A special program offered by WCLBMA and Webb Analytics—October 23, Irvine CA

Marketing and PR Boot Camp for the LBM industry

Advertising, promotion, media options designed for the LBM industry

Utilizing media and marketing more effectively is what you will get in The Webb Analytics Marketing and PR Boot Camp, co-sponsored by the West Coast Lumber and Building Material Association one-day seminar on October 23 in Irvine CA.

“The best LBM dealers have learned to promote themselves profitably by relying on a low-cost combination of social media, branding, e-newsletters, events, flyers, special funding, and plain old press releases,” Webb said. “These building material suppliers get maximum gains from minimal budgets. What do they do right? Word of mouth advertising alone won’t pay the bills. Expensive ads aren’t the answer?”

“This is your opportunity to pick up ideas and learn practices that will transform your marketing efforts from moribund to marvelous. If you manage marketing at your LBM company, this event will boost your skills and resources. If you’re new to marketing or oversee someone who does, this workshop will teach you.”

The program includes:

- Creating social media that leads to sales
- Turning your customers into advocates
- Increasing vendors’ marketing support
- Taking your website to new heights
- Organizing events and PK sessions
- Writing press releases that get published
- Better tracking of your campaigns’ ROI
- Employing the power of logos and mascots
- Enhancing your brand with podcasts
- Communicating effectively with co-workers
- Producing great TV and radio ads
- Respond to reporters when a crisis erupts

REGISTRATION FOR THIS SEMINAR IS AVAILABLE IN THIS EDITION OF THE LUMBER LOG, IN ALL WCLBMA PUBLICATIONS, AND AT www.lumberassociation.org AND FROM WEBB-ANALYTICS AT www.webb-analytics.com

INSIDE THIS MONTH

- NEW MEMBERS
- CALIFORNIA’S TAXATION PROBLEMS
- SIERRA PACIFIC INDUSTRIES TURNS 70
- WCLBMA PART OF COALITION TO SAVE PROPOSITION 13 ON PROPERTY TAXES
- WCLBMA ANNUAL CONVENTION UPDATE
Marketing and PR Boot Camp for the LBM industry from previous page

Craig Webb is the former editor of ProSales and now president of Webb Analytics. Before that he worked as a reporter and editor at The Wall Street Journal, McGraw-Hill, and UPI. He created industry-leading newsletters, won national writing and editing awards, and speaks to dealers nationwide. Nobody knows more about both how to communicate and what a dealer must do to succeed.

Webb has also been a popular speaker at many WCLBMA conventions over the years with his insightful observations of this industry and how it can thrive.

Additionally, at this California presentation, WCLBMA Executive Director Ken Dunham will conduct a shortened version of his long-time media relations and crisis management program. His program will focus on some immediate actions you can take as a business owner or manager to better protect yourself and your company in the event of potential adverse media coverage and how to react in an emergency.

He will discuss a “Crisis and Emergency Communications Plan,” management of social media, determining who speaks for the company in an emergency, and other subjects all designed to control, manage and protect your company and its reputation.

In addition to being a long time trade association executive, Dunham also has a background in television news, advertising and public relations and political party and campaign management.

This is an opportunity to get low cost-high impact approaches to enhance and protect your business. Registration materials are in all WCLBMA communications and on the WCLBMA website at www.lumberassociation.org. Registration is also available at www.webb-analytics.com.

NLBMDA Chair meets with WCLBMA board of directors

National Lumber and Building Materials Dealers Association Chair Bob Sanford met with the West Coast Lumber & Building Materials Association in early August. Elected to chair the NLBMDA for 2019, Sandford is the owner of a 5th generation and 135 years old family lumber dealership, Sanford & Hawley, Inc. headquartered in Unionville Connecticut. He discussed the role of the NLBMDA and its lobbying presence in Washington, representing independent lumber dealers

He noted NLBMDA is committed to leading an aggressive legislative and regulatory agenda to protect and promote the industry before federal policymakers. NLBMDA is committed to reducing the red tape and regulatory burdens so lumber dealers can focus on running their businesses. He urged WCLBMA members to be active in telling members of congress, the administration, and federal regulatory agencies what this industry needs. All dealer members of the WCLBMA are also members of the NLBMDA. More information can be obtained by contacting WCLBMA Executive Director Ken Dunham

Mark Boone (Champion Lumber, Riverside CA) WCLBMA President and Bob Sanford (Sanford & Hawley Inc., Unionville CT) NLBMDA Chair
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WCLBMA Annual Convention set for Sacramento
November 13-14, 2019
Tabletop Trade Show opens the convention on November 13

With a theme of “2020 Vision” the West Coast Lumber & Building Material Association’s annual convention has been set for Sacramento’s Embassy Suites, November 13-14.

