

# THE LUMBER LOG

A PUBLICATION OF THE LUMBER ASSOCIATION OF CALIFORNIA & NEVADA

May, 2011

## LACN Associates/Dealers Annual Golf set for June 2 at Rancho Solano.

Mark June 2 on your calendar for the LACN Associates/Dealers Golf Tournament held at Rancho Solano Golf Course in Fairfield. This is always one of LACN's largest events of the year and a networking opportunity for both dealer, associate and affiliate members. Guests are welcome with members.

Organize your own foursome, or LACN can pair you with others. Cost is \$170 per player which includes 18 holes of golf and cart, lunch, beverages and prizes.

Registration begins at 6:30 AM on June 2 with an 8:00 AM shotgun start. Many LACN members arrive in Fairfield the evening prior for networking, dinner and business contacts. LACN can also assist in recommending hotels in the area.



This is also an excellent opportunity for LACN members to showcase their products and services with hole displays and time to meet the golfers as they play that day. Providing golfers with promotional materials and merchandise is encouraged. LACN has a range of sponsorship opportunities ranging from being a prize sponsor to the hole displays. This is an effective way to get your business in front of the industry decision makers.

*Not a serious golfer? Not a problem.* LACN will work to place you with others of similar skill and aptitude. Women in LACN member firms are also urged to participate. Prizes for long drives, long putts are offered for both men and women.

Registration and sponsorship information is attached with this edition of the *Lumber Log* and also available from LACN, on LACN Facebook page, on the LACN website and in other LACN publications. Specific questions may be directed to LACN Membership & Events Director, Jean Henning.

Make this an LACN event to attend this year! It's a great day out of the office with the finest people in this industry.

### LACN ELECTRONIC PUBLICATIONS

are available to anyone in any LACN member business. Send LACN the E-mail of anyone wanting to receive the mailings and they will be added. E-mail lists are not sold, shared or loaned and are used only for LACN information.

Send any additions to: [kend@lumberassociation.org](mailto:kend@lumberassociation.org)

Publications include:

THE LUMBER LOG                      LACN E-UPDATE  
LACN MEMO-NLBMDA E-UPDATE      LACN MEMO-GREEN UPDATE  
LACN HR/SAFETY UPDATE              LACN  
LACN GOVERNMENT AFFAIRS REPORT  
FACEBOOK

SEE MORE ON LACN'S WEBSITE

[www.lumberassociation.org](http://www.lumberassociation.org)

Contact LACN for password to "members only" section.

INSIDE THIS MONTH  
LACN PAC GOLF PHOTOS  
NIST STANDARDS WORKSHOP

### ADVERTISING IN THE LUMBER LOG

will put your products & services in front of nearly 1,000 people in the lumber & building materials industry every month.

Information is attached to this publication or e-mail Ken Dunham at [kend@lumberassociation.org](mailto:kend@lumberassociation.org)

**It's Our Business to Protect Yours®**

**Association  
Recommendation for:  
Property and Liability,  
and Financial  
Protection Services**



*"Federated Insurance is one of our valued business partners. They offer the whole package, combining equitable pricing and financial strength with highly-trained personnel: sales representatives who display a genuine interest in our business, risk control specialists who understand our operations, and claims personnel who aggressively defend us against frivolous claims. They are an exceptional carrier and ought to be a consideration for every business leader."*

*Stephen Patterson  
Central Valley Builders Supply  
St. Helena, California*



The FEDERATED Insurance Companies  
Home Office: 121 East Park Square, Owatonna, Minnesota 55060  
(507) 455-5200 • [www.federatedinsurance.com](http://www.federatedinsurance.com) • AD-416.10 (LACN) Ed. 8/09



## Firebrand Exposure & Building Ignition Research workshop planned

LACN has been invited to be a part of a workshop organized by the National Institute of Standards and Technology (NIST), with input from California State Fire Marshal (OSFM), International Code Council (ICC). The program is set for June 15 in Norwalk CA.

Interested LACN members should contact Ken Dunham( 800-266-4344 or [kend@lumberassociation.org](mailto:kend@lumberassociation.org) ) for coordination of information and participation. Issues involving firebrand exposure and building ignition may be of particular interest to suppliers and manufacturers.

A brief description of the workshop's objective is included below:



Post-fire damage assessment studies suggest that wind driven firebrand attack is responsible for the majority of structure ignitions in Wildland-Urban Interface (WUI) fires. A unique experimental apparatus, first published by NIST in 2007, known as the NIST Firebrand Generator (NIST Dragon), has been constructed to produce a controlled and repeatable firebrand attack. The experimental results generated from the marriage of the NIST Dragon to the Building Research Institute's (BRI) Fire Research Wind Tunnel Facility (FRWTF) in Japan are being used by standards organizations to guide/develop new standards and provide the scientific basis for new requirements with the intent to make structures more resistant to firebrand attack. NIST planning is underway for a new experimental campaign to determine vulnerabilities of decking assemblies to firebrand showers using the NIST Dragon.

