Still time to register & attend!
WCLBMA Annual Convention set for Sacramento November 13-14, 2019
Tabletop Trade Show opens the convention on November 13

“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. 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. “

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.
OUR LEGACY
40 MILLION TREES AND COUNTING

This year the youngest great-grandchildren of founder Aaron Jones—Jake (6), Ava (5), and Parker (8)—helped plant Seneca’s 40 millionth tree. If these 40 million seedlings were laid end to end, they would cross the U.S. 5 ½ times.

Seneca is cultivating a legacy of innovation, sustainable forestry, and renewable building materials for the communities of today—and tomorrow.
Our McEvenway equalizing heating technology will revolutionize the lumber industry.
- Dry lumber significantly faster than the current process of stack (Klin) drying
- Be more cost effective
- Improve lumber quality by avoiding wood cracking, warping, and checking
- Decrease CO2 emissions

<table>
<thead>
<tr>
<th>CAPACITY</th>
<th>RUN TIME</th>
<th>MOISTURE CONTENT</th>
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<td>4 LUMBER UNITS (4&quot; X 4&quot; X 96&quot;) A RUN <em>TEST RUN</em></td>
<td>0.5 MINUTE PER RUN</td>
<td>BEFORE DRYING: 50 - 80% AFTER DRYING: LESS THAN 15%</td>
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<td>PER WEEK (5 WORK DAY)</td>
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<td>PER MONTH</td>
<td>96,000 UNITS OF LUMBER</td>
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<td>PER YEAR (52 WEEKS)</td>
<td>1,248,000 UNITS OF LUMBER</td>
<td>9,984,000 LINEAR FEET</td>
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**YCMT is seeking professional lumber brokers who desires to make a difference and lead a sales team**
Estate Planning Awareness

Since 2008, the third week of October each year has been designated as National Estate Planning Awareness Week (October 21–25 in 2019). The purpose of this event is to help educate the public about what estate planning is and why it is so important to their financial wellbeing and to the wellbeing of their families after they’re gone.

According to a 2019 caring.com survey, 57 percent of U.S. adults do not currently have estate-planning documents, such as a will or living trust, although 76 percent of respondents said that having a will was important. Whether or not someone has a will seems to vary significantly by age, with younger individuals being the least likely to be prepared in the event of a premature death.

Percentage of adults without a will:

- Ages 65+ 34%
- Ages 45-54 61%
- Ages 35-44 66%
- Ages 18-34 82%

So what is estate planning and why is it so important?

Estate planning is the process of outlining today how you want your assets to be managed and transferred after your death. In your estate plan, you designate who should receive which assets and when they should get them. You choose who you want to make financial and medical decisions for you if you are unable to do so yourself and who should care for your minor children when you’re gone. You can include provisions to help minimize estate taxes and other settlement expenses and provide guidance to your family about your wishes for your funeral, burial, or end-of-life care. For a business owner, estate planning also includes succession planning — who will take over your business, when, and how. You identify the best person to take over when you are ready to retire or involuntarily leave the business due to death or disability. You decide if your successor will buy the business from you (or your estate) or, in the case of a family member, inherit it. You can help to diminish family conflict by creating a plan that equalizes shares of your estate between family members involved in the business and those who are not. A complete estate plan may include a wide range of documents, including a will, trust, financial power of attorney, medical power of attorney and living will, and for business owners, a funded buy-sell agreement.

Why do so many people not have an estate plan in place? In the caring.com survey, individuals cited a variety of reasons for not having a will, the most common (54 percent) being that they “just hadn’t gotten around to it.” Other reasons included not having enough assets to leave to someone to make it worthwhile (24 percent), perceived cost of the planning (6.5 percent) and not knowing how to do it (6.5 percent). Wills are not just for the rich or individuals with a certain amount of assets. Anyone who wants to have a say in their financial and health care decisions, or hopes to take care of family members, employees, or other individual who are important to them, would benefit from estate planning.

Don’t jeopardize your family’s financial future or create unnecessary difficulties by not having an estate plan. If you already have a plan in place, make sure it is up to date and continues to reflect your wishes. Not sure where to start? Talk to your Federated marketing representative for a referral to an independent attorney who specializes in estate and business succession planning and can help you get the process started.
Protecting Your American Dream, Together.

