WCLBMA 2nd Growth Mill Tour

May 19-20-21, 2019  Eugene, Oregon

WCLBMA’s 2nd Growth, those primarily under the age of 40 who are active in the lumber and building materials industry, is hosting the annual Mill Tour May 19-20-21, starting in Eugene, OR. Please note, all WCLBMA members and their customers are invited to attend this educational tour to learn more about our industry.

Those attending should plan on arriving Sunday, May 19, in Eugene. The mill tour will start early Monday morning, May 20th, with our tour bus departing the Valley River Inn, 1000 Valley River Way, Eugene, at 7:00 a.m. sharp!

Monday’s tour will begin with an early group breakfast at the hotel. The bus will head to Riddle and tour C&D Lumber, Herbert Lumber, Dillard Lumber, and Riddle Plywood.

On Tuesday the tour will include Rosboro, Zip-O-Log Mill, and Seneca Sawmill. The bus will return Tuesday late afternoon/early evening back to the Valley River Inn in Eugene where the tour will conclude.

Attendees will be responsible for their own airline reservations. This year’s cost is $1,250 per WCLBMA member attendee which includes meals, transportation, and three night’s stay at the Valley River Inn in Eugene.

WCLBMA is also seeking sponsors to help underwrite the cost of the tour. Sponsorships will help cover the cost of sending WCLBMA members on this educational tour to learn more about our industry and our forests. WCLBMA member companies are asked to consider sponsoring a level for this year’s mill tour. Sponsorship information is contained in the registration materials, included in this edition of the LUMBER LOG. All sponsoring companies will be acknowledged throughout the tour, listed on tour handouts, and will be included in future WCLBMA Email Updates as a tour sponsor.

“This is one of the most important educational opportunities I ever had. It helped me become a much better lumber salesperson by understanding the lumber and building materials industry as a total process.”
[A past attendee]

SPONSORS WELCOMED FOR THIS EVENT!

INSIDE THIS MONTH
NORTHERN CALIFORNIA GOLF TOURNAMENT REGISTRATION/SPONSORSHIP/DISPLAY – JUNE 6
SECOND GROWTH DINNER MEETING & PROGRAM – May 2
More events and news
IT’S NOT A TREND. IT’S A REVOLUTION.

Visit ZIPRevolution.com to learn how easy it is to make the switch.

ZIPsystem™
SHEATHING & TAPE
Register today for the annual WCLBMA Northern California Golf Tournament

*June 6 – Rancho Solano Golf Course, Fairfield CA*

There are foursomes and sponsorship opportunities available at this year’s annual Northern California Golf Tournament set for June 6 at Rancho Solano Golf Course in Fairfield.

The $225 registration fee for the day includes greens fees, cart, lunch, beverages and prizes. The format is a shotgun start at 8:00 AM with the lunch and awards following about 1:30 PM. There are many hotel and dining options nearby for those arriving the evening prior to the event.

Sponsorship, marketing and promotions opportunities are available with one of the most popular being a “Gold Sponsor” at $550 which includes a table and chairs at a tee box, plus your company name on two holes. Your company representatives will be able to meet and greet the golfers as they come by, and you are able to hand out promotional materials and merchandise. Other levels of sponsorship and promotion are also available.

Your company name is also on signage at the course, noted in all WCLBMA communications and in materials at the day of the event.

Rancho Solano has been a long-time location for the annual golf event and on one of the region’s top-rated golf courses.

All golf events are open to all WCLBMA members and guests. Don’t have a foursome? You can be matched with others of your abilities.

Registration information is available in WCLBMA publications, on-line at [www.lumberassociation.org](http://www.lumberassociation.org) and directly from WCLBMA. Contact Jean Henning for additional information at 800/266-4344 or jeanh@lumberassociation.org

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**REACH THIS IMPORTANT INDUSTRY WITH ONE OF THE HIGHLY READ PUBLICATIONS**

**ADVERTISE YOUR PRODUCTS & SERVICES IN THE LUMBER LOG.**

See the last page of this publication or call Ken Dunham at 800/266-4344 or kend@lumberassociation.org
Attend this important educational session

“The Five Biggest Mistakes all Salespeople Make and How to Avoid Them”

WCLBMA 2ND Growth Meeting – May 2, Embassy Suites, Brea

WCLBMA’s 2ND Growth May dinner program features noted sales trainer Patrick McClure with his tips on becoming a better salesperson.

