Ken Dunham retires from WCLBMA

Ken Dunham has announced his retirement as Executive Director of the West Coast Lumber & Building Material Association effective June 30, 2020. Dunham has been in that position since June, 2006.

“It has a long and productive relationship and I leave with profound good feelings for this organization and especially the lumber and building materials industry,” Dunham said. “I've been here in the good times and in the tough times, and now the challenges of the COVID virus makes business even more difficult. But being part of efforts to ensure that the LBM industry was designated ‘essential’ in most parts of the country helped this industry survive.”

Over the year, WCLBMA has become one of the best known of the regional lumber and building material associations. It has become a respected source of information and services from both members and the public.

Dunham managed the WCLBMA when it went through a name change from the old Lumber Association of California & Nevada and was involved in the move into a new association-owned building in 2009. Today the association owns the building in Folsom outright and has significant reserves for the organization’s future.

“I think one of the successes of the association I've been involved in is assisting this industry through a wide variety of regulatory challenges over the years,” he said. “Early it was lumber mold and how to respond to lawsuits and questions. Later it was paint disposal and lumber lengths and dimensions that both had California state regulatory agencies to content with.”

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State and federal legislative updates
Golf still planned for August 2020 – Info inside
Ken Dunham retires  FROM PRIOR PAGE

Dunham noted that one of the projects he was most pleased with was the industry manual and materials that helped LBM dealers, suppliers and manufacturers content with California’s Proposition 65 rules. “We worked long and hard with a respected law firm and other lobbyists in trying to get some good response and reaction to this confusing initiative process,” he added. “It will never be perfect, but now this industry has a defensible solution to unfair lawsuits and claims.”

In 2017, Dunham wrote “The Legacy of Lumber,” a history book of the lumber industry in the West, and specifically California, published in commemoration of the 100th anniversary of the WCLBMA and its prior associations. The book tells the story of the lumber industry in America, from colonial times to the present, with a particular focus on the rich lumber history in California.

“This was an inspiring and entertaining history of this important American industry and was a joy to research and write,” said Dunham. “The lumberyard was generally among the first businesses when a town was formed. Today the independent lumberyard remains a critical part of any town or city’s economy.”

Dunham was also the initiator of the “Lumber Helping Lumber” program during the California wild fires in 2017 and 2018. The program generated more than $60,000 that was used to directly assist those related to the LBM industry who lost homes and other property.

“I especially want to thank and acknowledge Jean Henning and Charlene Valine who were here when I came and are still doing their valuable services for this organization.” He added. “This organization would not be where it has been without them.”

His prior experience, in addition to association management, includes ownership of a regional advertising agency/public relations firm, political consulting and management, and as a television new director and on air personality. He is also the author of several political management guides, a guide to crisis management for businesses, and co-authored a book on Montana history. His plans for the future include writing and consulting, as well as involvement in a variety of community, church and professional interests.

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Scan to learn more about what we can offer members.
How Low Interest Rates May Impact Your Life Insurance Goals

When deciding how much personal life insurance coverage you need, it’s important to look at a number of factors, including how much of your income you want to replace, the amount of debt that needs to be paid off, and any additional needs specific to your beneficiaries. Another factor you should also consider is what type of investment your beneficiaries could choose to make the funds last.

When you purchased your personal life insurance policy, you may have assumed that those funds could be invested at a 6 or 7 percent interest rate. And based on that rate, you might have assumed that the funds would last long enough to support your loved ones for the long term. Unfortunately, interest rates have been dropping over time, and currently, the rates for stable investment vehicles are quite low. In this economic environment, will your death benefit last as long as your beneficiaries will need it to meet their long-term goals and maintain their standard of living?

The average yield on the 10-year Treasury Bill has dropped since 1995:

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<th>Year</th>
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<td>1995</td>
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<td>2000</td>
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<td>2010</td>
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<td>2015</td>
<td>2.14%</td>
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<td>2020</td>
<td>1.11%</td>
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**Example**: A $500,000 death benefit, paid out in $40,000 annual installments at 6 percent interest, will last about 21 years. The same annual installments, assuming a 1 percent interest rate, would only last 13 years.

Consider what has changed since you bought your personal life insurance policy. Has your income gone up? Do you have more or less debt? Who is depending on your income now? What has happened with interest rates? Remember, a lump sum death benefit is only paid one time. It can’t be replenished if it runs out faster than expected. Talk with your Federated marketing representative about reviewing your coverage to help keep your beneficiaries protected for the long term.

Federated Insurance is endorsed by WCLBMA for property & casualty needs and financial protection services. For more information, contact WCLBMA at 800/266-4344.
What’s On Your To-Do List?

