r.k. Miles, Inc.*

## BECOME A 2026 ABMA SPONSOR!

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](http://www.abmalliance.org/support-the-future-of-lbm).



## REGISTER NOW: \$149

(Includes reception with open bar, group dinner, issues briefing with snacks and coffee.)

Scan the QR code(s) with your smartphone or visit, [www.abmalliance.org/advocacy-day](http://www.abmalliance.org/advocacy-day).

# Why Energy Policy Matters to Your Business

By Francis Palasieski

Over the past year, NRLA, through NAIL-PAC, has been busy doing the unglamorous but essential work that keeps costs down and businesses running. And yes, energy policy has everything to do with the lumber and building materials industry.

With support from member-funded NAIL-PAC, we helped put natural gas back into New York's energy plan. The state was moving quickly to eliminate it, without a realistic replacement. That mattered because nearly 40% of New York's power comes from natural gas, and removing it would have meant higher rates and serious reliability concerns for businesses and homeowners alike.

That same work also helped delay the all-electric mandate for new home construction—a policy that can add up to \$20,000 per home—making housing less affordable and slowing demand across our industry. We're now actively working to repeal it altogether.

NAIL-PAC also helped fund strategic communications that allowed NRLA and ABMA to get our message out—more than 50 articles statewide, many featuring the voices of your local board presidents. That visibility played a key role in stopping the forced transition to all-electric trucks, which would have doubled vehicle costs for many dealers and driven up delivery expenses.

## What Is NAIL-PAC?

NAIL-PAC is an NRLA entity run by NRLA members and funded entirely by voluntary member contributions. Every dollar goes toward advocacy, communications, and political work that delivers real results for our industry.

These wins didn't happen by accident—and they don't continue without support. If keeping costs down, protecting affordability, and making sure our industry has a seat at the table matters to you, NAIL-PAC is how we get it done. 

## DID YOU KNOW?

The NRLA helped avoid a looming energy crisis.



## WHAT THESE WINS SAVED OUR INDUSTRY

- Stopped the forced transition to all-electric trucks**  
 Electric commercial trucks cost up to 2x more than traditional diesel trucks—protecting members from six-figure fleet replacement costs and higher delivery expenses.
- Delayed all-electric mandates for new home construction**  
 All-electric requirements can add up to \$20,000 per home, directly worsening housing affordability and reducing demand for building materials.
- Restored natural gas to New York's energy plan**  
 Where natural gas was taken off the table, energy bills rose more than 40% in a single year—costs that hit dealers, employees, and customers alike.
- Protected reliability and avoided hidden costs**  
 Prevented policies that would have combined higher rates, grid instability, and blackouts, all of which translate into supply disruptions and rising material prices.

**NRLA'S MEMBER-ONLY  
COMPREHENSIVE  
TELEHEALTH PROGRAM**

**KEEP YOUR  
TEAM  
HEALTHY**

**ENROLL TODAY!**

**\$11/MONTH PER EMPLOYEE – A 40% SAVINGS**  
**NO COPAYS OR DEDUCTIBLES, NO DRIVING OR WAITING ROOMS**

**Here what NRLA's staff had to say about their experience using this program:**

**W** *"The day after Christmas, 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

*"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

*"The NRLA embraced the HealthiestYou 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

**Includes medical • mental health • dermatology • neck/backcare • nutrition • expert advice**

Contact Keaton Anderson  
at 612-298-2440 or at  
kanderson@teladohealth.com

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# ENYLDA Trade Show & Student Career Workshop Inspires Industry Connections and Future Professionals



**The Eastern New York Lumber Dealers Association (ENYLDA)** hosted its annual trade show on January 15 at the Holiday Inn in Saratoga, N.Y., bringing together industry professionals for a full day of networking, product discovery, and collaboration. The event featured a strong mix of longtime partners and many new exhibitors, showcasing innovative products and solutions across the lumber and building materials industry. Attendees welcomed the opportunity to reconnect with peers and explore new product lines, and concluded the evening with popular raffle giveaways.

A standout highlight of this year's event took place earlier in the day with the launch of ENYLDA's inaugural Student Career Workshop, designed to introduce local high school students to career opportunities within the trades. More than 60 students attended the interactive workshop, which featured hands-on demonstrations and engaging presentations from industry leaders. The energy and enthusiasm throughout the session made it an exciting and memorable experience for students and educators alike.

Several exhibitors played a key role in bringing the workshop to life. Festool delivered dynamic demonstrations using a

variety of tools to the trades industry. UFP engaged students with a virtual reality simulator while discussing truss and panel fabrication processes. Huber Engineered Woods shared samples highlighting the latest engineered wood innovations, and GNH presented kitchen designs alongside industry software solutions, offering students a glimpse into both the technical and creative sides of the business.

