

# THE LUMBER LOG

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

## APRIL 2023



## FROM THE EXECUTIVE DIRECTOR'S DESK

Hello All!

I am very pleased to report on three recent nice 'wins' for our association in March.

First up, on Thursday, March 30 WCLBMA's NLBMDA Board Representative Frank Addiego, All Bay Mill & Lumber Co attended the Spring Meeting and Legislative Conference in Washington DC and met with U.S. Representative Mike Thompson (D-California), the Office's of U.S. Senator Dianne Feinstein (D-California), and Senator Alex Padilla (D-California). Federal issues relevant to our members that were discussed included:

### **Addressing Truck Driver Labor Shortage & Supply Chain Challenges**

#### Safer Highways and Increased Performance for Interstate Trucking (SHIP IT) Act

Status: H.R.471 was introduced in the House for the 118th Congress. Legislation that addresses truck labor shortages and supply chain issues for delivering freight by increasing shipping capacity, lessening burdens on truck drivers and providing incentives to recruit and retain new drivers. Disruptions in our trucking supply chain continue to drive up costs and create uncertainty for American businesses. We need to recruit, train and retain truck drivers to keep our supply chain moving, while also updating best practices to improve trucking to fit our modern economy.

### **Addressing Our Nation's Affordable Housing Crisis**

#### Affordable Housing Credit Improvement Act

Bill is expected to be re-introduced in the coming months, but uncertain if it will happen before the end of March. It received significant bi-partisan support last year but unfortunately was not included in any year-end legislative package. Legislation addresses the nation's shortage of affordable housing by expanding the Low-Income Housing Tax Credit (LIHTC).

### **Credit Card Fee Reform**

#### Credit Card Competition Act

Bill is expected to be re-introduced in both House and Senate by end of February. Legislation to end excessive credit card swipe fees for LBM dealers by allowing small businesses to access more credit card payment network options. This bill requires credit cards issued by the nation's largest banks to be processed over at least two unaffiliated networks – Visa or MasterCard plus an independent network such as NYCE, Star or Shazam. Retailers would be

allowed to choose which network to use so that payment networks would have to compete to offer the best pricing, security and service.

Next up, please join me in welcoming our 3 new members since March:

- Wildwood Trading Group
- ASJ Marketing Agency
- REA JET

*Did you know???*

One of our key benefits of membership is that our membership directory with the all contact details for these new members and in fact, all members, is available on our website under “membership directory” (member password protected).

Last but certainly not least, on Thursday, March 23, 55 attendees met at this year's Second Growth dinner/speaker meeting that featured Special Guest Speaker Jacob Belk, Vice President of Forecasting and Data Science. John Burns Real Estate Consulting. Jacob's presentation was very thorough and detailed and addressed the new home sales environment and building forecast for California and Nevada and national macro-economic picture. Positive feedback from the group was that the new location and dinner was great and much improved over recent past events. A total of \$482 was raised from the raffle, with \$241 going to the winner – Chris Carpenter, PayNation and \$241 going to Make-A-Wish. Many thanks to all our attendees and sponsors! Look for more great opportunities coming soon to learn and network with fellow second growth members. The key to the future of our industry and association is attracting and mentoring the upcoming leaders.

John Ehrig  
WCLBMA Executive Director

## **UPCOMING EVENTS**

### **WCLBMA WEBINAR**

#### **Update on the Economic Outlook and Key Trends for the U.S., California and Nevada Housing and Remodeling Markets**

**Tuesday, April 18  
1:00 PM - 2:00 PM**

*Generously Sponsored by*



**International Wood Products**

**Presented by Matt Saunders, Senior VP, Building Products Research, John Burns Real Estate Consulting, LLC**

This webinar is an update to the Matt's October 2022 convention presentation. Learn about the updated forecast and other key insights for the lumber and building products industry for 2023 and beyond. Topics and questions to be addressed will include:

- The Current State of the Macro Environment
- The New Construction Market
- The Remodeling Market
- Positioning for Growth Long-term

## **NORCAL GOLF TOURNAMENT THURSDAY, JUNE 15**



Our annual NorCal golf tournament date is set for Thursday, June 15 at Chardonnay Golf Club in beautiful Napa! Registration and sponsorships will open soon. In the meantime, please save and block June 15 on your calendar and plan to join your fellow members for another great day out on the green! We look forward to seeing you in June!