Your participation is desired at a workshop that is being held to collect input for this upcoming testing series. During this workshop, the following will be accomplished: (1) overview of the NIST Dragon and prior application to determine vulnerabilities of roofing assemblies, building vents, siding treatments, and walls fitted with eaves to firebrand showers, (2) NIST summary of upcoming experiments to determine vulnerabilities to decking assemblies to firebrand bombardment using the NIST Dragon, (3) and group input, discussion, and exchange of information regarding the upcoming NIST experimental plan for decking assemblies.

The LA Basin Chapter of the ICC will serve as the host for the workshop and discussions will be documented by an official note taker (Mr. Stuart Tom, P.E., C.B.O.). NIST will publish the discussions of this workshop in a NIST report. Mr. Ruben Grijalva, former CALFIRE director, will serve as the moderator. NIST will consider input generated from this workshop as they work to finalize experimental plans. It is desired that these experiments will have the potential to provide the scientific basis for code change that can significantly reduce WUI fire losses.

# Customize Your Lumberyard with **Krauter Solutions**



With over 40 years experience in the field, Krauter Solutions has what it takes to take your business to the **Next Level.**

**We Provide:**

- Design & Consulting
- **In-House CAD Department**
- Nationwide Coverage
- **Engineering from Ground-Up**
- Turn-Key Service

Whether you need standard rack-ing, bulk sheds or an integrated storage building, Krauter Solutions can take you every step of the way from concept to completion...

**We've got you Covered!**

Call **Rick Hogue!**

**Krauter Solutions**  
3601 N. Arlington Ave • Indianapolis, IN 46218  
• Toll Free: 877-309-8259 •  
Fax: (317)542-8961 • [www.krauter-storage.com](http://www.krauter-storage.com)  
Email: [rickh@krauter-storage.com](mailto:rickh@krauter-storage.com)

# Annual LACN PAC golf tournament attracts large turnout

With a significant increase in attendance over 2010, LACN's annual PAC golf tournament in April generated more than \$10,000 for LACN's government affairs program and for its state-reporting political action committee. 124 golfers took part in the day's activities at Black Gold Golf Club in Yorba Linda.



LACN conducts a broad government affairs program with state and regional lobbying efforts, monitoring of state agencies and collaboration with other wood products industry organizations and general business groups. LACN PAC generally spends in excess of \$20,000 in an election cycle with direct political contributions to candidates and coalitions.

With California business under pressure from the state's regulatory agencies, and very little agency oversight from elected officials, LACN's emphasis on the regulatory agencies has increased significantly in the past several years.

LACN PAC thanks all 2011 participants and sponsors. The list of sponsors is included in this month's Lumber Log as well as a photo page of participants.

Participating with hole displays and activities were AZEK Building Products, Collins Companies, Select Equipment Sales, Inc., Straight Line Transport, iLevel by Weyerhaeuser and Capital/

LACN also thanks Simpson-Strong Tie for its donation of raffle drawing prizes.

While basically a networking and casual golf event, scores are kept. This year's first place team was one of John Neel, Randy Richards, Scott Nicols and Bogie Nicols.

The second place team was Greg Stout, Brad Satterfield, Craig Young and Deonn Deford.

Third place went to the team of Mark Ganahl, Sal Castillo, Dan May and Omar Diaz.

George Ritter won the closest to the pin award. Debbie Quezambra was the lady's long drive winner and Omar Diaz was men's long drive winner.

## **The Lumber Log**

A PUBLICATION OF THE LUMBER ASSOCIATION  
OF CALIFORNIA & NEVADA

177 Parkshore Drive, Folsom CA 95630  
(916)235-7490 Fax (916) 235-7496

[www.lumberassociation.org](http://www.lumberassociation.org)    [lacn@lumberassociation.org](mailto:lacn@lumberassociation.org)

Publisher/Editor and Advertising Contact: Ken Dunham  
[kend@lumberassociation.org](mailto:kend@lumberassociation.org)

### **LACN STAFF**

Ken Dunham, Executive Director  
Jean Henning, Membership & Events Director  
Charlene Valine, Administrative Director  
© 2011

# LACN PAC GOLF TOURNAMENT – 2011



# LACN PAC GOLF -2011



# LACN PAC GOLF -2011



## That's what it's all about

If one had to choreograph a dance for the California state legislature, it would probably be the “Hokey Pokey.” You know, *“One foot in, one foot out...shake it all about....and that's what it is all about.”* (This is a backdoor way into the subject of regulations.) Several years ago LACN looked at its government affairs program and decided there needed to be an emphasis on state regulations equal to that of actual legislation.