“The theme of ‘2020 Vision’ represents the forward looking of this 103 year old organization,” said WCLBMA 2019-2020 President Mark Boone. “This is a constantly changing industry with new uses for wood products and other building materials, while keeping that which has built America over the years.”

“We also recognize that it the people who keep this industry vibrant and prospering, and there are new and innovative ways to listen to and stimulate everyone in lumber and building materials production, sales and service,” he added. “Our convention this year has something for everyone.”

One of the lumber and building materials industry’s most compelling speakers, Tony Misura, is the WCLBMA Annual Convention keynote presenter on Thursday morning, November 14. He is the founder and operating leader for Misura Group, providing recruiting services to the building products industry since 1999.

An engaging and passionate professional speaker, Tony brings his straight talking business savvy to the stage. Audience members are inspired by his insights on management, leadership & sales. Raised in the building industry, Tony takes first-hand experience and shares critical success steps leaders can employ to improve their businesses today.

“Every great business starts with an owner and leader. They are the foundation. There are major differences between great owners and leaders.”

“We work with robust, growing companies so our leadership talent can thrive in these highly entrepreneurial environments,” He says. “We are all about creating opportunity for powerful growth.”

“People First” is not a platitude – it’s a way of life and a way of successful, growing business. We believe that finding the right dynamic leaders for each position requires three things: Core Value Alignment + Dynamic Growth + Incentivized Opportunity. This allows our leadership talent to generate immediate, bottom-line impact while professionally and personally thriving,” he adds.

One of the major innovations in lumber manufacturing sales, construction and design has been an increase use of “mass timber,” which includes a variety of laminated, cross laminated and structural wood products. Attention has also been focused on taller buildings constructed of wood. This increased interest and popularity is viewed with extensive interest by the industry for new markets and opportunities.

This year’s annual convention luncheon speaker is Iain Macdonald, the Director of the TallWood Design Institute, a joint program of Oregon State University and the University of Oregon that is working to expand the use of wood-based products and systems in non-residential and multi-family construction, in order to create
high-value jobs in the forest products sector, improve construction sector efficiency, and reduce the environmental footprint of our built environment.

Macdonald's experience includes business development and training roles in the forest industry for 19 years, and previously involved in export marketing of forest products to the Asia Pacific markets.

This presentation will have interest to both those who produce and sell wood products as increase legislation and regulation is easing the restrictions on mass timber construction codes, and mass timber is moving from a niche construction technique to an industry standard.

The afternoon presenter at this year's WCLBMA annual convention is well known small business management expert Tom Shay. His message of "Characteristics of a successful business" has importance for all segments of this industry from producer to supplier to the retail side.

His consulting business “Profits Plus” is well known in the lumber and building materials industry based upon his years of experience in a family-owned business and as a fourth-generation business owner. He is also an author of thirteen books, a college textbook, a columnist for over 70 trade magazines, business coach and small business keynote speaker. With over 25 years of frontline experience in management and ownership of small businesses, Tom Shay shares and teaches from experience--not from theory!

Shay's knowledge of small business marketing, business strategy, staffing, and financial management have provided small business owners with the help necessary to increase their profits plus build their business for the future.

The annual convention also includes a breakfast, luncheon, reception and dinner. It is also the annual business meeting of the WCLBMA with reports, election of members of the board of directors.

Downtown Sacramento and the Embassy Suites hotel is a comfortable and welcoming location for this meeting, with plenty of opportunity for networking and business discussions.

Registration materials are in all WCLBMA publications and on the website at www.lumberassociation.org.
ACA 1 fails to move from assembly

A proposed constitutional amendment to make it easier for local governments to increase property taxes failed to secure enough votes to pass the Assembly in late August. ACA 1 (Aguiar-Curry; D-Winters), which would have asked voters to decide whether property tax increases for affordable housing and infrastructure could be approved by just a 55% vote instead of two-thirds.