Salespeople make these common mistakes every day, and lose valuable time, effort, and DEALS. You’ve probably attended many sales training seminars, but you’ve never looked at sales this way!

• Maximize your Selling Time...with the right people
• Winning Business despite the New Economy
• When to Shut up and Listen
• The Critical Missing Step in your Sales Process

For 30 years, Patrick McClure has been training salespeople and managers to become amazingly proficient and results-oriented. He has the knack for reducing the most complex processes to their basic simplicity. As a trainer, speaker, consultant and author, he has dedicated his practice to helping others achieve peak performance.

Additionally, dinner sponsors are welcomed to use the opportunity to promote their services or products. Registration materials are found in all WCLBMA publications, on the WCLBMA website and in this edition of the LUMBER LOG. For more details and questions, call Jean Henning (916) 235-7496, or email to: jeanh@lumberassociation.org.

NEW MEMBERS

WEST COAST LUMBER & BUILDING MATERIAL ASSOCIATION

COEUR d’ALENE WOOD
Post Falls, Idaho
James LaVitola, Regional Manager

www.cdawood.com

Coeur d’Alene Wood, founded in 2015, manufactures and offers an innovative, one-of-a-kind line of aged wood products. Its revolutionary patented process accelerates the aging of wood, withering the lumber to give it an authentic look without using paints or stains, making it VOC-free.
NLBMDA Announces ProDealer Industry Summit 2019

NLBMDA, (National Lumber & Building Material Dealers Association) has announced its return to The Broadmoor in Colorado Springs, Colorado this fall! Make sure to mark your calendars for October 8 - 10 to enjoy picturesque mountain views, luxurious accommodations and an engaging, innovative conference.

The ProDealer Industry Summit is an exclusive three-day educational and networking forum designed to promote the growth of lumber & building product dealers, distributors, wholesalers, and the manufacturers who supply them. LBM dealers will benefit from sharing insights and best practices from leaders in the industry in a relaxed format that encourages networking and personal interaction.

The ProDealer Industry Summit is presented by the NLBMDA and by Hardware + Building Supply Dealer (HBSDealer).

All WCLBMA Dealer members are also members of the NLBMDA and may attend. For additional information, contact Ken Dunham at the WCLBMA.

2019 WCLBMA BOARD OF DIRECTORS

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WCLBMA Executive Director
Ken Dunham

HAVE A STORY ON YOUR BUSINESS, YOUR PEOPLE, OR YOUR COMMUNITY ACTIVITIES?

Call Ken Dunham at 800/266-4344 or email him at kend@lumberassociation.org

MARK NOVEMBER 13-14, 2019 ON YOUR CALENDAR FOR THE ANNUAL CONVENTION OF THE WEST COAST LUMBER & BUILDING MATERIALS ASSOCIATION SACRAMENTO, CALIFORNIA DETAILS SOON
Timber Tough!

“Linde lifts have been an excellent addition to our Company since 2001. The bottom line is that we handle more lumber with less lifts and less people by using Linde lifts.”

Southeast Wood Treating, Ltd.

CONTACT: GEOFF GARNER
Account Manager
Telephone 562/762-8016
E-mail: ggarn@selectequipment.com

SELECT EQUIPMENT IS A MEMBER OF THE
WEST COAST LUMBER & BUILDING MATERIAL
ASSOCIATION

Linde Series 387, 388, RX60, 394, 396 and 1401 are perfect for all lumber applications.

- Lifetime brake warranty
- Load capacities up to 40,000 lbs
- Reduced fuel consumption
- Extended service intervals
- Lumber carriages for maximum productivity
- Full time hydrostatic drive delivers tremendous pushing and pulling torque
- Makes precise directional movement
- Eliminate transmission failures and overheating
- Spacious operator cabin and fingertip hydraulic controls allow for all day operator comfort

KION North America
Don’t Take a Chance – Valuation Methods for Buy-Sell Agreements

A buy-sell agreement can help a business owner lock in the value of their business by using a valuation formula. The goal should be to establish a value that will give the owner or his/her heirs a fair price in the event of a sale. Does your valuation formula establish fair market value?