It is the regulation that is strangling business here. Much of the legislation is meaningless and few bills of consequence get signed into law. And some of the worst legislation was vetoed by the last governor. We identified several of the agencies that had the most effect on the wood and building materials industry and spent more time on them.

I've been involved in government affairs enough over the years to know that legislators come and go, but the bureaucracy exists forever. In few states is it any different, but in some there is effective and meaningful oversight of what the agencies and regulators are up to. Not California.

This legislative session there are a number of bills that propose to get some control on the regulatory process. It's been apparent from watching some legislators meet with lobbyist groups that they, the legislators, have little idea about what's going on in the agencies. If they do know what's going on, knowing how to break through the barriers is difficult at best.

Basic civics says the legislature enacts and the executive branch carries out those actions through necessary rules and regulations. Not California. Unfortunately, the legislature lost that that many years ago.

Now there are some attempts to get some balance back. One piece of legislation, SB 688, sponsored by Senator Roderick Wright ( D-Inglewood) would require state agencies to notify legislative officials when adopting regulations that would cost affected businesses \$10 million or more. The bill has made some initial progress and we'll see where it heads. Senator Wright is also one legislator who ripped into the Water Resources Board recently over its staff-driven storm water permitting proposed revisions. Good for him!

It's some progress for common sense to see the idea get this far. But as the San Diego Union-Times pointed out in a recent editorial, “Unfortunately, insiders say Wright's bill is far from a sure thing going forward because of opposition from environmentalists and trial lawyers.”

Those groups count on the inside fix to advance their causes.

About the only thing I don't like about the senator's bill is that it relies on the agencies to notify the legislature on the rules they are adopting. It ought to be the other way around, the legislature ought to be monitoring the agencies regularly. But it's a start in getting back some degree of control.

*“Shake it all about...because that's what it's all about.”*

## The Flume

Ken Dunham  
LACN Executive Director



## In the news

Spruce integrates Saberis XpressPOS and WTS Paradigm Base Camp Multi-Vendor Imports. Spruce Computer Systems has integrated two multi-vendor XML import functions, WTS Paradigm Base Camp and Saberis XpressPOS, that allow SpruceWare.NET users to directly import order information from a wide variety of popular millwork and building material vendors. "We are happy to bring our SpruceWare.NET users the ability to tie directly with a large number of door, window and kitchen manufacturers in one fell swoop through these XML Import functions," said Spruce President Rob Fitzpatrick. Founded in 1985, Spruce Computer Systems, Inc. is a provider of retail business management software to lumber and building material dealers, home centers, and hardware stores. Spruce is an LACN member.

Carrie Meek has been named president of Meek's Lumber & Hardware, Western Division. The announcement was made last week during Meek's annual contractor expo at Lake Tahoe.

Got business news? Send it to Ken Dunham at LACN.  
[kend@lumberassociation.org](mailto:kend@lumberassociation.org)

### ADVERTISING IN THE LUMBER LOG

Will put your products & services in front of nearly 1,000 persons in the lumber & building materials industry every month.

Information is attached to this publication or e-mail Ken Dunham at [kend@lumberassociation.org](mailto:kend@lumberassociation.org)

### 2011 LACN BOARD OF DIRECTORS

#### President

JD Saunders, Economy Lumber

#### First Vice President

Richard McArthur, Ojai Lumber

#### Second Vice President

Augie Venezia, Fairfax Lumber

#### Treasurer

Bobby Senften, Friedman's Home Improvement

#### Past President

Laurie Vance, The Mill Yard

#### Directors/Dealers

Monika Bartko, Stock Building Supply

Chuck Bohn, Reedley Lumber

Mark Ganahl, Ganahl Lumber

Joe Lawrence, ProBuild

John Mensinger, American Lumber

John Neel, Reliable Wholesale Lumber

Jeff Pardini, Hills Flat Lumber

David Thom, Bruce Bauer Lumber

Mike White, Big Creek Lumber

#### Directors/ Associates & Affiliates

Vic Hausmaninger, HBLA CPA's

Seamus O'Reilly, LP Corporation

Bob Shepherd, Sierra Pacific Industries

Chris Thoman, Simpson Strong-Tie

Jim Turrentine, Cargotec USA

#### Second Growth President

(Non-voting)

Chris Freeman, Ganahl Lumber

#### LACN Executive Director

Ken Dunham

### Need a small meeting room for a meeting in the Sacramento area?

LACN's new offices has a conference room that will accommodate up to about 18 people easily. This is available without charge to any LACN member – Dealer, Affiliate, Associate. Perfect for small sales meetings, client meetings, or for smaller office meeting when you just need to get away. Free coffee! We've also got a refrigerator for your soft drinks and water, copier and fax availability. Lots of free parking. Small service kitchen with a microwave. Many choices for meals within a mile of the office and we're easily found at Exit 23 on Hwy 50, north on Folsom Blvd 1.8 miles and left onto Parkshore Dr.