The large business coalition, including the WCLBMA, opposing the legislation pointed out that the proposal is overbroad because it provides the increased tax authority for every government agency in California, not just cities and counties. If the bill were approved, potentially thousands of overlapping special districts would gain the ability to increase property taxes. Moreover, ACA 1 undermines the protections of Proposition 13 and permits discrimination against certain classes of taxpayers.

For more than a century, two-thirds voter approval has been required for general obligation bonds. The debt obligations backed by the increased property tax ACA 1 seeks to allow often would be in place for as long as 30 years. The stronger consensus among voters implicit in a two-thirds vote margin is appropriate given that taxpayers would be obligated to an increased tax rate for such a long period.
Sierra Pacific Industries celebrates 70 years in business

One of the West’s (and nation’s) best known forest products company is quietly celebrating its 70th year of business in 2019. Founded in 1949 by Archie Aldis “Red” Emmerson and his father, they leased a sawmill together and formed R.H. Emmerson & Son. Red was only 20 years old when he started his first sawmill.

In the years that followed, they expanded lumber interests and acquired land until Sierra Pacific Industries was incorporated in 1969. Based in Anderson, California, the company owns and manages about 2 million acres of timberland in California and Washington and is one of the largest US lumber producers as well as being one of the largest private landowners in the United States.

Sierra Pacific Industries is a third-generation family-owned forest products company with an extremely rich history. And although Red Emmerson is still involved at age 90, his sons, George and Mark, manage the business today, with four of Red’s grandkids also intimately involved in the day to day operations. Today’s operations include 14 sawmills, two millwork facilities, remanufacturing plant, two bark plants, seven cogeneration facilities, and three windows and doors manufacturing plants.

Red has upheld his father’s philosophy of treating each team member with respect and dignity, promoting a company culture of transparency, and giving them the tools and opportunities to excel at their work.

At Sierra Pacific Industries, they believe healthy trees, good water quality and enduring wildlife habitat are the natural result of sound forest management practices. The company also adheres to the environmental protection standards of the Sustainable Forestry Initiative® (SFI) and sustainably manage their forests using practices that surpass what forestry regulations in California and Washington require.

Professional foresters and wildlife biologists in the company work to help protect wildlife habitat, watercourses and plant life, and to help manage their lands with sound and practical sustained yield practices. As a result, Sierra Pacific Industries expects to plant at least 8 million seedlings every year. In California, they expect to nearly triple the amount growing on their lands over 100 years, with average tree diameter nearly doubling in that time.

The family's Sierra Pacific Foundation was established in 1979 and is managed today by Red's daughter Carolyn Dietz. Since its inception, the Foundation has provided nearly $8 million in higher education scholarships, also supports youth activities and other organizations in the communities in which Sierra Pacific Industries operates.

Have a company anniversary, special event, expansion or something interesting going on? We will feature you in the LUMBER LOG. Contact Ken Dunham at WCLBMA. kend@lumberassociation.org or 800/266-4344
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Planning for retirement can be a complex web, with a dauntingly large number of variables that affect your income. What’s the best age to retire? How much should I save? When should I file for Social Security?

No one has all the answers, but a little understanding about Social Security can go a long way toward helping you answer some of those questions.

For people born in 1960 or later, the full retirement age for Social Security benefits is age 67. If you elect to file for Social Security at that age, you will receive your full benefit, which is based on your highest 35 years of earnings. If you file early (as early as age 62), your monthly benefit will be reduced, but if you delay filing, your benefit will be increased by 8 percent per year up to age 70. So, if your full benefit at age 67 will be $2,000 per month, at age 62, it would be reduced to $1,400 (a 30 percent reduction). And if you wait until age 70, would be increased to $2,480 (a 24 percent increase).

Social Security provides a benefit not provided by most retirement plans: the cost-of-living increase. Each year, a retiree’s benefit is increased to reflect an increased cost of living. By delaying filing, your larger monthly benefit translates to a larger cost of living increase each year to better help you keep up with inflation.

You can set up an online account with the Social Security Administration and get a projection of what your benefit will be at your normal retirement age, and ages 62 and 70. You can also review your earnings history to make sure it is correct.

