In this crisis, take some time in this anxious period to pause, reflect and do what is right for you, your family, your friends and neighbors, your co-workers, those who work to protect us and those in the world who look to the future.

California lobbyists and associations urge state government to slow and even stop pending regulatory actions

A major coalition of business association and organizations have requested CA Governor Gavin Newsom to direct all state agencies to postpone near-term rulemaking and related deadlines to allow a reasonable period of time for meaningful public participation in decision making processes. The coalition also asks that state agencies be directed to be judicious in exercising enforcement authority while businesses make unprecedented changes to their operations to help reduce the spread of the virus. As of late April, no formal response has been received.

The letter to the governor said in part, “The business community has been working diligently to adapt to shelter in place orders. Businesses that are still in operation have reduced staffing levels to comply with social distancing guidelines and other health-related measures. Employee focus has necessarily been diverted from normal workload to COVID-19 response.”

[more on next page]
Governor urged to slow state regulatory agencies at this time

“A ‘business as usual’ approach from state regulatory agencies conflicts with the administration’s directives to focus limited resources on protecting employee health and safety while continuing to provide essential goods and services to the public. Many rulemaking and policy development initiatives were either launched or already in process at the front end of the COVID-19 crisis,” the coalition said in the letter.

“Continuing to advance new regulatory initiatives in the current environment will undermine public participation and lead to poorly informed decisions that may present unintended and undesirable consequences. While the extensions granted to date are noted, they are being issued on a piecemeal basis and are inadequate given uncertainty about the duration of the crisis.”

Ken Dunham, Executive Director of the West Coast Lumber & Building Material Association, noted that proposed changes to Proposition 65 regulations for OEHHA involving safe harbor changes and continued agency actions on the “Advance Clean Truck Regulation” from CARB are concerning.

LBM industry continues to be listed in California as “essential” and federal relief packages signed into law

California Governor Gavin Newsom in March included in his directives for the state a full list of essential critical infrastructure work, outlining construction and construction suppliers as an essential service during the statewide SIP ordinance. Additional information on essential business activities and recommendations for the conduct of business can be found on the WCLBMA website at www.lumberassociation.org.

There are, however, California cities and counties, mostly surrounding San Francisco in which construction of all types has been severely curtailed.

In the second round of federal loan programs, the legislative bill signed into law provides:

- $310 billion cash infusion for Paycheck Protection Program (PPP),
- $50 billion for Economic Injury Disaster Loans (EIDL),
- $10 billion for EIDL grants,
- $25 billion for testing,
- and $75 billion for hospitals

IN THIS TIME OF RAPIDLY CHANGING NEWS, REGULATIONS AND OTHER CRITICAL CORONAVIRUS INFORMATION, ESPECIALLY AS IT AFFECTS THE LBM INDUSTRY, WCLBMA HAS ADDED A NEW SECTION TO THE ASSOCIATION WEBSITE AT WWW.LUMBERASSOCIATION.ORG.

SAVE THE DATE FOR THE WCLBMA ANNUAL CONVENTION
October 14-15, 2020 – NEW FORMAT THIS YEAR!
JW Marriott Desert Hot Springs Resort & Spa, Palm Desert CA
Golf – Educational Programs – Networking – Displayers
What’s On Your To-Do List?

Your Business IT as It Should Be.

Are you or your IT manager doing double duty? Ever wonder what it would be like to have high performing computers and networks and less downtime?

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Federated Insurance Companies announces COVID-19 client relief credit

Federated Insurance Companies “COVID-19 Client Relief Credit” will provide a 15% credit based on Business Auto premium, Auto Dealer/ Garage Coverage Part premium, and Businessowners Policy (BOP) premium from March 15 to June 15. Policies must be in force at the time relief credit is applied. These actions are subject to regulatory approval. Policyholders will automatically see the COVID-19 Client Relief Credit applied in the upcoming months.

“Federated Insurance remains committed to helping you and your business as our nation unites to prevent the spread of COVID-19,” said Federated President and CEO Jeff Fetters. “We are proud to be able to serve you and business, especially during these times, as you represent the American Dream as a successful business leader. For over 116 years through major events in our nation’s history, we have stood proudly, shoulder to shoulder with our now 38,000 plus clients and over 500 association partners coast to coast.”

Federated Insurance also has additional resources on their website that summarize many additional areas of support the company is providing during this unprecedented time.

The West Coast Lumber & Building Material Association is now in its 20th year of endorsing Federated Insurance. WCLBMA Executive Director Ken Dunham noted that Federated and their marketing representatives have worked closely with their customers to help them find their way through these challenges. “If you are not currently a Federated client, now is the time to check them out.” He added. “Their unique Right Report® will identify exposures and customize an insurance program specifically for your business, reflecting today’s environment and needs. Association membership doesn’t cost, it pays!”
WCLBMA part of business and industry coalition opposing Proposition 65 rule changes

The California Office of Emergency Health Hazard Assessment (OEHHA) has proposed amendments that would change the safe harbor warning for sales of almost every consumer product over the internet or through mobile applications, so that if a Prop 65 warning is required for the item, it has to be provided not only at the time of the online purchase but also on the label of the product. The Proposed Amendments therefore essentially eliminate online warnings as a safe harbor warning method.