EFFECTIVE TRAINING  
STRATEGIC LITIGATION  
PERCEPTIVE COUNSELING  
CREATIVE PROBLEM SOLVING

P.C.

LABOR AND EMPLOYMENT LAW

## Laura E. Innes, Esq.

### *About SGIJ*

Simpson, Garity, Innes and Jacuzzi, P.C. is a California-based employment and labor law firm comprised of a team of experienced, efficient and strategically-minded attorneys. The Firm's four named principals, Paul Simpson, Ron Garity, Laura Innes and Marc Jacuzzi, collectively have more than 90 years of employment and labor law experience. All of the Firm's associate attorneys possess multiple years of specialized experience. Whether your business employs 15 or 50,000 employees, SGI&J is ready to meet your risk reduction and litigation needs. The Firm offers a full-range of employment law-related services to its clients. Whether the matter requires a response to an emergency employment decision, or representation in state or federal court litigation, SGI&J strives to satisfy its clients' highest expectations.

### **SIMPSON, GARRITY, INNES & JACUZZI, P.C.**

601 Gateway Blvd.  
Suite 950  
South San Francisco, CA 94080  
[www.sgilaw.com](http://www.sgilaw.com)

Phone: 650-615-4860

Fax: 650-615-4861

E-mail: [linnes@sgijlaw.com](mailto:linnes@sgijlaw.com)



Laura Innes, a director of Simpson, Garity, Innes & Jacuzzi, PC, has been engaged exclusively in the practice of labor and employment law for > 24 years. Her practice combines preventive counseling for management with civil and administrative litigation defense. Recognized by Martindale Hubbell as an "AV" rated practitioner, Ms. Innes regularly publishes articles on a wide range of employment law topics and is a frequent speaker to client and community groups. Beginning in 2004, Ms. Innes annually has been named a Northern California "Super Lawyer" – one of the top 5% of lawyers in Northern California – by San Francisco Magazine (2004-2010) and was featured in an interview entitled "America's Most Influential Women" for the Forbes SkyRadio program airing on American Airlines and United Airlines flights in January and March 2005, respectively. Ms. Innes acts as a mediator in labor and employment matters; and serves as an Expert Witness regarding all labor and employment matters with special emphasis on employment practices, discrimination and sexual harassment claims and wage and hour disputes.

Ms. Innes is a member of the Editorial Advisory Committee for the Employer's Resource Institute and is a member of the Associated General Contractors Legal Advisory Committee. Ms. Innes is a member of the Labor and Employment Law Section State Bar of California, American Bar Association, San Francisco Bar Association, San Mateo County Bar Association; and the Marin County Bar Association.

Ms. Innes has represented member companies of the LACN for more than 20 years.

# **SAFETY & RISK MANAGEMENT**

**INFORMATION YOU CAN USE**

Wendy Kelley, Regional Marketing Manager



## *Get an insurance “physical”*

As your business changes and grows, so do your business insurance needs. It is a good idea to consult your insurance advisor, at least annually, to review your insurance coverage in light of changes your business may undergo from year to year. For example:

- You may have purchased or sold buildings, personal property, or vehicles.
- You may have experienced fluctuations in payroll or sales receipts as business conditions change.
- You may have undertaken new operations or developed new products or services.
- You may need to respond to new legal or regulatory issues.

An annual review—or “physical exam”—of your insurance coverages helps ensure that coverage purchased last year adequately protects you today. Annual reviews are a good time to consider, for example, whether your policy limits are sufficient to replace damaged property. They provide you and your insurance representative an opportunity to discuss insured and self-insured exposures, as well as consider any new exposures that can impact your current insurance program.

Annual insurance reviews are also a good time for you to assess the performance of your current insurance provider. Are claims paid according to your expectations? Is the insurer still financially sound and stable? Are you receiving the promised level of policy service and loss control support? Answers to these questions can have a huge impact on your business and may influence your decision to continue to do business with your current insurance provider.

### *Give your risk management program a “checkup”*

In addition to an annual review of your insurance program, you should also expect your insurance professional to review your business risk management strategies on a yearly basis.

