

THE LUMBER LOG

A PUBLICATION OF THE WEST COAST LUMBER & BUILDING MATERIAL ASSOCIATION
CELEBRATING 105 YEARS AS A PROFESSIONAL TRADE ORGANIZATION 1917-2022

FEBRUARY 2023

FROM THE EXECUTIVE DIRECTOR'S DESK

Hello All!

I am very pleased to report that our 2023 membership renewals have been coming in strong. To all of you that have renewed - THANK YOU for your continued support! You keep our association strong and allow us to offer events, education, products and services that support our industry.

If you haven't renewed your 2023 membership yet, please do so today.

Why Should You Renew?

Because the association has returned to full, improved and enhanced operations and is *baaack*, bigger and better than ever!

5 key examples and proof points of this are:

1. Hosted the most highly rated and successful annual convention in many, many years
2. Moved the Northern California Second Growth Group from start-up mode into full operations with key accomplishments including conducting a mill tour and inaugural clay shoot
3. Presented 11 Monthly Educational Webinars that covered a wide range of lumber industry topics from mold, to the economy, tax planning, Cal-OSHA, new laws impacting the industry and more
4. Accomplished important Government Action committee work on issues facing our members such as CARB regulations, held meetings with federal representative Michelle Steel and state representative Brian Jones, partnered with organizations on cross industry legislation, created "Power of the WCLBMA" Infographic, and continuously monitored legislation and kept the members up-to-date, informed and forearmed
5. Enhanced and Improved the Lumber Log Newsletter and Weekly News Email and grew the WCLBMA Instagram Site

For 2023, we will remain targeted and focused by using the Association's Strategic Plan to guide our activities across the 6 key fronts:

- 2023 Events and Annual Convention
- Government Action
- Membership Growth, Services and Benefits
- Financial Management
- Communications
- Governance and Administration

As President Matt Endriss said so well in his message to the members...

I encourage all of you to view the WCLBMA as necessary investment in education and learning. For me personally, I have found our Association to be the greatest single resource of content and professional contacts for advancing my knowledge.

As you plan your businesses for 2023, I ask that you keep this thought of investment at the forefront. Your WCLBMA membership is not a nice to have, it is a must have! Therefore, let us make an agreement. You remain active with your participation and program suggestions (improvements, additions, and or deletions), and I promise to all of you that the Officers and Board members of our WCLBMA will work diligently to make certain our value offering becomes the envy within comparable organizations.

I thank each of you for your continued support. We all share a special responsibility and that is to carry this strong and legacy rich Association into the future.

We value every member and your continued membership in the association is of utmost importance!

John Ehrig

WCLBMA Executive Director

SAVE THE DATE!

Golf Tournament at Strawberry Farms

Thursday, April 13

8:30 AM Shot Gun Start

Our April golf tournament will be hosted at a new course this year - Strawberry Farms Golf Club in Irvine. Members that have been to Strawberry Farms report very high marks, with its beautiful and challenging layout and great facilities. We expect this will prove to be a popular and fun change of venue for all! **Please be on the lookout for an announcement this week opening the online registration and sponsorship offers.**



WELCOME NEW MEMBER TOOLBX!

Please welcome our newest member Toolbx

Toolbx

Scott Hamilton, Director, E-Commerce

scott.hamilton@toolbx.com

4640 Admiralty Way, Suite 550

Marina Del Rey, CA 90292

Phone: 709-749-4038

www.toolbx.com

Erik Bornstein, Founder/CEO

erik@toolbx.com

Chris Stringer, President/CFO

chris@toolbx.com

WCLBMA GOVERNMENT ACTION COMMITTEE UPDATE

The Government Action Committee wants to ensure our California members are informed about the following new laws taking effect for 2023 and other developments that may impact lumber dealers and the lumber industry:

- SB 1162 – employers with 15 or more employees will need to start including pay scales in their job postings. The legislation also requires employers to give workers the pay scale for their jobs and maintain job title and wage history data for each employee. That data will be subject to inspection by the state labor commissioner who could impose fines up to \$10,000 for violations and which opens employers up to PAGA lawsuits.
- AB 1949 – makes it unlawful for an employer to deny eligible employees request to take up to 5 days of unpaid bereavement leave upon the death of a family member.
- AB 1041 allows an employee to take up to 12 weeks of unpaid leave to care for a designated person in a 12 month period.
- AB 1632 – a business that is open to the general public for the sale of goods and has a toilet for employees must permit any individual who is lawfully on the premises and has an eligible medical condition to use the toilet.
- Large diesel trucks built before 2010 can no longer be registered to drive on CA roads
- AB 257 – Fast Food Recovery Act. Was due to become enacted 1/1/23 but has been put on hold as the fast food industry has filed for a referendum on this legislation. AB 257 is becoming the battleground for the future of free enterprise. If labor succeeds in the fast food arena they are likely going to try and extend this approach to other industries.
- CA Privacy Rights Act – the privacy rights act amends and extends the CA Consumer Privacy Act. This new law with more stringent requirements than the current law creates a new regulatory agency, the California Privacy Protection Agency. This more stringent law is significant because state attorneys general are tasked with enforcing data privacy laws and this new regulation signals a ramp up in enforcement.
- Auto insurance rate increases have not been reviewed for approval for 31 months. As time goes on insurance companies have been stopping some renewals leaving us with fewer options to get coverage as well as personal lines insurance.

OSHA EXPANDS NATIONAL EMPHASIS PROGRAM ON COMBUSTIBLE DUST

OSHA has issued a revised [Combustible Dust National Emphasis Program](#) (NEP) to continue OSHA inspections of facilities that generate or handle combustible dusts likely to cause fire, flash fire, deflagration and explosion hazards. The Combustible Dust NEP was revised based on enforcement history and combustible dust incident reports and sets forth a new approach for locating and inspecting subject establishments. In 2018, wood and food products made up an average of 70% of the materials involved in combustible dust fires and explosions. Incident reports indicate that the majority of the industries involved in combustible dust hazards are wood processing, agricultural and food production and lumber production, but others are susceptible as well.

The updated NEP now includes the North American Industry Classification System (NAICS) codes for Cut Stock, Resawing Lumber, and Planing and Truss Manufacturing as industries with a higher likelihood of having combustible dust hazards. This means that these industries, along with Lumber, Plywood, Millwork, and Wood Panel Merchant Wholesalers, are now additional targets for OSHA inspections concerning combustible dust. OSHA offers a variety of options for employers looking for compliance assistance.

The [On-Site Consultation Program](#) provides professional, high-quality, individualized assistance to small businesses at no cost. OSHA also has compliance assistance specialists in most of their 85 Area Offices across the nation who provide robust outreach and education programs for employers and workers.

CA based members can find and contact OSHA's regional and area offices [here](#)
NV based members can find and contact OSHA's regional and area offices [here](#)

Visit OSHA's [Combustible Dust website](#), view the [Combustible Dust National Emphasis Program](#), and read the [official OSHA press release](#) for more information.

NOW OPEN - ProDEALER OF THE YEAR NOMINATIONS

NLBMDA and its conference media partner HBSEaler are seeking nominations for both the ProDealer of the Year (more than 5 locations); and Independent ProDealer of the Year (5 or fewer locations) to be recognized during the 2023 ProDealer Industry Summit in Kansas City from October 4-6, 2023.