## **GOLF TOURNAMENT AT STRAWBERRY FARMS**

**Sorry Sold Out!**



## **WCLBMA INSTAGRAM UPDATE**

WCLBMA's Instagram wunderkind Brandon Chelini, Friedman's Home Improvement is happy to report that we now have 320 followers of our [Instagram page](#)



**Thank you Brandon!**

## **GOVERNMENT ACTION COMMITTEE UPDATE**

The WCLBMA Government Action committee is chartered to represent our member's interests and concerns with government regulations. Please let us know if there are any issues you face that you would like the committee to consider [HERE](#)

### **WCLBMA OPPOSES AB 362**

On March 20th, the California Taxpayers Association and WCLBMA registered our opposition to AB 362, which requires the California Department of Tax and Fee Administration (CDTFA) to study the idea of replacing the current property tax system with a "land value tax." [Read the full letter and the list of all the coalition partners](#)

# **NEWS AND VIEWS OF THE MONTH**

Check out these links for March's news and views highlights

[Housing Starts Rebound in February](#)

[Fierce Competition For Sales Drops Lumber Prices Further](#)

[Existing-Home Sales Surge In February](#)

[Silicon Valley Bank Collapse Incites Construction Loan Chaos in California](#)

[Construction Job Openings Plummet In January](#)

[Builder Confidence Inches Higher In March](#)

[Housing Starts and Permits are Solid in February](#)

[Staffing Shortages New Leader On The Top-Business-Challenge List](#)

[Pending Home Sales Up 8.1% in January](#)

[Q4 2022 Financials From Across the Industry](#)

[Lumber Prices Flatten As Demand Remains Weak](#)

[Notes from the Forest 2-24-23 Edition](#)

[New Home Sales Up In January](#)

# IT'S YOUR LIFE

## An Employee Retention Strategy

The U.S. continues to experience a labor shortage across many industries and roles. Since April 2021, the number of people quitting their jobs each month has hit record levels — over 38 million people voluntarily left their jobs in 2021<sup>1</sup>. Employees may quit for a variety of reasons, including a lack of recognition, or unsatisfactory salary or pay. Recognition can come in many forms: job titles, years of service awards, or public announcements of a job well done. You can also raise an employee's salary over time — but those ideas have a short shelf-life. An employee won't stay long-term if they feel they can get more somewhere else.

Federated recognizes employee retention as a business risk that may be managed. To reward good performance while encouraging long-term employment, Federated has a plan to help you recognize your best employees: the Triple Protection Plan<sup>SM</sup>.

This plan can help address your employee retention concerns, and help protect against the financial impact of an employee death. It can also provide a benefit for an employee's family. There are three components:

1. **A Private Bonus Plan.** This helps retain employees — it's a program you design that would pay selected employees set bonuses in specific years. The plan can be informally funded with a cash value life insurance policy, and can help protect against the employee's voluntary departure by providing a strong incentive to stay. The business applies for, owns, and pays the premiums on a life insurance policy on the key employee to informally fund the private bonus plan. The business can then withdraw policy cash values as needed, and in accordance with policy terms to pay the scheduled bonuses.
2. **Key Person Coverage.** This can help protect against financial losses associated with a key employee's death. The proceeds from the same life insurance policy can be used to recruit, hire, and train a replacement. It can also be used for business continuation or overhead expenses.
3. **Family Protection.** This allows the business the opportunity to share life insurance protection with the employee's family. Consult with qualified counsel/a tax professional to prepare the necessary documentation to divide the death benefit on the policy between the business and a personal beneficiary. The company remains in control of the policy while offering some financial resources for the key employee's family with a portion of the death benefit.

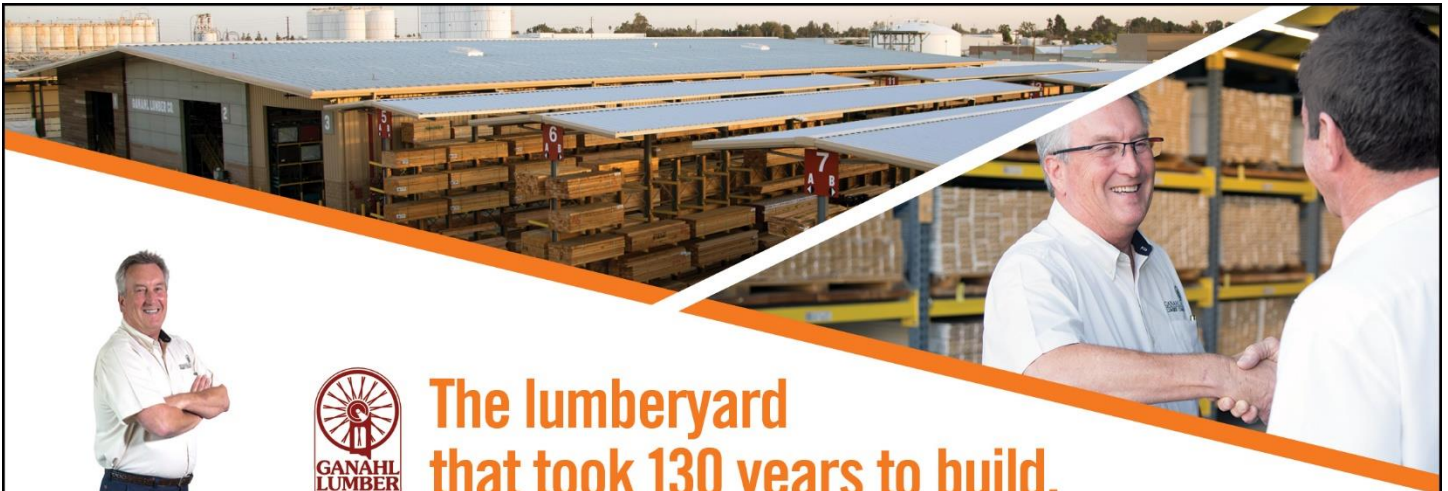
Employee retention of a key person is a concern for business owners. To help the employee feel they are a valued part of the business, the Triple Protection Plan offers employers an opportunity to prove their appreciation with a unique bonus plan and financial resources for their family.