**Common Valuation Formulas for Buy-Sell Agreements**

**Option 1 – Book Value**
The book value method (also known as net worth or owner's equity) is simply the total assets minus the total liabilities of the business. This method is sometimes referred to as the liquidation method and often understates the true fair market value of the business, as it does not account for goodwill, profitability, or recapture of accelerated depreciation.

- Fair Market value of ABC Inc. = $1.4 million
- Book Value = $450,000
- Loss in Value = $950,000

**Option 2 – Agreed Value Method**
With this method, owners periodically meet and set the value of the business in writing. As this value changes over time, the parties amend the buy-sell agreement with the new amount. If you utilize this type of valuation, how long has it been since you documented a new value? If the established value has not been updated over the years, you could be stuck with an outdated value and lose at the time of a future sale. Consult with your attorney to determine whether a revision to the defined value is due and if including a backup valuation method based on a formula or appraisal is appropriate.

- Fair Market Value of ABC Inc. = $1.4 million
- Last Documented Value (2003) = $800,000
- Loss in Value = $600,000

**Option 3 – Appraised Fair Market Value Method**
A buy-sell agreement may require a formal or informal appraisal of the business at the time of a sale. To arrive at fair market value, an appraisal factors in several things, such as the current value of assets, liabilities, goodwill, and profitability. While this method can help ensure all interested parties receive the full value they deserve, it can also increase the costs related to a sale.

- Appraised Fair Market Value of ABC Inc. = $1.4 million
- Loss in Value = $0

Identifying the fair market value of a business can help owners establish a fair price and is a key component in any business succession plan. Take advantage of Federated’s *Agreement Evaluator*™ to receive an informal review on the strengths and weaknesses of your existing buy-sell agreement, including the valuation formula.

Federated Insurance is endorsed by WCLBMA for property & casualty needs and financial protection services. For more information, contact WCLBMA at 800/266-4344.
It’s Our Business to Protect Yours®

Face to face, eye to eye, delivering a modern level of service.

Federated Mutual Insurance Company and its subsidiaries* | federatedinsurance.com
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Find your local marketing representative

Ward’s 50th Top Performer
A.M. Best® A+ (Superior) Rating
In the news

News from and about WCLBMA Members

Send your company news to Ken Dunham at kend@lumberassociation.org

☐ Huber Engineered Woods has announced more innovations for today’s building needs. Their ZIP System® sheathing and tape for roofs and walls, eliminates the need for housewrap with a built-in weather-resistant barrier, to support an air- and water-tight envelope. AdvanTech® subfloors and sheathing are designed to perform above code standards for superior strength, stiffness and fastener-holding power. With advanced moisture resistance AdvanTech® panels help keep jobs on track with a 500-day no sanding guarantee.

Headquartered in Charlotte, N.C., Huber Engineered Woods has manufacturing operations in Maine, Georgia, Virginia, Tennessee and Oklahoma, as well as research and development facilities in Georgia. Huber Engineered Woods also serves industrial markets with products for door manufacturers and the transportation industry. For more information, visit huberwood.com.

☐ Select Equipment Sales continues its program of giving the WCLBMA $500 for each Linde forklift sold to a member firm. The latest is a new forklift for LA Mesa Lumber. WCLBMA is appreciative of the support to the association provided by Select Equipment Sales. Geoff Garner, Sales Manager at Select Equipment is shown here with the new Linde forklift.

☐ Spring 2019 Release Features Inventory, Marketing and Time Management Enhancements

Paladin Data Corporation, a leading provider of digital retail platforms, has unveiled its Spring 2019 Release with a host of new features and integrations that simplify the often-complex tasks of retail business. The newest version of Paladin puts data to work to enhance a business’s ability to automate a variety of operational processes and compete with big-box stores and online retailers. Paladin continuously works to strengthen its retail platform and regularly releases updated versions that are automatically pushed out to its customers. Once a new release is complete, every business running on Paladin has its most current features and integrations.

The latest version of Paladin introduces features and integrations that will instantly save thousands on orders, enhance in-store shopping with dynamic marketing tools, optimize employee time management, and much more.