Federated Insurance is endorsed by LACN for property & casualty needs and financial protection services. For more information, contact LACN at 800/266-4344

# LUMBER ASSOCIATION

## OF CALIFORNIA & NEVADA

### 2011 CALENDAR OF EVENTS

#### ***LACN & other industry events!***

The Lumber Association of California & Nevada has a variety of events throughout the year – educational, government affairs, training, and social and networking events. Below are events that are scheduled to date. This list is updated as new events are added. Contact LACN for information on any events.

- May 5                    **LACN Second Growth dinner meeting**  
Pacific Palms Hotel & Conference Center, City of Industry CA  
6:15 PM Reception, 7:00 PM dinner and program  
*"Yes, we all have to work together, but why does it have to be so painful?"*  
Speaker Scott Hunter will talk about why relationships are a challenge, and share good advice on communicating in business and personal life.  
[www.lumberassociation.org](http://www.lumberassociation.org) for registration materials.  
Materials also included in LACN on-line publications.
- May 15-17              **LACN Second Growth Mill Tour**  
Information in LACN publications, on the website or call LACN
- May 20                    **Southern California Hoo-Hoo #117**  
4<sup>th</sup> Annual Don Gregson Memorial Golf Tournament  
12 Noon checkin  
San Dimas Canyon Golf Course, San Dimas CA  
Contact: Mike Nicholson 760/324-0842 or [mnicholson@all-coast.com](mailto:mnicholson@all-coast.com)
- May 23                    **The Forest Foundation Annual Golf Tournament**  
Granite Bay Golf Club, Granite Bay CA  
Guests welcome for this great charitable event!  
*Contact Shaney Emerson at the Forest Foundation [se@calforestfoudnation.org](mailto:se@calforestfoudnation.org)*
- Jun 2                     **LACN Associates/Dealers Annual Golf Tournament**  
Rancho Solano Golf Club, Fairfield CA
- July 21-23              **LACN Second Growth Summer Conference**  
*Location and program to be announced*
- Aug 17                    **Southern California Hoo-Hoo #117**  
Location: Pomona Valley Mining Co  
Ice Breaker 5:59 PM, Dinner 6:59 PM  
Contact: Mike Nicholson 760/324-0842 or [mnicholson@all-coast.com](mailto:mnicholson@all-coast.com)
- Oct 7                     **LACN Second Growth dinner meeting**  
*Location and program to be announced*
- Oct 20-21               **LACN ANNUAL CONVENTION**  
Rancho Las Palmas Resort & Spa  
Rancho Mirage CA  
***Mark the dates. More info in mid- 2011!***
- Oct 26-28               **NLBMDA Annual Summit (National Convention)**  
San Antonio (pending location)

*Details in 2011*

Nov 16

**Southern California Hoo-Hoo #117**

Location: Orange County Mining Co

Ice Breaker 5:59 PM, Dinner 6:59 PM

Contact: Mike Nicholson 760/324-0842 or [mnicholson@all-coast.com](mailto:mnicholson@all-coast.com)

Dec 2

**LACN Second Growth dinner meeting**

*Location and program to be announced*



# LACN's 2<sup>nd</sup> Growth FOREST & MILL TOUR

## May 15-17, 2011 – Santa Rosa/Fort Bragg, CA

LACN's 2<sup>nd</sup> Growth, those primarily under the age of 40 who are active in the lumber and building materials industry, is hosting their Annual Forest & Mill Tour May 15-17, 2011 – in Central California! Please note, all LACN members and their customers are invited to attend this educational tour to learn more about our industry.

**Agenda:** This two-day forest and mill tour will start early Monday morning, May 16<sup>th</sup>, with our tour bus departing the Hilton Garden Inn, Sonoma County Airport, 417 Aviation Blvd., Santa Rosa, at 6:00 a.m. sharp! Check into the hotel Sunday, and join the group for a hosted dinner from 4:00 – 6:00 p.m. at Smokey Ridge Redwood Grove compliments of Redwood Empire.

Our Monday woods tour is being co-hosted by Redwood Empire and Campbell Timberland Management in Fort Bragg, CA. Campbell manages the 127,000 acre redwood and Douglas-fir forests of Hawthorne Timber Company. The group will be introduced to the requirements for harvesting timber in California in the form of regulations and the government review process and how that translates to the professional management practices of Campbell on these high site redwood timberlands. We will visit an active harvesting operation in second growth forests to see how modern day logging occurs and how Campbell ensures comprehensive protections and improvements of watershed and fishery values to the benefit of long-term sustainability.

On Tuesday we will tour Redwood Empire's sawmill in Cloverdale and their remanufacturing facility in Asti. Presentations from the California Redwood Association and Redwood Inspection Service will teach the group about grading issues. Immediately following Tuesday's tour, the bus will head to the Santa Rosa Airport and then to the Hilton Garden Inn, Sonoma County Airport parking lot.