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

It’s Our Business to Protect Yours

FEDERATED
INSURANCE

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

Federated Mutual Insurance Company and its subsidiaries® | federatedinsurance.com
Not licensed in all states. © 2016 Federated Mutual Insurance Company
Reach your customers where they are on their phone

Pick up your very own customized sample lumberyard app at the WCLBMA convention on November 13.

Details on our website

LumberyardApp.com
"LUMBER HELPING LUMBER - 2019"

Fire Relief Campaign, again this year

The loss of a home to a fire is one of the most horrible life-altering events that can happen to a person or family. As was seen in 2017 and 2018 with the massive fires, the rebuilding of homes, business and lives is a long process.

If you are aware of individuals and families associated with the lumber & building materials industry who have had catastrophic losses in these latest fires in Southern California, please let the WCLBMA know. Funds remaining in the "Lumber Helping Lumber" fund.

The WCLBMA is not seeking additional contributions at this point. The generosity last year was overwhelming. If the need changes, WCLBMA will begin again coordinating relief help.

The West Coast Lumber & Building Material Association is determined to assist where it can. Food, temporary housing, basic necessities of life - anything to take some pressure off in this time of need. That's what the funds will be used for. We're working with the management of our lumber and building materials members to determine which of their employees need extra help now.

The various public and private relief agencies are doing great things in providing what they do to help people rebuild their lives. Also, the various lumber and building materials companies are working on their own to assist their employees.

For more information, contact Ken Dunham at 800/266-4344 or kend@lumberassociation.org.

NEW MEMBERS
WEST COAST LUMBER & BUILDING MATERIAL ASSOCIATION

SENeca
Eugene, Oregon
Casey Roscoe, Senior Vice President
Terri Adair, Dimension Mill Sales Manager
www.senecasawmill.com

The Seneca Family of Companies is composed of Seneca Sawmill, Seneca Sustainable Energy and Seneca Jones Timber Company. It is currently not only family owned, but female owned in this generation as well. The company's mills are some of the most innovative in the world, their sustainable energy plant is currently the cleanest running biomass plant in America, and their timberlands are managed on a sustained yield basis. This year Seneca planted its 40th millionth tree.
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

NEW Hyundai 9 Series Forklifts
- Operator Comfortable Driving
- Increased Productivity
- Easy Maintenance

CONTACT: GEOFF GARNER
Account Manager
Phone: 562/762-8016
Email: ggarnet@selectequipment.com

KION North America

SELECT EQUIPMENT IS AN ACTIVE MEMBER OF THE WEST COAST LUMBER & BUILDING MATERIAL ASSOCIATION
In the news

News from and about WCLBMA Members

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

ECI executives honored for outstanding business growth and leadership. Company also named to the list of Achievers 50 Most Engaged Workplaces for fourth year and is #16 in Fort Worth Business Press’ Top 100 Private Companies. ECI Software Solutions, a leader in cloud-based business management solutions, has announced its CEO, Ron Books, and President and COO, Trevor Gruenewald, have each been honored with regional and international awards. The awards recognize Books and Gruenewald for their leadership skills, community involvement and significant career accomplishments, including growing ECI into the industry-leading cloud software business it is today.

Books was named the Fort Worth Business Press’ 2019 Top Private Company CEO. The award, which is one of three major CEO recognitions that the publication gives out each year, honors the leading private company CEO for their leadership and contributions to their organization and their community. Books—who started as ECI’s 32nd employee in 1999—took over as CEO in 2009 and set out to help the company overcome challenges resulting from the economic downturn of 2008. Working alongside Gruenewald, Books reinvented ECI’s business strategy, helping the company to improve customer unit retention to more than 90%, increase customer revenue retention from 85% to 100%, grow the customer base from 4,000 to 16,000 worldwide and increase headcount from 315 to nearly 1,400 ECI employees.