To modernize the selection process, HBSEaler and the NLBMDA have created a simple, digital nomination form. In it, we ask that you please describe the nominee's outstanding achievements and explain why it is deserving of national recognition. [Nominations must be submitted by Friday, February 10.](#)

Criteria for selection includes:

- High performance. Including sales growth, expansion, introduction of successful lines of business;
- Commitment to best practices. General organizational excellence, putting people first and developing a strong reputation in the markets they serve;
- Values of the industry. Customer service, community service and willingness to play the role of ambassador of the industry;

KEY 2023 ECONOMIC FORECASTS AND INSIGHTS

National Association of Realtors Forecasts 6.8% Decline in Existing-Home Sales for 2023

LBM Journal

Lawrence Yun, National Association of Realtors chief economist and senior vice president of research, predicts home sales will decline by 6.8% compared to 2022 (5.13 million) and the median home price will reach \$385,800 – an increase of just 0.3% from this year (\$384,500).

“Half of the country may experience small price gains, while the other half may see slight price declines,” Yun said. **“However, markets in California may be the exception, with San Francisco, for example, likely to register price drops of 10–15%.”**

Lumber Price Outlook For 2023; How Realistic Are Forecasts?

Business Examiner

North American and global lumber markets continue to struggle from soaring inflation, interest rates and energy costs, resulting in eroding demand and consumer confidence. As 2022 wound down with more of a whimper, many wonder how tough it might be in 2023 and where lumber prices are heading.

Lumber Market Must Weather A 'Treacherous' 2023 After Last Year's Staggering 66% Price Crash As A US Housing Slump Deepens

Market Insider

Lumber prices plunged 66% last year as the once red-hot US housing market faltered – and the commodity's troubles will likely continue in 2023, according to strategists.

National Association of Home Builders (NAHB)

Hardware Retailing

Danushka Nanayakkara-Skillington, assistant vice president for forecasting and analysis, NAHB oversees the activities of the forecasting & analysis including housing market analysis, industry surveys, developing and maintaining national, regional, long-term and remodeling expenditures forecasts.

Houzz

Hardware Retailing

Marine Sargsyan, staff economist at Houzz, specializes in survey and data science, providing timely insights on national and international renovation market trends, confidence levels among industry professionals and homeowner motivations and preferences.

NEWS ROUNDUP

Check out these links for last month's news highlights

[84 Lumber Announces New Store Openings including Stockton](#)

[US Housing Market Full-Year 2022 & Softwood Lumber Prices January 2023](#)

[NAHB: Popularity of New Homes Declines Slightly](#)

[Mortgage Rates Trend Downward](#)

[Notes from the Forest](#)

[US Escalating Softwood Lumber Trade War with Canada](#)

FYI

California Framing Contractors Association is having a Mix and Mingle Meeting Tuesday, February 14 from 12:00-2:00 p.m. at the TAPS Fish House, 101 E. Imperial Highway, Brea. Contact/RSVP by Tuesday, February 7, 2023 to melanie@californiaframingcontractors.org

Help Your Employees Make it Home Safe Today

Federated DriveSAFESM Telematics helps your employees improve their daily driving habits and return home safe at the end of the day.



AN ASSOCIATION MEMBER BENEFIT FOR 119 YEARS
DIRECT, LOCAL MARKETING REPRESENTATIVES AUTO
PROPERTY AND CASUALTY SELF-INSURED RETENTION
POLICYHOLDER SURPLUS LIVE VOICE CUSTOMER SERVICE
MYSHIELD[®] TAILORED, INDUSTRY-SPECIFIC COVERAGE
BUSINESS SUCCESSION AND ESTATE PLANNING STABLE
FACE-TO-FACE RELATIONSHIPS FINANCIAL STRENGTH
MUTUAL COMPANY DIRECT CLAIMS REPRESENTATIVES
500+ EXCLUSIVE ASSOCIATION RECOMMENDATIONS
ESTATE PLANNING ATTORNEY NETWORK ANNUITIES