**Travel:** Attendees will be responsible for their own airline reservations. Please be sure to send/fax/email LACN, attn: Jean, a copy of your itinerary once you have booked your airfare. We are expecting to arrive back at the Sonoma County Airport at/or around 3:00 p.m. on Tuesday, May 17<sup>th</sup>, please consider booking your return flight no earlier than 4:00 p.m. You will need to contact the Hilton Garden Inn, Sonoma County Airport, to book your complimentary shuttle ride from the airport to the hotel Sunday, 707-545-0444.

**Cost:** \$450.00 per attendee and includes meals, transportation, and two night's stay at the Hilton Garden Inn, Sonoma County Airport.

**Registration:** LACN Fax: 916-235-7496 Email: [jeanh@lumberassociation.org](mailto:jeanh@lumberassociation.org)

Name (1): \_\_\_\_\_ Name (2): \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Credit card:  MasterCard  Visa  American Express  Discover

Card #: \_\_\_\_\_ CCV-CSC#: \_\_\_\_\_

Name on card: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

If company card – Company Name: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

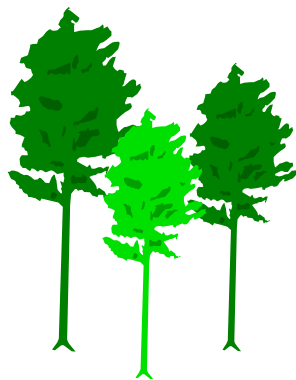
Please make checks payable to LACN: 177 Parkshore Drive, Folsom, CA 95630

Phone: 916-235-7490 or 800-266-4344

Cancellation policy: NO REFUNDS will be issued after May 6, 2011. If you register and are unable to attend, you will be responsible for payment.



LACN's 2<sup>nd</sup> Growth  
Annual  
Forest & Mill Tour  
May 15-17, 2011  
Santa Rosa - Fort  
Bragg, CA



2<sup>nd</sup> Growth



# LACN 2<sup>nd</sup> Growth FOREST & MILL TOUR

## Sponsorship Form

The Lumber Association of California & Nevada's 2<sup>nd</sup> Growth (those under the age of 40 who are actively involved and employed in the lumber and building materials industry) will host their *FOREST & MILL TOUR* May 15-17, 2011. Please note, all LACN members are invited to attend!

Sponsorships will help cover the cost of sending 2<sup>nd</sup> Growth members on this educational tour to learn more about our industry.

2<sup>nd</sup> Growth is asking all LACN member companies to consider sponsoring a level for this year's forest & mill tour. Levels available for sponsorship are:

- \$350 GOLD Tour Sponsor**
- \$250 SILVER Tour Sponsor**
- \$150 BRONZE Tour Sponsor**

All sponsoring companies will be acknowledged throughout the tour, listed on tour handouts, and will be included in future LACN Email Updates as a tour sponsor.

If you are interested in sponsoring 2<sup>nd</sup> Growth members on the 2011 tour, please complete this form by indicating which level you wish to sponsor, and **fax back to the LACN office at (916) 235-7496**. If you have any questions, please call the LACN office at (800) 266-4344, or email [jeanh@lumberassociation.org](mailto:jeanh@lumberassociation.org) We look forward to further educating 2<sup>nd</sup> Growth and to another successful year!

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

To pay for this by credit card please complete the following and fax back to (916) 235-7496

Card type:  MasterCard  Visa  American Express  Discover

Card Number: \_\_\_\_\_ CCV-CSC#: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

If company card – Company Name: \_\_\_\_\_

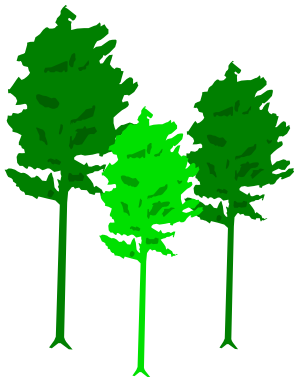
Cardholder's Signature: \_\_\_\_\_ Amount to Charge: \_\_\_\_\_

Please make checks payable to LACN: 177 Parkshore Drive, Folsom, CA 95630

P: (916) 235-7490 F: (916) 235-7496



LACN's 2<sup>nd</sup> Growth  
Annual  
Forest & Mill Tour  
May 15-17, 2011  
Santa Rosa/Fort Bragg



2<sup>nd</sup> Growth

Thursday, June 2<sup>nd</sup>, 2011 – Fairfield, CA

## Lumber Association of California & Nevada Associates/Dealers Annual Golf Tournament



Rancho Solano Golf Course

3250 Rancho Solano  
Parkway, Fairfield, CA  
707-429-4653

**Thursday, June 2, 2011**

- Cost: \$170 per player
- Registration 6:30 a.m.
- **Shotgun Start 8:00 a.m.**
- Lunch & Awards  
Presentation 1:30 p.m.