If you choose to retire before your full retirement age, but want to delay filing for social security, how do you bridge the income gap? One very effective technique is to purchase a fixed immediate annuity that will provide guaranteed monthly payments up to the time you file for social security. The difference between age 62 and age 70 is eight years. You can purchase an annuity that will make 96 monthly payments of an amount you select. At the end of eight years, the annuity ends, but you begin to collect social security. With an immediate annuity, if you die before the end of the payment period, beneficiaries you name will receive the remaining monthly payments.

Assuming a 3.5 percent guaranteed return, the upfront cost of an annuity that would generate $1,400 per month for eight years would be slightly over $117,000. This money could come from savings you have earmarked for retirement, a qualified retirement plan or IRA, or proceeds for the sale of a home or business. If you think an immediate annuity might be a viable option for your overall retirement plan, be sure to do your research and consider the following:

- The financial security of the carrier
- Fees and other costs associated with the annuity contract
- Suitability
- Liquidity needs
In the news

News from and about WCLBMA Members

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

**HOMEWOOD HOLDINGS ACQUIRES TOTAL TRIM CONSTRUCTION, INC.** The acquisition expands Homewood’s millwork installation capabilities in the Sacramento market. Homewood Holdings LLC (“Homewood”), a portfolio company of the investment firm Building Industry Partners LLC (“BIP”), has acquired the assets of Total Trim Construction, Inc. (“Total Trim” or “the Company”) from its owners, Jason and Patti Flashman. Total Trim provides quality interior trim, moulding, and door installation services to multi-family builders and commercial and hospitality developers and contractors.

Jason and Patti founded Total Trim in 2004, and have grown it into the leading independent full-service door and millwork installer in the greater Sacramento market. Total Trim joins the Homewood Holdings family of companies as its seventh overall investment and its second business in Northern California. Homewood Holdings’ other investment in the greater Sacramento market is Homewood Building Supply, a lumber & building materials “pro dealer” in Loomis and Yuba. The addition of Total Trim improves the ability of both businesses to collectively serve the turnkey millwork needs of greater Sacramento single-family, multi-family, and commercial builders.

Erich Kepner, CFO of Homewood Holdings commented, “Homewood Building Supply has worked closely with Total Trim for over a decade, serving many of the same residential and commercial builder customers as a complementary service partner. Total Trim has a very strong reputation in the Sacramento market, and we think Homewood’s support, combined with Jason and Patti’s expertise, will allow us to better serve our customers.”

Jason Flashman of Total Trim said, “Patti and I have known and admired the Homewood team for a long time, and we believe the Homewood Holdings platform will provide even greater opportunities for our employees and allow Total Trim to accelerate its growth in the Sacramento market and beyond.”

Homewood Holdings was formed in April 2016 by BIP and building industry veteran, Jim Stockman, to build a best-in-class, regional pro dealer organization in the Western U.S. Today, Homewood Holdings is a pro dealer-focused distribution and installation platform with eight total locations in California, Washington, and Arizona, more than 300 total employees, and over $125 million in combined sales.

**Federated Mutual, Life Company named 2019 Ward Group® Top Performers.** Federated Mutual Group was recently named to the top 50 U.S.-based property and casualty companies and Federated Life Company was named to the top 50 U.S.-based life insurance companies.

Headquartered in Cincinnati, Ohio, insurance industry analyst Ward Group annually recognizes 50 companies that have excelled at balancing financial safety, consistency, and performance during the past five years. They conducted separate analyses on nearly 3,000 property and casualty companies and 700 life-health companies.

“Our continued commitment to financial strength has once again resulted in this acknowledgement from Ward Group,” Chairman and CEO Jeff Fetters said. “Their industry benchmarking reaffirms Federated’s ability to fulfill its responsibilities to policyholders and association partners.”