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WCLBMA adds Lumberyard App.com to endorsed services

The West Coast Lumber & Building Material Association is pleased to announce an endorsement of and member access on-line to LumberyardApp.com. Company owner Mike Hartrich has a wide range of experience as a builder and has brought that to this project after building a successful contractor referral services in the Santa Cruz area.

"This is the simplest way to strengthen and expand your connections with your customers," Hartrich said.

The concept is a mobile app with an active outgoing function. It lives on the mobile phone of the customer. The lumberyard can send push notifications about special offers, sales days, events, new materials, and these show up on the customer’s mobile phone. This one feature alone supports all of the lumberyard’s marketing efforts.

“The lumberyard app is ready. The timing is right. We are in a new crisis. Local lumberyards need to think outside the box. The old normal no longer exists, “Hartrich said. “We don’t have a new normal. It’s all in flux. The biggest asset of the local lumberyard is its local customer base. The app helps to build a stronger connection with these. It's the ideal communication and marketing tool for these times.

Additionally, the lumberyard app is extremely useful to builders and other customers. One example is the indexed library of installation guides on the app, all organized and easily available. This one feature makes it much simpler than searching for them by the mobile phone browser.

“This newest program for WCLBMA members came after much discussion by the board of directors, with agreement that this is a solution to a need for more contact and communication for an LBM business "said WCLBMA Executive Director Ken Dunham. “We were looking for a program that is comprehensive, affordable and easily accessed by members and Mike and his team has developed this innovative concept based on real life experience.
Software that saves lumber finance teams 40% on hard costs

Our technology enhances your current work flows, so your team saves time and budget on manual work that’s already being done.

**Owner Verification**
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- Property APN’s
- Owner Addresses
- Owner Names/Trusts
- Multiple Unit Details

**Deadline Management**
- Automatically Tracked
- Instant Alerts
- Know Next Steps
- Take Direct Action
- Specific by State

**Credit Reporting**
- Construction Specific
- Validate Contractors
- Tax & Lien Data
- Business Assets
- Permit Data

**Lien Management**
- Preliminary Notices
- Notices to Owner
- Payment Demands
- Mechanic’s Liens
- Waivers/Releases

Using Handle.com has really helped us to create a much more efficient process with way more accurate data.

Emily Brown, Owner, Ashby Lumber
WCLBMA Southern California Golf Tournament – Now August 27!

Join your friends and meet new people at this year’s Southern California WCLBMA golf tournament, set for the always great Black Gold Golf Club in Yorba Linda, now rescheduled for Thursday, August 27, 2020. COVID restrictions and uncertainty about travel, facilities and health protection are being monitored daily by WCLBMA.

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

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

As of now, the Northern California WCLBMA golf tournament, planned for Rancho Solano Golf Course is on hold.

All golf events are open to all WCLBMA members and guests. Don’t have a foursome? You can be matched with others of your abilities. Registration information is available in WCLBMA publications, on-line at www.lumberassociation.org and directly from WCLBMA. Contact Jean Henning for additional information at 800/266-4344 or jeanh@lumberassociation.org

Registration information for both playing golf and sponsorship/display is included in this LUMBER LOG, in all WCLBMA communications and on the website at www.lumberassociation.org
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WEST COAST LUMBER & BUILDING MATERIAL ASSOCIATION
NAFTA Panel Backs ITC Determination on Softwood Lumber Imports

A North American Free Trade Agreement (NAFTA) panel has reviewed the U.S. International Trade Commission’s (ITC) determination of injury to the U.S. lumber trade from Canadian lumber and affirmed the ITC’s decision in a May 22 ruling.

In December of last year, the ITC found the U.S. industry was materially injured by the Canadian softwood lumber industry in a 5-0 remand determination. The determination from the ITC supported the position that subsidies to the lumber industry provided by the Canadian government and “dumping” of lumber products in the U.S. market causes harm to U.S. producers and the U.S. lumber industry.

The U.S. Lumber Coalition praised the NAFTA panel’s ruling while the British Columbia Lumber Trade Council says it is disappointed by the decision and remains convinced that the ITC’s determination that the U.S. industry is injured by Canadian lumber imports is “flawed and without merit.”

Canadian parties still have pending World Trade Organization (WTO) and NAFTA challenges to the U.S. Department of Commerce’s underlying countervailing duty and anti-dumping duty determinations which are unresolved. British Columbia Lumber Trade Council president Susan Yurkovich said that the group representing provincial producers is confident those proceedings will again support Canada’s position and rule the duties are unwarranted.

