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.

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

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.

REGISTRATION FOR THIS SEMINAR IS AVAILABLE IN THIS EDITION OF THE LUMBER LOG, IN ALL WCLBMA PUBLICATIONS, AND AT [www.lumberassociation.org](http://www.lumberassociation.org) AND FROM WEBB-ANALYTICS AT [www.webb-analytics.com](http://www.webb-analytics.com)
$11 billion property tax initiative has qualified for the 2020 general election ballot

California’s long-standing Prop 13 under threat if measure passes

The West Coast Lumber & Building Material Association has joined in a major effort by many of the state’s business organizations to defeat an issue to be on the 2020 general election ballot would raise taxes on commercial and industrial property by requiring reassessment at current market value every three years – creating a new base year for every business property in the state.

Known as a “split roll tax,” it would split the property tax roll by business and residential properties. The additional concern is that should the measure pass, the sponsors will come after Proposition 13 protections on homeowners next.

In 1978, nearly two-thirds of California voters passed Proposition 13 to cap property tax increases for residential and business properties, providing some certainty that property owners will be able to afford their property tax bills in the future. In general, Prop 13 calculates general property taxes for residential and business properties based on one percent of their purchase price, and caps annual increases in property taxes at two percent per year, which prevents sharp increases in property taxes, especially when property values rise quickly.

California currently has a $22 billion budget surplus and more than $36 billion in general and special fund reserves. Californians face some of the steepest taxes in the country with residents paying the highest income and sales taxes, and the cost of living is at a record level – the highest in the nation.

More information is available at www.stophigherpropertytaxes.org.

BC Lumber Trade Council supports NAFTA ruling

NAFTA Panel says Canadian lumber imports did not hurt U.S. industry.

Reprinted from HBS DEALER

The BC Lumber Trade Council is in full support of a recent decision by the NAFTA Panel reviewing whether U.S. lumber industry is “injured” by Canadian imports. The panel has sent the case back to the U.S. International Trade Commission (USITC) for a new determination regarding lumber imports and said the U.S. lumber industry is not being undermined by imports from Canada.

“The BC Lumber Trade Council is gratified to see the NAFTA Panel’s ruling today that the USITC’s determination that the U.S. lumber industry is ‘injured’ by Canadian lumber imports is flawed in a number of important respects,” said Susan Yurkovich, president of the BC Lumber Trade Council. Based in Vancouver, BC, the BC Trade council represents lumber producers in British Columbia, Canada. In its decision, the NAFTA Panel questioned how the USITC could reach an affirmative determination of injury as the U.S. industry realized one of its most profitable periods in its history.

The panel also found that the USITC failed to take into account its own finding that there was limited substitutability – or attenuated competition – between Canadian and domestic products, rendering its volume and price analyses flawed. Additionally, the panel found fault with aspects of the USITC’s conclusion that Canadian imports suppressed U.S. lumber prices during the period of investigation. The panel has given the USITC 90 days to issue a new determination.

Canada is also challenging the U.S. Commerce Department’s antidumping and countervailing duty determinations before separate NAFTA panels. In the past year, lumber producers in the region have been hard hit by sagging lumber prices and falling demand. The result has been numerous plant curtailments and closings.
NLBMDA Escalates OSHA Crane Rule to Congress

*News from the National Lumber & Building Material Dealers Association*

NLBMDA has been working for several years to address concerns with a 2016 letter of interpretation (LOI) issued by the Occupational Safety and Health Administration (OSHA) as a follow-up to their 2010 final rule titled Crane and Derricks in Construction.

OSHA is now revisiting the Letter of Interpretation per NLBMDA's formal request, in person and in writing, to withdraw it. There is currently no specific date for withdrawal or clarification. NLBMDA's position is that the letter contradicts the material delivery exemption and therefore should not be used as current guidance. While the letter attempts to create a new limitation to the exemption when booming palletized material, the 2010 rule makes no such distinction between booming sheet goods and palletized material, nor does it prohibit the necessary step of unloading the material. Placing material for subsequent use is a clear part of the delivery process, one that OSHA understood when it crafted the 2010 rule and should be easily distinguished from engaging in activity such as holding, supporting or stabilizing material that clearly facilitates construction and therefore exceeds the exemption. The plain meaning of the exemption makes clear that dealers must be able to complete the delivery of material up to upper levels of structures under construction and this cannot be done without unloading the material from the fork or pallet.

The letter, issued in response to a question posed by an equipment manufacturer during the original rulemaking process, has created confusion for dealers and contractors alike regarding the final stage of the delivery process when material is boomed up to the upper level of a structure under construction. Prior to the 2016 letter, dealers followed the plain meaning of the rule's exemption for material delivery.