Founded in 1904, Federated Insurance is a national insurance and risk management organization that serves the property, casualty, and life insurance needs of clients in select industries. The organization has more than 500 recommendations from state, regional, and national associations and buying groups and is rated A+ (Superior) by industry analyst A.M. Best.
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
- Precise directional movement
- Eliminate transmission failures and overheating
- Spacious operator cabin and fingertip hydraulic controls

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Account Manager
Phone: 562/762-8016
Email: ggARNER@SELECTEQUIPMENT.COM

SELECT EQUIPMENT IS AN ACTIVE MEMBER OF THE WEST COAST LUMBER & BUILDING MATERIAL ASSOCIATION
More Than $20.4 Billion a Year in Higher Taxes and Fees Introduced by State Lawmakers

Total Could Nearly Double if “Spot Bill” Is Amended to Impose Tax on Services

SACRAMENTO – California lawmakers have proposed more than $20.4 billion a year in higher taxes and fees so far during the current legislative session, the nonpartisan California Tax Foundation reported today.

“The proposals cumulatively would represent 14 percent of general fund revenue at a time when California has a record-high budget, robust reserves and an operating budget surplus,” the Tax and Fee Report states.

A $4.2 billion-per-year tax on sweetened beverages (AB 138) is the largest tax documented in the report, which is based on higher taxes, fees, assessments and charges proposed from the first day of the legislative session (December 3, 2018) through today, when the Legislature reconvenes after its summer recess. During this period, lawmakers introduced 2,647 bills and constitutional amendments, including 81 that contained higher taxes or fees.

Another bill states legislative intent to apply to sales tax to some services – a tax increase that could top $14 billion per year – but this fiscal estimate was excluded from the report’s cumulative total because the bill (SB 522, Hertzberg) is in “spot bill” form. The report notes that the tax impact could be significantly higher or lower once the bill is amended with substantive provisions.

In June, Governor Gavin Newsom signed a $214.7 billion state budget for 2019-20 that includes almost $30 billion in reserve accounts, and $13.4 billion in increased spending over the 2018-19 budget. Since taking office, Newsom has signed into law $2.81 billion in additional taxes and fees.

Last year, Governor Jerry Brown signed legislation totaling $200 million in new annual taxes and fees.

The California Tax Foundation, a nonprofit organization founded in 1980, improves public policy through independent, nonpartisan research. The California Taxpayers Association, established in 1926, is the state’s oldest and largest association representing taxpayers. CalTax is a nonpartisan, nonprofit research and advocacy association with a dual mission to guard against unnecessary taxation and to promote government efficiency.
A special program offered by WCLBMA and Webb Analytics – October 23, Irvine CA

Marketing and PR Boot Camp for the LBM industry
Advertising, promotion, and media options designed for the LBM industry

OCTOBER 23, 2019
LOCATION: WYNDHAM Irvine-Orange County Airport
17941 Von Karman Ave, Irvine, CA 92614
9:00 AM – 3:00 PM – Lunch and breaks included
PARKING INCLUDED – ROOM INFORMATION AVAILABLE FROM www.wyndhamirvine.com

$245 EACH FOR A TOTAL OF $ __________
“Early Bird Rate” - $295 registration after October 18.

☐ CHECK ENCLOSED FOR $ __________
☐ Please Invoice:

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Company: __________________________________________________________

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

Card Number: ___________________________ Expiration Date: ______/_____
CCV-CS: ___________________________

Name on Card: _____________________________________________________
Authorized $ to Charge: ____________________________________________

If Company Card, Co. Name: _________________________________________

Signature: ___________________________________________ Date: ________________

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Email to: kend@lumberassociation.org
WCLBMA 2019 Convention Registration Form

November 13-14, 2019
Sacramento, CA

COMPLETE REGISTRATION
The following is included in the cost of your complete registration: Wednesday's Opening Reception, Thursday's Lunch & President's Dinner, and all educational programs and meetings.

WEST COAST LUMBER & BUILDING MATERIAL ASSOCIATION

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ADDITIONAL TICKETS
Please note what is included in your COMPLETE REGISTRATION listed above.

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Total $_________

Name: ____________________________
Name: ____________________________

Company: ____________________________

Address: ____________________________

City: __________________ State: ___ Zip: ___

Phone: __________________ Email: __________________

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☐ CREDIT CARD PAYMENT ☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

Card Number: __________________ CVV#: ____ Expiration Date: __________

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If company card - Company Name: __________________ Zip Code: ___

Cardholders Signature: __________________

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WCLBMA 2019 Convention Sponsorship Opportunities
November 13-14, 2019 – Sacramento, CA

Convention Sponsorships:
All sponsorship opportunities include your company’s name in our promotional convention materials, weekly emails, monthly newsletters, and your company will be acknowledged at sponsored event(s). In order to be included in our promotional convention materials, WCLBMA must receive your sponsorship form and company logo prior to October 1, 2019.