In a preliminary finding in February, the U.S. Commerce Department determined the current countervailing and anti-dumping penalties should be reduced by half, but this ruling isn’t expected to be finalized until later in the summer.

NOL Suspension and Tax Credit Limitation Approved by California Legislature

Both houses of the Legislature voted on June 15 to approve a $9.2 billion tax increase over a three-year period on California businesses via a suspension of the net operating loss deduction and a limit of $5 million per year on business tax credits – including the research-and-development credit – for three years retroactive to the beginning of this year. The legislation (AB 85, Assembly Budget Committee) was approved by the Senate on a 27-11 vote, then cleared the Assembly with a 55-21 vote. Some lawmakers who voiced opposition to the measure voted for it nonetheless.

As a tax increase, the measure needed a two-thirds vote for passage (27 votes in the Senate and 54 in the Assembly). Governor Gavin Newsom proposed the tax increases in May and is certain to sign the bill.

CalTax led a coalition of more than 50 trade associations, including the WCLBMA, and local organizations in opposition to the tax increases, noting that the taxes will hinder the state’s recovery from the COVID-19 pandemic and recession.

Supporters of AB 85 argued that suspending the NOL deduction and limiting tax credit utilization will provide revenue to the state in the near term to help government agencies recover, while the businesses that pay the increases during the three-year period will be able to recover the money afterward.

Both houses voted on the main budget bill and sent it to the governor on June 16 – the constitutional deadline for doing so. The budget was negotiated behind closed doors by Assembly Speaker Anthony Rendon, Senate President Pro Tem Toni Atkins, and Newsom.
Golf Tournament Sponsorship Opportunities
Thursday, AUGUST 27, 2020 - Black Gold Golf Club, Yorba Linda, CA

- **Gold Sponsor $550**
  Includes one 2x6 table and two chairs at tee box plus sponsoring two holes. Your company representatives will be able to meet and greet golfers on the course for the entire day, plus provide your company’s promotional materials and merchandise to golfers throughout the day. Your company name will also be listed on signage at the course, on WCLBMAs electronic communications, and on WCLBMA golf materials. Please note this sponsorship is limited and lunch for two is included.

- **Sponsor two holes for $350**
- **Sponsor one hole for $175**
- **Sponsor prizes for $150**

Black Gold Golf Club
One Black Gold Drive, Yorba Linda, CA 92886
(714) 961-0060
[www.blackgoldgolf.com](http://www.blackgoldgolf.com)
8:00 a.m. Shotgun Start
1:00 p.m. Lunch and Awards Presentation

Please note, a portion of this year’s net proceeds will be donated to the Make A Wish Foundation.

**Please Invoice:**

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**Please mail your sponsorship payment:**
WCLBMA • 177 Parkshore Drive • Folsom, CA • 95630
Phone (916) 235-7490 • Fax (916) 235-7496 • [jeanh@lumberassociation.org](mailto:jeanh@lumberassociation.org)

Non WCLBMA member companies will be required to pay an additional $500.00

**Please Charge:**
- [ ] MasterCard
- [ ] Visa
- [ ] Discover
- [ ] American Express

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WCLBMA Cancellation Policy: NO REFUNDS will be issued after August 20, 2020. If you register to sponsor a hole, and are unable to attend, you will be responsible for payment.
Golf Tournament Registration
Thursday, AUGUST 27, 2020 - Black Gold Golf Club, Yorba Linda, CA

$245 REGISTRATION FEE INCLUDES:
Green fees, cart, lunch, and lots of prizes.
Please note, a portion of this year’s net proceeds will be donated to the Make a Wish Foundation.

SCRAMBLE FORMAT
8:00 a.m.  Shotgun Start
1:00 p.m.  Lunch and Awards Presentation

Black Gold Golf Club
One Black Gold Drive, Yorba Linda, CA 92886
(714) 961-0060
www.blackgoldgolf.com

Golfer #1 Name: Company:
Golfer #2 Name: Company:
Golfer #3 Name: Company:
Golfer #4 Name: Company:

Please pair me/us up with:

Lunch ONLY - $75 Name: Company:

Please Invoice:
Contact: Company:
Address: City/State/Zip:
Phone: Email:

Please mail your golf registration fees to:
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Phone (916) 235-7490 • Fax (916) 235-7496 • jeanh@lumberassociation.org

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

Card Number: CVV#: Expiration Date:

Name on Card: Signature:

If Company Card, Co. Name: Date: Amount to Charge:

WCLBMA Cancellation Policy: NO REFUNDS will be issued after August 20, 2020. If you register, and are unable to attend, you will be responsible for payment.