IT'S OUR BUSINESS TO PROTECT WCLBMA MEMBERS

WE'RE BETTER TOGETHER LIFE AND DISABILITY INCOME
PRIVATE BONUS PLANS KEY PERSON COVERAGE
WORKERS COMPENSATION HIRING PRACTICES
FEDERATED DRIVESAFESM TELEMATICS SOLUTION
RISK MANAGEMENT RESOURCE CENTER
EMPLOYMENT RELATED PRACTICES LIABILITY
EMPLOYMENT LAW ATTORNEY NETWORK
BONDING EMPLOYEE SAFETY TRAINING
RISK MANAGEMENT ACADEMY
CLIENT CONTACT CENTER
FIELD RISK CONSULTANTS
CERTIFICATE CENTER
SURETY SPECIALISTS
MANAGED CARE
CYBER

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Workers Compensation | Business Succession and Estate Planning | Bonding

Federated Mutual Insurance Company and its subsidiaries** | federatedinsurance.com

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Executive Director

John Ehrig

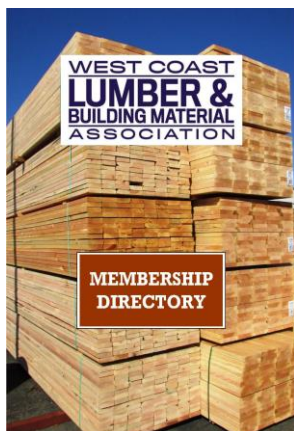
WCLBMA Member & Services Directory

www.lumberassociation.org



2023 Advertising rates and information

A limited amount of advertising will be accepted for the West Coast Lumber & Building Material Association's on-line 2023 Membership and Services Directory. The WCLBMA Membership Directory is located on the WCLBMA website, members only section.



Member Advertising Rates

- ☐ One Month - \$150
- ☐ Six Months - \$750
- ☐ Twelve Months - \$1,200

NON-MEMBER RATES ARE 2X MEMBER RATES. PAYMENT FOR NON-MEMBER ADS IS REQUIRED IN ADVANCE.

SIZE & FORMAT REQUIREMENTS

The file format should be JPEG or PNG. All ad sales are non-commissionable and not subject to brokerage.

For additional information contact WCLBMA at (800) 266-4344, Charlene Valine, charlenev@lumberassociation.org

Name: _____ Date: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

☐ CHECK ENCLOSED FOR \$ _____ ☐ PAY ON-LINE: <https://lumberassociation.org/pay-now/>

☐ INVOICE US

☐ 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: _____

WCLBMA • 177 Parkshore Drive • Folsom, CA • 95630

Phone: (800) 266-4344 • (916) 235-7490

website: www.lumberassociation.org

THE WCLBMA WEEKLY E-UPDATE

E-Mailed News & Information from the WEST COAST LUMBER & BUILDING MATERIAL ASSOCIATION

WEST COAST
**LUMBER &
BUILDING MATERIAL
ASSOCIATION**

2023 WCLBMA WEEKLY E-UPDATE Advertising Rates and Information

Ads for products and services will be accepted in a JPEG format and will be in the WEEKLY UPDATE as a hyperlink with a banner in the copy calling attention to the advertising and link. Use this for new products, events, sales, and general marketing contacts.

Your ad can direct readers to a website, to an advertising message or to an e-mail message.

WCLBMA'S WEEKLY E-UPDATE is sent each week to all WCLBMA members and industry related contacts.

Ad Insertion Rates

Advertisers may select 2023 for ads by year, quarter or by month at the following rates. Ads will be attached as a hyperlink with a message calling attention to the advertisement.

Entire Year \$1,200: ☐ **All of 2023** (Non-member rate: \$3,100)

By Quarter \$350 (per qtr): ☐ 1st Quarter, Jan – Mar ☐ 2nd Quarter, Apr – Jun
☐ 3rd Quarter, Jul – Sep ☐ 4th Quarter, Oct – Dec
(Non-member rate: \$850 per qtr.)

By Month \$225 (per month): ☐ January ☐ February ☐ March ☐ April ☐ May
☐ June ☐ July ☐ August ☐ September ☐ October ☐ November ☐ December
(Non-member rate: \$500 per month)

Ad Sizing

Space available is 7 inches wide by 1-1/4 inches deep. Ad will be converted into a hyperlink to your website, e-mail, or message.