In its letter opposing the changes, the coalition noted “This elimination of online warnings as a safe harbor warning method is an extreme change to the safe harbor warning regulations with wide-ranging practical effects that are highly detrimental to online retailing in California. Since the regulations were adopted in 2016, thousands of companies have relied upon the plain language of the regulations for creating and implementing their Prop 65 warning programs”.

The proposed change will cause businesses to have to invest significant time and resources into changing their Prop 65 warning programs once again. Additionally, it will spur frivolous litigation with respect to warnings that are “clear and reasonable” under the statute and therefore compliant with the law, but that nevertheless do not comport with the Proposed Amendments’ two-warning approach for online sales.

The proposed amendments are tainted by a violation of the Administrative Procedures Act (“APA”). The plain language of the current safe harbor regulations does not require businesses selling online to provide an online warning and then a second on-label warning for the same exposure. Instead, the current safe harbor regulations, which provide four safe harbor methods, include online warnings as one of the safe harbor methods. The four safe harbor methods in the regulations are:

1) a posted sign, shelf tag or shelf sign at the point of display;
2) a warning provided “via any electronic device or process;”
3) a long-form label warning; or
4) a short-form label warning;

The coalition of business entities and associations, including WCLBMA, is requesting that the proposed changes to the state labor code Sections 25602 and 25607 be withdrawn.
Succession Planning in the Time of Social Distancing

In this time of social distancing and economic uncertainty, the last things you, as a business owner, may be thinking about are your succession plans. More immediate concerns about just keeping the doors open and the lights on are probably higher on your list of priorities. On the other hand, perhaps the current global circumstances have really made you examine your plan (or lack of thereof). What would happen in the event you were not able to work due to your own illness or a required quarantine as a result of contact with a sick family member, employee, or customer? Who would take over the business in the event of a premature death of an owner or key employee? How do you want your family taken care of and are the necessary documents in place to carry out your wishes?

If these questions concern you, now may be the time to put some thought into this important, and necessary, issue. Some factors to consider:

- Make sure that your succession plans have been documented in writing. If not, work with an attorney who specializes in estate and business planning to create the necessary documents. These may include a will, trust, powers of attorney, and a buy-sell agreement, but will vary depending on your circumstances.
- If you already have documents in place, review them to make sure they are up to date and continue to reflect your wishes.
- Evaluate sources of funding needed to complete the plan. Life insurance can provide an immediate source of funds upon the death of the insured (subject to the policy’s two-year contestability period). Permanent policies (such as universal life) offer the additional benefit of a cash value, which can accumulate over time. These funds may be accessed in future years for planned or unplanned expenses through policy loans or withdrawals.

Although the past few months have caused isolation for many of us, in some ways, the world has become more connected. Companies continue to do business remotely through e-mails, phone calls, and online technology. Many attorneys can meet with you and even execute legal documents (like wills or buy-sell agreements) remotely by video conference. If you need life insurance to fund your plan, know that life insurance companies are still operating — paying claims, and also underwriting and issuing new policies.

Take advantage of these unique circumstances to consider your options and create or update your succession plans.

Federated Insurance is endorsed by WCLBMA for property & casualty needs and financial protection services. For more information, contact WCLBMA at 800/266-4344.
Good morning or afternoon, as you read this.

From the WCLBMA office, we remain healthy and are keeping the association functioning. The work process has shifted with Jean and Charlene working remotely on most of their functions and projects. I am fortunate to live near enough to the office that I can be here daily.

Keeping up with the rapidly changing information on how to manage a business during this pandemic has been a challenge at times. Our emphasis has shifted slightly now that most businesses, if able to be open, are figuring out the processes of social distancing, drive-by orders, limits on people in a store and even accepting and making deliveries.

Having the LBM industry listed as “essential” in California and most other states underscores the need for what this industry does for the economy, providing the materials needed for a diversity of projects, and will continue to be critical as America, and the world, opens again.

Now much of the information in our special reports and on the website is moving more to what may be available to you as businesses seeking to stay in business or provide for your employees with the various federal loan and other programs. We’ve been very cautious in making sure the information provided is from the original federal or state agency or department involved – not someone’s interpretation of that information.

As with many associations like the WCLBMA, we depend heavily on our events, meetings and conventions. Trying to predict when we might be able to legally and safely schedule our ongoing events is complicated. In some instances we may be able to move them later into the year. It all depends on situations over which we have no control.

What something like what we are all experiencing often brings out the best in people. Neighbors helping neighbors as needed. Heck, even helping strangers when needed is now common. We have learned new ways to stay in touch with family and friends. That is one of those unintended experiences that we will look back on with a smile and possibly continue.

The incredible resilience and flexibility of the LBM industry will go a long ways towards us all coming out of this. Please stay safe – physically and mentally.

Stay safe and be careful as we move ahead.
A Perfect Fit for Protecting Your American Dream

Our partnership with your association has one goal: helping your business succeed. You deserve an insurance provider who understands your industry. Put our knowledge and experience to work for you.