The features and integrations from the Spring 2019 Release include:
- **Order Analyst™** is the latest enhancement to Paladin’s proprietary Market Driven Inventory Management™ technology. It automatically compares product costs from multiple suppliers to locate the lowest costs.
- **Ez-Ad** enhances the customer experience using dynamic digital signage and a mobile app that allows sales associates to compare prices with the competition. 

[More on next page]
More
In the news

News from and about WCLBMA Members
Send your company news to Ken Dunham at kend@lumberassociation.org

• Deputy simplifies the complicated process of workforce management. It streamlines HR bookkeeping, optimizes scheduling, and allows businesses to quickly respond to changes in workflow.
• Point of Rental lets businesses set up, manage and track rental processes quickly and easily. It simplifies inventory and customer management, equipment history and maintenance, contract writing and other rental functions across a variety of industries.

All these features are backed by Paladin’s outstanding 100% USA-based customer support. For more information about Paladin, visit paladinpointofsale.com or email marketing@paladinpos.com.

NLBMDA Praises Introduction of Restoring Investments in Improvements Act
Fixes Tax Law Error that Discourages Business Investment

The National Lumber and Building Material Dealers Association (NLBMDA) praises action taken in April by Reps. Jimmy Panetta (D-CA) and Jackie Walorski (R-IN) to introduce the Restoring Investments in Improvements Act (H.R. 1869, S. 803), which would fix a drafting error in the Tax Cuts and Jobs Act, and make interior improvements to retail stores eligible for accelerated bonus depreciation.

Congress intended for remodeling and other store improvements to be eligible for accelerated bonus depreciation and a 15-year recovery period. Investments in qualified assets are eligible under the new tax law for 100 percent bonus depreciation through 2022.

A technical error in the tax reform law mistakenly excludes many interior improvements to retail businesses and restaurants from accelerated bonus depreciation and requires them to be written off over 39 years. This means affected businesses are only able to write off 2.5 percent in the first year and then depreciate the remainder over the next 38 years. The legislation corrects the drafting error allowing interior improvements to retail stores and restaurants to be eligible for accelerated bonus depreciation and a 15-year recovery period. An identical bill was introduced in the Senate by Sens. Pat Toomey (R-PA) and Doug Jones (D-AL) earlier this year.

MARK NOVEMBER 13-14, 2019 ON YOUR CALENDAR FOR THE ANNUAL CONVENTION OF THE WEST COAST LUMBER & BUILDING MATERIALS ASSOCIATION SACRAMENTO, CALIFORNIA DETAILS SOON
2nd Growth Mill Tour – Eugene, OR
May 19-20-21, 2019

C&D Lumber • Herbert Lumber • Roseburg Forest Products
Rosboro • Zip-O-Log Mill • Seneca Sawmill

WCLBMA’s 2nd Growth, those primarily under the age of 40 who are active in the lumber and building materials industry, is hosting their 2019 Mill Tour May 19-20-21, starting in Eugene, OR! Please note, all WCLBMA members and their customers are invited to attend this educational tour to learn more about our industry.

Agenda: Plan on arriving into Eugene on Sunday May 19th. The mill tour will start early Monday morning, May 20th, with our tour bus departing the Valley River Inn, 1000 Valley River Way, Eugene, at 7:00 a.m. sharp!

Monday’s tour will begin with an early group breakfast at the hotel. We will head to Riddle and tour C&D Lumber, Herbert Lumber, Dillard Lumber, and Riddle Plywood. On Tuesday we will tour Rosboro, Zip-O-Log Mill, and Seneca Sawmill. We will return Tuesday late afternoon/early evening back to the Valley River Inn in Eugene where the tour will conclude.

Travel: Attendees will be responsible for their own airline reservations. Please be sure to email jeanh@lumberassociation.org or fax: 916-235-7496 attn: Jean, a copy of your itinerary once you have booked your airfare. You will need to contact the front desk at Valley River Inn (541) 743-1000 to schedule a shuttle to and from the airport/hotel.

Cost: $1250.00 per WCLBMA member attendee which includes meals, transportation, and three night’s stay at the Valley River Inn in Eugene, OR.