Contact Charlene Valine for more information or (800) 266-4344 or charlenev@lumberassociation.org.

Name:	Date:	
Company:		
Address:		
City:	State:	Zip:
Email:	Phone:	Fax:
<input type="checkbox"/> CHECK ENCLOSED FOR \$ _____ <input type="checkbox"/> PAY ON-LINE: https://lumberassociation.org/pay-now/		
<input type="checkbox"/> INVOICE US		
<input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> American Express <input type="checkbox"/> Discover		
Card Number:	CVV#:	Expiration Date:
Name on Card:	Authorized \$ to Charge:	
If company card - Company Name:	Zip Code:	
Cardholders Signature:		

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WEST COAST
**LUMBER &
BUILDING MATERIAL
ASSOCIATION**

2023 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 e-mailed each month to all WCLBMA members and industry related contacts.

MEMBER ADVERTISING RATES (rate per month)

Ad Size	3 Months	6 Months	12 Months
Full Page	\$260	\$240	\$200
Half Page	\$180	\$160	\$120
Quarter Page	\$120	\$100	\$80

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 ½ x 10 in.

Half Page is 7½ x 5 in (horizontal) or 3 ¼ x 10 (vertical)

Quarter Page is 3 ½ x5 in.

Frequency rate discounts apply to ads purchased in the calendar year beginning January 2023.

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: ☐ Full page ☐ Half Page ☐ Quarter Page
FREQUENCY: ☐ 12 month rate ☐ 6 month rate ☐ 3 month rate

(For less than 12-month frequency, please note months ad is to run)

☐ Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sep ☐ Oct ☐ Nov ☐ Dec

For additional information contact Charlene Valine at (800) 266-4344 or charlenev@lumberassociation.org

Name: _____ Date: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____ Fax: _____

☐ CHECK ENCLOSED FOR \$ _____ ☐ PAY ON-LINE: <https://lumberassociation.org/pay-now/>

☐ INVOICE US

☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

Card Number: _____ CVV#: _____ Expiration Date: _____

Name on Card: _____ Authorized \$ to Charge: _____

If company card - Company Name: _____

Cardholders Signature: _____ Zip Code: _____

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E-mail: charlenev@lumberassociation.org • website: www.lumberassociation.org

WCLBMA Website

THE WEST COAST LUMBER & BUILDING MATERIAL ASSOCIATION
www.lumberassociation.org



2023 Advertising rates and information

A limited amount of advertising will be accepted for the West Coast Lumber & Building Material Association's WEBSITE.

Member Advertising Rates

- ☐ One Month - \$150
- ☐ Six Months - \$750
- ☐ Twelve Months - \$1,200



NON-MEMBER RATES ARE 2X MEMBER RATES. PAYMENT FOR NON-MEMBER ADS IS REQUIRED IN ADVANCE.

SIZE & FORMAT REQUIREMENTS

Size is 330 wide x 168 height and 72 resolution. The file format should be JPEG or PNG.

All ad sales are non-commissionable and not subject to brokerage.

For additional information contact WCLBMA at (800) 266-4344

Charlene Valine, charlenev@lumberassociation.org

Name: _____		Date: _____
Company: _____		
Address: _____		
City: _____	State: _____	Zip: _____
Email: _____		Phone: _____
<input type="checkbox"/> CHECK ENCLOSED FOR \$ _____ <input type="checkbox"/> PAY ON-LINE: https://lumberassociation.org/pay-now/		
<input type="checkbox"/> INVOICE US		
<input type="checkbox"/> MasterCard	<input type="checkbox"/> Visa	<input type="checkbox"/> American Express <input type="checkbox"/> Discover
Card Number: _____	CVV#: _____	Expiration Date: _____
Name on Card: _____		Authorized \$ to Charge: _____
If company card - Company Name: _____		Zip Code: _____
Cardholders Signature: _____		

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