Proudly Celebrating Our Partnership

Scan to learn more about what we can offer members.
A message from Bob Sanford, Sanford and Hawley, Inc.  
National Lumber & Building Materials Dealers Association Chair, 2020

NLBMDA’s COVID-19 federal relief efforts yield significant results in a short period of time.

Without a doubt, in just a few weeks, the global pandemic has significantly disrupted the lumber and building material (LBM) industry and has resulted in our members facing a variety of hardships that were unimaginable at the beginning of the year. Amidst the crisis, I am humbled by the stories of resiliency that I am hearing from our members. As you all know too well, in difficult times, the LBM industry bands together like no other. Stories of lumber dealers increasing wages in support of their employees, helping competitors, and supporting local communities are common.

The COVID-19 pandemic has caused major shifts in how business is conducted. LBM dealers around the U.S. have dealt with issues ranging from essential business designations, to small business loan programs, to new employee leave policies, to ensuring the safety of employees and customers. The federal government has taken several steps at the legislative and agency levels, and NLBMDA has been leading the way on behalf of the industry and has taken several critical actions over the past several weeks. I would like to take this opportunity to highlight some of these actions and remind you why it is so important to have representation in Washington D.C. and for us to be an active and engaged member of the NLBMDA.

When the pandemic was first spreading, states began to take action limiting commerce to “essential” business. Many states followed guidance issued by the federal government that recognized LBM dealers as essential, but the other issue was residential construction. NLBMDA lobbied the Department of Homeland Security (DHS), who originally issued the federal guidance, to include construction and I am pleased to report that effort was successful.

The issue of states taking their own actions on essential business, with some even at the local level, proved to be a significant challenge, and in some states, it still is. While NLBMDA was working federally, the association wanted to make sure it was providing as much support as possible to its federated association partners. To do so, NLBMDA contacted all 50 governors, in partnership with the federated associations, to urge them to recognize both LBM dealers and construction as essential business.

Legislatively, Congress began passing bills to provide a series of relief measures as the pandemic impacted business and commerce. The first significant one was on the paid leave requirements for employees who meet certain criteria for being affected by COVID-19. After that, known as “Phase 2”, Congress started working on another bill that would deal specifically with tangible relief through cash and loan programs. NLBMDA lobbied Congress in advance for several important priorities for the industry through both direct lobbying and grassroots. NLBMDA was successful in getting two important provisions included in the “Phase 3” bill. The first was the $350 billion to fund small business loan programs like the Paycheck Protection Program (PPP) and the second was the QIP fix. The QIP fix undoes a drafting error in the 2017 Tax Cut and Jobs Act so now qualified
interior improvements in commercial properties are eligible for bonus depreciation. These were significant wins for the industry and this success was no doubt due to the grassroots efforts taken by NLBMDA members.

The next challenge was trying to sort through all of the implementing guidance for this legislation. It’s rare that a piece of legislation requiring significant action by a federal agency can be implemented in under a few months, let alone a few days. The Small Business Administration (SBA) and the Department of the Treasury began issuing guidance after a few days and NLBMDA made sure to communicate this information to members, through both a webinar and through its comprehensive COVID-19 Action Resource Center. After just a short time, it became clear that PPP and the Economic Injury Disaster Loans (EIDL) would be depleted. NLBMDA immediately began lobbying Congress for additional funding to boost these programs to ensure that dealers have access and recently, Congress appropriated more funds, which illustrated the influence of NLBMDA once again.

One of the considerations for NLBMDA as the pandemic has been spreading is that most of the federal relief is targeted at small businesses. NLBMDA wholly supports small business relief and one of the strategies for a “Phase 4” bill is lobbying in support of dealers with over the 500 employee threshold getting access to relief. NLBMDA was pleased to see that the Federal Reserve did take action to, among other things, create the Main Street Lending Program, which will encourage banks to make loans for companies with less than 10,000 employees, and NLBMDA submitted written comments to the Fed on the need for dealers of all sizes to have access to funding in this time of need. Our association will continue to represent LBM dealers in Washington D.C. at the federal level and support its Federated association partners however possible. NLBMDA is already advocating behind the scenes for key provisions in the “Phase 4” stimulus package.

NLBMDA is at the forefront of protecting the federal interests of the entire lumber and building material industry and we should be immensely proud of the work they are doing on our behalf.
# 2020 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.

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<th>Member Advertising Rates</th>
<th>(rate per month)</th>
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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 7 1/8 x 10 in.
- Half page is 7 1/8 x 5 in (horiz) or 3 1/4 x 10 (vert)
- Quarter page is 3 1/2 x 5 in
- Eighth page is 3 1/4 x 2 1/2

Frequency rate discounts apply to ads purchased in the calendar year beginning January, 2020.

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**

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**FREQUENCY**

- [ ] 12 mon rate
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- [ ] 3 mon rate
- [ ] 1 mon rate

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

- [ ] Jan
- [ ] Feb
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- [ ] Apr
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- [ ] Jun
- [ ] Jul
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For additional information contact WCLBMA Executive Director Ken Dunham at 800-266-4344 or kend@lumberassociation.org

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☐ INVOICE US

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