Registration: Email: jeanh@lumberassociation.org
WCLBMA Fax: 916-235-7496

Name (1): ____________________________ Name (2): ____________________________

Company: ____________________________

Address/City/State/Zip: ____________________________

Email(s): ____________________________ Cell #(#): ____________________________

Credit card: □ MasterCard □ Visa □ American Express □ Discover

Card #: ____________________________ CCV#: ____________________________

Name on card: ____________________________ Expiration Date: ____________________________

If company card – Company Name: ____________________________

Complete Address for Credit Card Including Zip: ____________________________

Cardholder’s Signature: ____________________________

Please make checks payable to WCLBMA: 177 Parkshore Drive, Folsom, CA 95630
Phone: 916-235-7490 Fax: 916-235-7496
Cancellation policy: NO REFUNDS will be issued after May 10, 2019. If you register and are unable to attend, you will be responsible for payment.
Non members $2500.00
Sponsorship Form

2nd Growth Mill Tour
May 19-20-21, 2019

The West Coast Lumber and Building Material Association’s 2nd Growth (those primarily under the age of 40 who are actively involved and employed in the lumber and building materials industry) will host their MILL TOUR May 19-21, 2019. Please note, all WCLBMA members are invited to attend!

Sponsorships will help cover the cost of sending 2nd Growth members on this educational tour to learn more about our industry and our forests.

2nd Growth is asking all WCLBMA member companies to consider sponsoring a level for this year’s 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 WCLBMA Email Updates as a tour sponsor.

If you are interested in sponsoring 2nd Growth members on the 2019 tour, please complete this form by indicating which level you wish to sponsor, and email back to Jean at the WCLBMA office jeanh@lumberassociation.org. If you have any questions, please call us at (916) 235-7490. We look forward to further educating 2nd Growth and another successful year!

Company:

Contact:

Address:

City: ___________________________ State: __________ Zip: __________

Phone: __________________________ Email: __________________________

Card type: ☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

Card #: __________________________ CVC #: __________

Name on Card: __________________________ Expiration Date: __________

If company card – Company Name: __________________________

Complete Address for Credit Card Including Zip: __________________________

Cardholder’s Signature: __________________________ Amount to Charge: __________________________

Please make checks payable to WCLBMA: 177 Parkshore Drive, Folsom, CA 95630
P: (916) 235-7490 F: (916) 235-7490
Thursday, June 6th, 2019 – Fairfield, CA

West Coast Lumber & Building Material Association Associates/Dealers Annual Golf Tournament

Thursday, June 6, 2019
- Cost: $225 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.

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

Register today by:
Fax: 916-235-7496
Phone: 916-235-7490
Email: jeanh@lumberassociation.org

Website: www.lumberassociation.org

Register early, to secure your spot in this year’s golf tournament.

2019 WCLBMA Associates/Dealers Golf Tournament

It is once again time to register for WCLBMA’s Associates/Dealers Annual Golf Tournament. A portion of this year’s net proceeds will be donated to Make-A-Wish Foundation. 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:
WCLBMA • 177 Parkshore Drive • Folsom • CA • 95630
(916) 235-7490 • Fax (916) 235-7496 • jeanh@lumberassociation.org

Please Charge:
☐ MasterCard  ☐ Visa  ☐ American Express  ☐ Discover

Card Number:  CVV#:

Name on Card:  Expiration Date:

If Company Card Co. Name:  Charge Amount:

Signature:

WCLBMA CANCELLATION POLICY: No refunds will be given after May 30, 2019. If you register and are unable to attend, you will be responsible for payment.
Thursday, June 6th, 2019 – Fairfield, CA

West Coast Lumber & Building Material Association Associates/Dealers Annual Golf Tournament

2019 Golf Sponsorship Opportunities
Please note, a portion of this year’s net proceeds will be donated to Make-A-Wish Foundation.

☐ Gold Sponsor $550
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 WCLBMA 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 WCLBMA golf materials.

☐ Bronze Sponsor $175
Includes sponsoring one hole.
Company name will also be listed on signage at the course, and on WCLBMA golf materials.

☐ Prize Sponsor $150
Includes sponsoring prizes for prize drawing.
Company name will also be listed on signage at the course, and on WCLBMA golf materials.

Company: ____________________________________________________________

Contact: ______________________________________________________________

Please Invoice: __________________________ Address: __________________________

City/State/Zip: __________________________ Email: __________________________

Phone: __________________________ Fax: __________________________

Contact on Site: __________________________ Call: __________________________

WCLBMA • 177 Parkshore Drive • Folsom • CA • 95630
(916) 235-7400 • Fax (916) 235-7406 • jeanh@lumberassociation.org
Non WCLBMA member companies will be required to pay an additional $400.00.