As a result of stalled progress on the letter's withdrawal, NLBMDA has recently engaged Congress, specifically the House Education and Labor Committee, to brief the committee on the issue and explore options for congressional action.
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Protecting Your Business: You Hold the Keys

Auto crashes continue to wreak havoc on our nation’s roads — and as a result on businesses that rely on vehicles to move people or goods. The devastation is apparent in employees and their families, who must cope with tragic consequences, and in courtrooms, where businesses are held responsible for the behavior of employees driving for company purposes.

Court decisions designed to punish businesses are becoming more and more common. Your best chance to avoid a ruling that could reach into the tens of millions is to proactively address the common issues that arise in auto crash claims. Do your driving policies address the right factors, such as substance use and mobile device distraction? Are you doing your homework on your drivers? Can you demonstrate that you did everything you could to help prevent a crash?

Strong policies and effective communication are a great foundation, but you have to go further. You have to be proactive.

Who’s Behind the Wheel?
Understanding your drivers’ driving history is key to strong hiring practices. Do they have a record of crashes or driving-related arrests? Is it worth the risk to put them behind the wheel of a company vehicle? Even if a driver has a satisfactory driving record, it might not stay that way forever. But how will you know if that happens? Consider a monitoring service that automatically orders motor vehicle records (MVRs) periodically. It will reduce the likelihood that you will miss a change in an employee’s driving record, potentially.

An Eye on Your Fleet
Technology can help you monitor your vehicle. Telematics systems give you a set of eyes in the cabs of your vehicles and on the road ahead of them. The data they collect helps you discover risky behaviors, optimize productivity, reduce fuel costs, and increase uptime, among other benefits.

Drivers might be nervous about this constant surveillance at first, but the point of the systems is not to babysit your employees. Rather, they help you coach your drivers to be at their best. They also help you and investigating authorities understand crashes, which could exonerate innocent drivers and reduce claims.

Prevention is Protection
Auto crashes are not going away, and their financial consequences keep growing. The best thing you can do as a business owner is realize that you could be a target for high-stakes litigation. Sitting back and hoping that your drivers will stay safe on the road just won’t do anymore. Take the initiative. Showing a judge and jury that your business did all it could to prevent a crash will go a long way toward helping you defend your business if you find yourself in a courtroom.

Contact your local Federated Insurance marketing representative for more information on this and many more risk management topics.

Federated Insurance is endorsed by WCLBMA for property & casualty needs and financial protection services.
For more information, contact WCLBMA at 800/266-4344.
Lumber and Building Materials Dealers Use Smart IT Outsourcing

Successful lumber and building material dealers claim that outsourcing to a preferred partner has reduced their expenses, lowered their risk of outages, and positioned them for growth over many years. Several popular business management software vendors recommend Scantron Technology Solutions (STS) to their dealer customers for network design and implementation, hardware maintenance and repair, and managed IT services.

Outsourcing to STS has saved some companies substantial money. “In this industry, the normal IT budget it usually about 3.7 percent of sales. Our budget is probably about 1.8 percent,” says Cas Rangel, CIO of Building Products, Inc. a Sioux Falls, S.D.-based dealer with 7 locations in the plains states. BPI has contracted with STS for almost 20 years.

“We’re probably up nine or ten percent this year, compared to last year. I have to give credit for at least part of it to our new efficiencies and the support we’ve gotten in implementing them," says Bill Wommack of Peoples Supply in Hyattsville, Md. Peoples runs on a hosted business management platform and uses STS’s managed IT services.

According to Paul Howard, vice president of Sparr Building and Farm Supply, outsourcing IT is a strategic choice. “If you’re going to have tech, you need the right support. Scantron is a large resource that allows us to grow without IT service falling behind.” Sparr relies on STS for IT service at three locations in central Florida and is an emergency supplier to the state.

All told, STS supports hundreds of dealers at nearly 1,000 locations with prompt remote and onsite IT service. It has decades of experience helping dealers do more with less, including: Windows 10 migrations, cloud backup and recovery, security services, infrastructure upgrades, Office 365 implementations, and more.

Download case studies and learn more at www.scantron.com/lumberlog
In the news

News from and about WCLBMA Members

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

Central Valley has been named one of “The Best Places to Work in the North Bay” by the North Bay Business Journal in Northern California. In announcing the award, Central Valley said, “To maintain a great work environment and deliver the best service to our customers, Central Valley hires only those committed to its five behavioral beliefs: Growth, Ownership, Teamwork, Empathy and Impress. As a passionate and active participant in the community it serves, Central Valley pledges 2% of its profits to help build strong families and affordable housing.