Enjoy a complete program  
with special events, 18 holes  
of golf, lunch, beverages  
and prizes.

Register today by

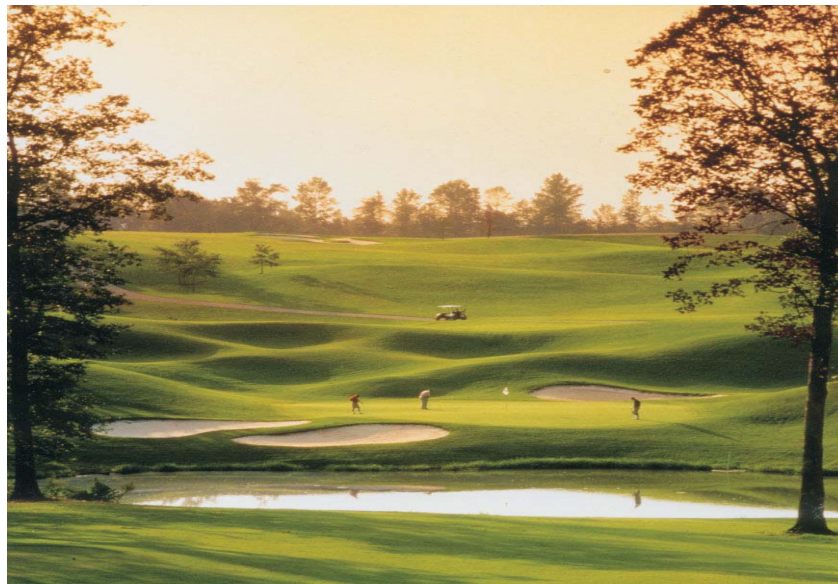
**Fax:**  
916-235-7496

**Phone:**  
916-235-7490

**Email:**  
[jeanh@lumberassociation.org](mailto:jeanh@lumberassociation.org)

**Website:**  
[www.lumberassociation.org](http://www.lumberassociation.org)

### 14th Annual LACN Associates/Dealers Golf Tournament



It is once again time to register for LACN's Associates/Dealers Annual Golf Tournament. This year's tournament will be held at Rancho Solano Golf Course in Fairfield, CA. Registration begins at 6:30 a.m. and tee-off is at 8:00 a.m. Register early to guarantee your spot in the tournament.

Golfer #1 Name/Co.: \_\_\_\_\_

Golfer #2 Name/Co.: \_\_\_\_\_

Golfer #3 Name/Co.: \_\_\_\_\_

Golfer #4 Name/Co.: \_\_\_\_\_

Please pair me/us up with: \_\_\_\_\_

**Please Invoice:**

Name/Co.: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

LACN • 177 Parkshore Drive • Folsom • CA • 95630

(916) 235-7490 • Fax (916) 235-7496 • [www.lumberassociation.org](http://www.lumberassociation.org)

LACN CANCELLATION POLICY: No refunds will be given after May 26, 2011. If you register and are unable to attend, you will be responsible for payment.

**Please Charge:**

MasterCard  Visa  American Express  Discover

Card Number: \_\_\_\_\_ CCV-CSC#: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

If Company Card, Co. Name: \_\_\_\_\_ Charge Amount: \_\_\_\_\_

Signature: \_\_\_\_\_

\\Madrone\shared\jean\GOLF\2011tournament\2011GolfRegistrationFlyer.doc

**Thursday, June 2<sup>nd</sup>, 2011 – Fairfield, CA**

## Lumber Association of California & Nevada Associates/Dealers Annual Golf Tournament

### 2011 Golf Sponsorship Opportunities

#### Gold Sponsor \$450

Includes one 2x6 table and two chairs at tee box plus sponsoring two holes. Your company will be able to meet and greet golfers at Rancho Solano golf course for the entire day, plus provide your company's promotional materials and merchandise to golfers throughout the day. Your company name will also be listed on signage at the course, and on LACN golf materials. Please note this sponsorship is limited.

#### Silver Sponsor \$350

Includes sponsoring two holes. Company name will also be listed on signage at the course, and on LACN golf materials.

#### Bronze Sponsor \$175

Includes sponsoring one hole. Company name will also be listed on signage at the course, and on LACN golf materials.

#### Prize Sponsor \$125

Includes sponsoring prizes for prize drawing. Company name will also be listed on signage at the course, and on LACN golf materials.