Please Charge: □ MasterCard □ Visa □ American Express □ Discover

Card Number: ___________ CVV ___________ # ___________

Name on Card: __________________________ Expiration Date: ___________

If Company Card, Co. Name: __________________________ Charge Amount: ___________

Signature: __________________________

Thursday, June 6, 2019
8:00 a.m. Shotgun Start

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

Sign up to sponsor today by:

Fax: 916-235-7496

Phone: 916-235-7490

Email: jeanh@lumberassociation.org

Website: www.lumberassociation.org

West Coast Lumber & Building Material Association

An association of independent lumber dealers and suppliers.

Affiliated with the National Lumber and Building Materials Dealers Association.

A portion of this year’s net proceeds will be donated to Make-A-Wish Foundation.
May 2, 2019

Embassy Suites, BREA
900 East Birch Street, Brea, CA 92821
(714) 990-6000

6:16 p.m.
Reception

7:00 p.m.
Dinner & Program

WCLBMA 2nd Growth Meeting
May 2, 2019 – Brea, CA

The 5 Biggest Mistakes all Salespeople Make and how to Avoid Them

Salespeople make these common mistakes every day, and lose valuable time, effort, and DEALS. You’ve probably attended many sales training seminars, but you’ve never looked at sales this way!

- Maximize your Selling Time... with the right people
- Winning Business despite the New Economy
- When to Shut up and Listen
- The Critical Missing Step in your Sales Process

For 30 years, Patrick McClure has been training salespeople and managers to become amazingly proficient and results-oriented. He has the knack for reducing the most complex processes to their basic simplicity. As a trainer, speaker, consultant and author, he has dedicated his practice to helping others achieve Peak Performance.

Register today by faxing this form to the WCLBMA office at (916) 235-7496, or email to: jeanh@lumberassociation.org Questions? Call us today at (916) 235-7490.

☐ $150 Dinner Sponsor
Your company name will be posted at dinner and acknowledged during the program.

We look forward to seeing you Thursday, May 2nd!

Embassy Suites Hotel – BREA, CA
Cost: WCLBMA Members, $125 per person   Non-Members, $250 per person
       WCLBMA Members Registering On-Site, $140 per person

Company:                   Name:

Name:                      Name:

Address/City/State/Zip:

Phone:                     Email:

Please Charge:
Card type:          □ MasterCard  □ Visa  □ American Express  □ Discover

Card number:                      CCV#: _______________________________

Name on card:                    Expiration Date: _______________________

If company card - Company Name: ________________________________

Cardholder's Signature: ____________________________________________

Please make checks payable to WCLBMA: 177 Parkshore Drive, Folsom, CA 95630
phone (916) 235-7490 • fax (916) 235-7496

Cancellation policy: NO REFUNDS will be issued after April 26, 2019. If you register and are unable to attend, you will be responsible for payment.
2019 Advertising rates and information

The LUMBER LOG is published electronically monthly by WCLBMA 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 1,700 WCLBMA members and others, and often e-mailed to an additional 400+ in the industry.

<table>
<thead>
<tr>
<th>Member Advertising Rates (rate per month)</th>
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<tbody>
<tr>
<td>AD Size</td>
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<tr>
<td>Full Page</td>
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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 JPEG file.
Full page is 7⅛ x 10 in.  Half Page is 7⅛ x 5 in (horiz) or 3 ⅞ x 10 (vert)
Quarter page is 3 ⅞ x 5 in  Eighth page is 3 ⅞ x 2 ⅞.
Frequency rate discounts apply to ads purchased in the calendar year beginning January, 2019
Copy changes and ad rotations allowed. Ads or changes must be received by 15th 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 appropriate frequency rate)

For additional information contact WCLBMA Executive Director Ken Dunham at 800-266-4344 or 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: ______________________________

WCLBMA  177 Parkshore Drive  Folsom, CA  95630
Phone: 800/266-4344  916/235-7490  Fax: 916/235-7496
E-mail: kend@lumberassociation.org  website: www.lumberassociation.org