School instructors attended alongside their students, joined by the Galway High School principal. Senator Jim Tedisco also stopped by to meet with students and learn more about the program. Trade Show Chair Mike Catalina addressed the group during the student lunch, reinforcing the value of the trades and the many career paths available within the industry.

ENYLDA extends its sincere thanks to all sponsors for their participation, support, and contributions in making the event a success. Special appreciation is also given to the Trade Show Committee and Trade Show Chair Mike Catalina for their dedication and leadership in delivering both a successful trade show and a meaningful new initiative for students. **LC**

# NYLE Winter Outing



The NYLE 2026 Winter Outing was held January 29 and 30 in Newry, Maine, at Sunday River Resort. Twenty employees from 12 organizations attended this year's event. The NYLE board held its board orientation (a tradition every January for new board members) and board meeting Thursday morning. Following the meetings and lunch, the group traveled to nearby Bethel for an extensive tour of the Hancock Lumber Bethel Sawmill. During the two-hour tour, the group was able to experience the entire impressive process, from debarking all the way through to the final products. At the Hancock Lumber Bethel Sawmill, even byproducts of the milling process are turned into 1,600 tons of wood chips and 450 tons of bark on average per month.

The group enjoyed a cocktail reception and dinner Thursday evening, which provided an opportunity for additional discussion and more networking. 



*"NYLE's Winter Outing is always one of my favorite events to attend, and this year at Sunday River was one for the books! The networking, mill tour, and location made for a great balance of education and fun. Looking forward to next year already!"*

—Keegan Safford, purchasing, lumber, Belletetes of Jaffrey



*"I always look forward to the NYLE Winter Outing, and this year's event at Sunday River was as fun as I've come to expect. Big thanks to the team at Hancock Lumber for taking us on an in-depth, three-hour-long tour of their Bethel Mill, which was the highlight of the trip. Despite sub-zero temperatures putting a "chill" on skiing, I enjoyed networking with the other members, and we had many productive conversations and laughs while using the resort's amenities."*

—Ian Girdwood, inside sales lead, sales/purchasing, Britton Lumber



The Rhode Island Lumber and Building  
Materials Dealers Association would like to thank its  
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# Joshua Jalbert

**Location:** Hyannis, Massachusetts

**Position:** Sales Manager • Shepley Wood Products



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

My father is a custom residential homebuilder, so you could say I was born into this industry. I began as most do on a framing crew, sweeping the floors for jobsite cleanup and always getting the worst jobs, like installing endless amounts of hangers. Then I worked my way up, learning basic framing skills and reading plans, to framing complicated roof systems. I went out of my home state of Massachusetts for college, earned a business degree, and then ended up back home where a hiring agency asked me about Shepley Wood Products. After a few interviews with ownership, I was hired and now have been at Shepley for close to 16 years.

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

As the sales manager, I am responsible for our outside sales staff, vendor relations, and key accounts. I oversee performance, strategy, training, and team development. I help outside sales manage contractor relationships, develop new business, quote projects, secure orders, and grow assigned territories.

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

Volatile lumber and material pricing, tight labor markets in construction, supply chain delays and backorders, margin pressure from competition, communication gaps between sales, operations, and purchasing. Managing high volume while maintaining accuracy.

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

Sales success at Shepley is built on relationships, accuracy, responsiveness, and teamwork. No one in sales exists in isolation—every order impacts operations, accounting, purchasing, and delivery. Clear communication and accountability are critical. We value long-term customer partnerships over short-term wins.

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

“Know what you don’t know.” Don’t be afraid to ask questions. Construction technology, process, language, and business landscape are constantly evolving. Listen when you have the opportunity, and stay humble. The construction industry can be fantastically rewarding if you learn to build from the ground up.

## WHAT ARE YOUR PASSIONS OUTSIDE OF THE OFFICE?

I love driving our Jeep out to Nauset Beach in Orleans with my wife and two sons during the summer and snowmobiling up in Rangely, Maine, during the winters. I am a bit of a music junkie who can’t sing or play an instrument for the life of me but enjoy going to concerts and listening to all genres, from Billy Strings to Notorious B.I.G. and everything in between. 



## Efficiency, Precision, and Delivery You Can Count On.



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Accurate and timely material take-offs to reduce waste and ensure ordering precision



### Jobsite Delivery

Coordinated, on-time delivery directly to your site — No delays, no headaches.



### Direct Truckload Pricing

Factory-direct pricing on full truckloads — Boosting your margins on every build.



### Storage Solutions

Secure, off-site storage options so your materials are ready when your crews are.



### Product Availability

Reliable access to high demand materials when and where you need them.



### Our People & Expertise

Hands-on, industry-savvy reps who know construction and logistics inside and out.



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A coast-to-coast reach, supporting your projects wherever they land.

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