These impressive growth metrics were also a deciding factor in Gruenewald’s 2019 Fort Worth Business Press C-Suite Award win, which also recognized his civic and social contributions. In addition to helping manage ECI’s global workforce—which continues to grow as a result of the company’s aggressive acquisition strategy—Gruenewald is an active member of his community. He regularly dedicates time to coach young athletes, lead youth groups, help elderly citizens to doctors’ appointments and volunteer at local nonprofits. His philanthropic endeavors and impressive career trajectory—including his time at AT&T, Lucent Technologies, Inc. and Avaya—also led to him receiving a Gold Stevie® for Lifetime Achievement in the 2019 International Business Awards.

In addition to the company’s C-Suite award wins, ECI was also named one of the Achievers 50 Most Engaged Workplaces™ in North America for the fourth year in a row.

ProDealer Industry Summit Takes to the Mountains

NLBMDA and its conference attendees took to the mountains of Colorado Springs at the ProDealer Industry Summit in October at the Broadmoor Resort. NLBMDA Chair, Bob Sanford, kicked off the conference with a summary of the association’s initiatives and successes this past year.

Colorado Rockies Co-Owner, Linda Alvarado, welcomed everyone Wednesday morning with an inspiring presentation on how to pursue your passions and grow your business. The conference also hosted a great line-up of industry experts. The Farnsworth Group shared LBM market trends and insights, Wheelhouse 20/20 provided innovative business marketing strategies on how to attract the next generation of employees, and NLBMDA’s Director of Government Affairs updated attendees on the industry’s legislative and regulatory priorities. The conference also welcomed two executive panel sessions that discussed recruiting and retaining top talent as well as how to deal with industry disruptions such as Amazon and Katerra.
WCLBMA ANNUAL CONVENTION
SPONSORS TO DATE...........................

BlueTarp Financial
CardConnect
Combilift
Construction Guild US Inc.
ECI Software Solutions
Federated Insurance
LBM Advantage
Palfinger
Pennsylvania Lumbermens Mutual Insurance Company
Scantron Technology Solutions
Select Equipment Sales
Taiga Building Products
Tolko Industries
Young Century Micro Tech

See information in this LUMBER LOG for display and sponsorship opportunities.

Join WCLBMA for these two entertaining events!
Guests welcome!

WCLBMA SECOND GROWTH HOLIDAY MEETING
THURSDAY, DECEMBER 5
Embassy Suites, Brea CA - 6:00 PM Reception 7:00 Dinner
Casino Night - Ugly Holiday Sweater Contest - Election of 2020 Second Growth Officers
Registration and more information in WCLBMA publications and website

WCLBMA HOLIDAY GOLF TOURNAMENT
FRIDAY, DECEMBER 6
Black Gold Golf Course, Yorba Linda CA - 8:00 AM Shotgun Start
Sponsorships and Hole Displays available
Registration and more information in WCLBMA publications and website

More information from Jean Henning at 800/266-4344
or at jeanh@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.

WCLBMA Member $725 after 10/30  $795
Spouse/Guest $550 after 10/30  $625
Non-Member $1,500 after 10/30  $1,750

# attending
X__________ =

WCLBMA Member $725 after 10/30  $795
Spouse/Guest $550 after 10/30  $625
Non-Member $1,500 after 10/30  $1,750

Sub Total $__________

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

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

X__________ =

Total $__________

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:

Embassy Suites Sacramento
100 Capitol Mall
Sacramento, CA 95814
Reservations 916-326-5000
Group Code: West Coast Lumber & Building Material Association
$209/night + applicable fees/taxes
www.sacramento.embassysuites.com
Group Code: WCL
Rate Valid until October 30

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

WCLBMA • 177 Parkshore Drive • Folsom, CA • 95630
Phone: 800/266-4344 • 916/235-7490 • Fax: 916/235-7496
jeanh@lumberassociation.org • www.lumberassociation.org
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. – 4:30 p.m. Concurrent Roundtable Sessions Including:
Updates on Proposition 65/Treated Wood Legislation and Regulation Changes
OSHA Top 10 Citations and Distracted Driving
Captive Medical Plans for LBM Businesses
Succession Planning and Retirement Programs
Credit Management

6:00 p.m. – 6:30 p.m. Cocktail Reception
6:30 p.m. – 8:30 p.m. President’s Dinner and Awards Presentations