Consider using a Triple Protection Plan to help enhance your efforts to incentivize talented employees to stay. It's one plan to help address three problems.

This article is for general information and risk prevention only and should not be considered an offer of insurance or legal, financial, tax or other expert advice. The recommendations herein may help reduce, but are not guaranteed to eliminate, any or all losses. The information herein may be subject to, and is not a substitute for, any laws or regulations that may apply. This information is current as of its publication date and is subject to change. Some of the services referenced herein are provided by third parties wholly independent of Federated. Federated provides access to these services with the understanding that neither Federated nor its employees provide legal or other expert advice. All products and services not available in all states. Qualified counsel should be sought with questions specific to your circumstances. All rights reserved.



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 Federated Life Insurance Company • Federated Reserve Insurance Company\* • Granite Re, Inc.\*†  
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Tom Barclay,  
General Manager  
Ganahl Lumber



## The lumberyard that took 130 years to build.

When Ganahl Lumber opened the doors to its new 18.5-acre location in Torrance, CA, you could tell right away it was special. A state-of-the-art gem.

So, where did the vision come from? A combination of Ganahl's 130 year history of operational excellence and CT Darnell's experience building on over 1,500 LBM facilities. Together, they made a powerful team.

**>> WATCH VIDEO**

Visit our [project page](#) to check out the video  
of Ganahl's new state-of-the-art facility.



[CT-Darnell.com](#) ■ [Sunbelt-Rack.com](#) ■ 800-353-0892

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<https://sunbelt-rack.com/stories-old/torrance/>

## **WCLBMA BOARD OF DIRECTORS**

### **President**

Matt Endriss, Central Valley

### **First Vice President**

Chris Fleiner, Reno Carson Lumber

### **Immediate Past President**

Frank Addiego, All Bay Mill & Lumber Co.

### **Treasurer and Corporate Secretary**

Sean Fogarty, Osborne Lumber Co.

### **Government Action Committee Chair**

Augie Venezia, Fairfax Lumber & Hardware Co.

### **Events Committee Chair**

Pat Zan, Taiga Building Products

### **Investment Committee Chair**

Vic Hausmaninger, CPA, HBLA

### **Directors/Dealers**

Daniel Delaney, Ganahl Lumber

Chris Gaylor, Healdsburg Lumber

Merritt Goodyear, Trinity Lumber

Emily Morgan, Ashby Lumber

Jeff Pardini, Hills Flat Lumber

Brian Pierce, Friedman's Home Improvement

Paulo Sitolini, Hayward Lumber

Augie Venezia, Fairfax Lumber & Hardware Co.

### **Directors/Associates & Affiliates**

Brian Bunt, WindsorOne

Vic Hausmaninger, CPA, HBLA

Thom Wright, Sierra Pacific Industries

Pat Zan, Taiga Building Products

### **2<sup>nd</sup> Growth President**

Stephanie Barrios, Ganahl Lumber

### **Executive Director**

John Ehrig

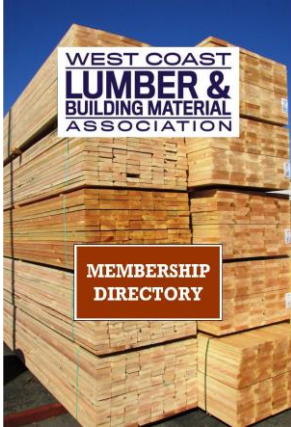
# WCLBMA Member & Services Directory

[www.lumberassociation.org](http://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](mailto: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](http://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):** ☐ 1<sup>st</sup> Quarter, Jan – Mar ☐ 2<sup>nd</sup> Quarter, Apr – Jun  
☐ 3<sup>rd</sup> Quarter, Jul – Sep ☐ 4<sup>th</sup> 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](mailto: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: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Cardholders Signature: \_\_\_\_\_

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A publication of the WEST COAST LUMBER & BUILDING MATERIAL ASSOCIATION

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 15<sup>th</sup> 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](mailto: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](mailto:charlenev@lumberassociation.org) • website: [www.lumberassociation.org](http://www.lumberassociation.org)

# WCLBMA Website

THE WEST COAST LUMBER & BUILDING MATERIAL ASSOCIATION  
[www.lumberassociation.org](http://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](mailto:charlenev@lumberassociation.org)

Name: _____		Date: _____
Company: _____		
Address: _____		
City: _____	State: _____	Zip: _____
Email: _____		Phone: _____
<input type="checkbox"/> CHECK ENCLOSED FOR \$ _____ <input type="checkbox"/> PAY ON-LINE: <a href="https://lumberassociation.org/pay-now/">https://lumberassociation.org/pay-now/</a>		
<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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