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Contact on Site: \_\_\_\_\_ Cell: \_\_\_\_\_

LACN • 177 Parkshore Drive • Folsom • CA • 95630

(916) 235-7490 • Fax (916) 235-7496 • [www.lumberassociation.org](http://www.lumberassociation.org)

LACN CANCELLATION POLICY: No refunds will be given after May 26, 2011. If you register and are unable to attend, you will be responsible for payment. Non member companies will be required to pay an additional \$225.00

**Please Charge:**

MasterCard  Visa  American Express  Discover

Card Number: \_\_\_\_\_ CCV-CSC#: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

If Company Card, Co. Name: \_\_\_\_\_ Charge Amount: \_\_\_\_\_

Signature: \_\_\_\_\_

\\Madrone\shared\Jean\GOLF\2011tournament\2011GolfSponsorFlyer.doc



Rancho Solano Golf Course

3250 Rancho Solano  
Parkway, Fairfield, CA  
707-429-4653

**Thursday, June 2, 2011**  
**8:00 a.m. Shotgun Start**

Sign up to sponsor today by  
**Fax:**  
916-235-7496

**Phone:**  
916-235-7490

**Email:**  
[jeanh@lumberassociation.org](mailto:jeanh@lumberassociation.org)

**Website:**  
[www.lumberassociation.org](http://www.lumberassociation.org)

**Lumber Association  
Of California &  
Nevada**

**An association of  
independent lumber dealers  
and suppliers**

**Affiliated with the National  
Lumber and Building  
Materials Dealers Association**

# The Lumber Log



A publication of the Lumber Association of California & Nevada

## **2011 Advertising rates and information**

The **LUMBER LOG** is published electronically monthly by LACN and is the organization's official publication. With a mix of industry news, political and government affairs information, business advice, safety and management articles and industry opinion, the **LUMBER LOG** is an excellent choice for advertising. The **LUMBER LOG** is regularly e-mailed to nearly 1,000 LACN members and others, and often e-mailed to an additional 300+ in the industry.

### **Member Advertising Rates**

(rate per month)

| <b>AD Size</b>  | <b>1 Month</b> | <b>3 Months</b> | <b>6 Months</b> | <b>12 Months</b> |
|-----------------|----------------|-----------------|-----------------|------------------|
| Full Page       | \$340          | \$310           | \$280           | \$240            |
| Half Page       | \$240          | \$210           | \$180           | \$160            |
| Quarter Page    | \$160          | \$140           | \$120           | \$100            |
| One Eighth Page | \$100          | \$90            | \$80            | \$70             |

NON-MEMBER RATES ARE 1.5x MEMBER RATES.  
PAYMENT FOR NON-MEMBER ADS IS REQUIRED IN ADVANCE.

### **SIZE & FORMAT REQUIREMENTS**

Ads should be submitted in either **WORD** format or a **PDF** file.

Full page is 7 ½ x 10 in. Half Page is 7½ x 5 in (horiz) or 3 ¼ x 10 (vert)

Quarter Page is 3 ½ x 5 in Eighth page is 3 ¼ x 2 ½ .

Frequency rate discounts apply to ads purchased in the calendar year beginning January, 2011

Copy changes and ad rotations allowed. Ads or changes must be received by 15<sup>th</sup> of month prior to publication date. All ad sales are non-commissionable and not subject to brokerage.

**AD Size** [ ] Full page [ ] Half Page [ ] Quarter Page [ ] Eighth Page  
**FREQUENCY** [ ] 12 mon rate [ ] 6 mon rate [ ] 3 mon rate [ ] 1 mon rate

(For less than 12 month frequency, note months ad is to run at frequency rate)

Jan  Feb  Mar  Apr  May  Jun  Jul  Aug  Sep  Oct  Nov  Dec

**For additional information contact LACN Executive Director Ken Dunham at 800-266-4344 or [kend@lumberassociation.org](mailto:kend@lumberassociation.org)**

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

CHECK ENCLOSED FOR \$ \_\_\_\_\_

INVOICE US

MasterCard  Visa  American Express  Discover

Card Number: \_\_\_\_\_ CCV-CSC#: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Authorized \$ to Charge: \_\_\_\_\_

*If company card - Company Name:* \_\_\_\_\_

Cardholders Signature: \_\_\_\_\_

LACN • 177 Parkshore Drive • Folsom, CA • 95630  
Phone: 800/266-4344 • 916/235-7490 • Fax: 916/235-7496  
E-mail: [lacn@lumberassociation.org](mailto:lacn@lumberassociation.org) • website: [www.lumberassociation.org](http://www.lumberassociation.org)