Wednesday, November 13
☐ Opening Cocktail Reception $2,000
☐ Products & Services EXPO/Tabletop Display $700
WCLBMA will be hosting our Products & Services EXPO with tabletop displays during Wednesday evening’s Opening Cocktail Reception. A limited number of 3’x6’ draped tables will be available around the reception area for anyone who is interested in displaying their company’s products and/or services including promotional items. Above prices reflect WCLBMA member rates, non-members will be required to pay an additional $600.

Thursday, November 14
☐ Coffee Sponsor $725
☐ Speaker Sponsor $1,500
☐ President’s Dinner Cocktail Reception $1,750
☐ President’s Dinner Sponsor $2,000

General Convention Sponsorships:
☐ Platinum $1,500 ☐ Gold $1,000 ☐ Silver $800 ☐ Bronze $500 ☐ Promoter $300
☐ Lanyard Sponsor $1,500 (limited sponsorship)

☐ Your Company Promotional Items to be Distributed at Convention (call for pricing)
   Items can include cocktail napkins, notepads, coffee mugs, etched wine glasses, pens, flashlights, to be distributed at meeting functions.

Name: ___________________________ Name: ___________________________

Company: __________________________________________________________________________

Address: __________________________________________________________________________

City: ___________________ State: _______ Zip: ___________

Phone: ___________________ Email: __________________________

☐ CHECK ENCLOSED ☐ INVOICE US (Non-member registrations must be prepaid)
☐ CREDIT CARD PAYMENT ☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

Card Number: ___________ CVV#: ___________ Expiration Date: ___________

Name on Card: ___________________________ Authorized $ to Charge: ______

If company card - Company Name: ___________________________ Zip Code: ______

Cardholders Signature: _________________________________________________________________

There will be a 20% service charge for all cancellations received prior to 10/30/19. NO REFUNDS will be issued after 11/1/19.

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WCLBMA Annual Convention
November 13-14 • Embassy Suites Sacramento • Sacramento, CA
INDUSTRY SEMINARS • SPEAKERS • EXHIBITORS EXPO • NETWORKING • GROUP EVENTS

2020 Vision – Looking Forward
SCHEDULE OF EVENTS

Wednesday, November 13
1:00 p.m. – 3:00 p.m. Board of Directors Meeting
5:30 p.m. – 7:30 p.m. Exhibitors EXPO & Opening Cocktail Reception

Thursday, November 14
8:30 a.m. – 9:30 a.m. General Session
   • WCLBMA Update
   • Government Affairs Update
   • Annual Meeting & Nominating Committee Report
9:30 a.m. – 11:30 a.m. Tony Misura, President of Misura Group, a recruiting and consulting firm specializing in the building materials industry will cover How You Stack Up: Measuring Your Company’s Recruiting Skills; Goals vs. Behaviors; Core Values; Are We Running At Full Power; and Are You Taking Control Of Your Sales.
12:00 p.m. – 1:30 p.m. Group Luncheon
   Iain MacDonald, Director of the TallWood Design Institute, will present a program that is working to expand the use of wood-based products and systems in non-residential and multi-family construction in order to create high-value jobs in the forest products sector, improve construction sector efficiency, and reduce our environmental footprint. Learn how legislation and regulations are easing the restrictions on mass timber construction codes, and how mass timber is moving from a niche construction technique to an industry standard.
1:30 p.m. – 3:00 p.m. Tom Shay, “Profits Plus”, will cover the Characteristics of a Successful Business which will have importance for all segments of this industry from producers, suppliers, and retailers. His knowledge of small business marketing, business strategy, staffing, and financial management will provide business owners with the help necessary to increase your profits plus build your business for the future.
3:00 p.m. – 3:30 p.m. Proposition 65 and Treated Wood Update
3:30 p.m. – 4:00 p.m. Current Industry Issues
6:00 p.m. – 6:30 p.m. Cocktail Reception
6:30 p.m. – 8:30 p.m. President’s Dinner and Awards Presentations