After employee nominations, and a significant third-party employee survey, Central Valley was selected as a first-time winner. In addition to this latest award, Central Valley was also recognized as 2019 “Best Company to Do Business With” in Napa County, Gold Medal, by readers of Northbay Biz magazine. For three generations, it has been family-owned and operated. The company’s brands include Foster Lumber Yards and Napa Valley International.

Hayward Lumber celebrated its 100th anniversary on September with a party and displays at the Madonna Inn in San Luis Obispo. Hundreds of customers, suppliers and friends attended the event.

Sierra Pacific Industries celebrated its 70 years in business in September as one of the West’s (and nation’s) best known forest products company. Founded in 1949 by Archie Aldis “Red” Emmerson and his father, they leased a sawmill together and formed R.H. Emmerson & Son. Sierra Pacific Industries is a third-generation family-owned forest products company. 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, one remanufacturing plant, two bark plants, seven cogeneration facilities, and three windows and doors manufacturing plants.
LMC Leadership Summit Reaches Higher in Chicago! Leaders from around the country gathered in Chicago for three days of learning with the theme “Reaching Higher to Create the Perfect Customer Experience” as part of LMC's fifth Annual Leadership Summit held in September. This annual event brings together leaders in the LMC dealer network to learn together from each other and from professionals in other industries. Held annually, LMC Leadership Summit addresses the unique aspects of leading in the building supply and lumber business. By providing education in cutting-edge thinking regarding the customer experience, our members can build on their legacies while preparing for the challenges of the future. LMC is a leading forest products and building materials buying group with more than 1,400 LMC dealer locations in the United States and the Bahamas. "Building Business Together" is LMC’s philosophy, rooted in a history of working together and standing the test of time since 1935.

Federated Insurance planning tool helps guide disaster preparation and recovery strategies

The skies are clear. The river is at its normal level. Authorities are reporting a low risk of wildfire. Fault lines have been quiet. It’s tempting to operate your business as if these will always be the case. But what will you do when disaster strikes? Ask any business owner who has been through a disaster — thorough preparation makes all the difference.

When you experience a catastrophe, the trauma and stress make it difficult, if not impossible, to think clearly enough to begin setting things right. And unless you've collected all the documents and information you need for operational continuity you'll have a hard time getting things moving again.

Federated Mutual Insurance Company® offers the resources you need to prepare your business for a disaster with the Institute for Business and Home Safety (IBHS) Open for Business-EZ® program. The program, available online or in print, guides business owners through the process of developing a plan to help keep a business profitable after a disaster.

The toolkit contains documents to record information about the major areas of your business, including basic operations, equipment, employees, customers, suppliers, vendors, finances, and information technology. It also helps you record and assess your risk for a variety of natural and man-made disasters, and test your plan for reaction and recovery. To access the toolkit, visit the IBHS website, or log on to Federated's Shield Network and click on “IBHS – Disaster Planning.”

The IBHS website also offers a tool that helps users identify threats specific to their geographic region, helping to focus preparedness efforts. It also provides information on best practices, including assessments, guides, and checklists to help prepare for these perils:

- Earthquakes
- Floods
- Freezing weather
- Hail
- High winds
- Hurricanes
- Tornadoes
- Wildfire

The site www.disastersafety.org, is also great for employees of the business to learn how to prepare for disasters. A business cannot recover unless they have employees that can help and employees can't help the business until they have their own personal situation under control. For more information on OFB-EZ® and the library of other risk management resources Federated Insurance® offers, contact your local Federated marketing representative.
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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

☐ REGISTER _____ (NUMBER OF PEOPLE) AT $245 EACH FOR A TOTAL OF $ ___________
“Early Bird Rate” - $295 registration after October 18.

☐ CHECK ENCLOSED FOR $ __________
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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

by 9/30    after 10/30    # attending

WCLBMA Member    $725      $795          x_________    ______$    ______$
Spouse/Guest     $550      $625          x_________    ______$    ______$
Non-Member       $1,500    $1,750        x_________    ______$    ______$

Sub Total    ______$

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

Wednesday Opening Reception, 11/13  $150          x_________    ______$    ______$
Thursday Luncheon, 11/14         $100          x_________    ______$    ______$
President’s Dinner, 11/14         $200          x_________    ______$    ______$

Total    ______$

Name: ____________________________        Name: ____________________________

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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: ______

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Name on Card: ___________________________ Authorized $ to Charge: ______

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

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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