

THE LUMBER LOG

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

JUNE 2023



Don't Forget - Remember Dad on June 18th!

UPCOMING EVENTS

NorCal Golf Tournament June 15

Chardonnay Golf Club

Please join your fellow members for another great day out on the green. Our tournament this April was a complete sell-out, so don't miss out and register and sponsor today!

Register and sponsor [HERE](#)

Second Growth Summer Conference July 20-21

Rancho Las Palmas in Palm Springs

Join the Second Growth group and fellow WCLBMA members at Rancho Las Palmas in Palm Springs. Planned activities include, golf, lunch, reception and dinner on the 20th and special guest speaker Dan Miller and product knowledge showcase on the 21st. Dan Miller is an internationally renowned nutrition and fitness expert, developing health and wellness programs for all walks of life. He has presented his life-extending strategies to tens of thousands of executives world-wide; helping them to live longer and healthier lives, reduce healthcare costs, and achieve greater personal and workplace productivity. Online registration, hotel reservation link and sponsorship opportunities to be announced,

WCLBMA Sporting Clays Shoot Friday November 3

Birds Landing Hunting Preserve

WCLBMA's NorCal Second Growth group is hosting the WCLBMA's second annual clay shoot on November 3, returning to Birds Landing. Our inaugural shoot last year was such a great success we are doing it again this year, bigger and better! Birds Landing is a full-service, world-class sporting clays facility featuring two fully automated sporting clays courses dynamically set to both reward and challenge shooters of all skill types. It is close to the Napa Valley Wine Country and the San Francisco Bay Area. Includes morning shoot, lunch, awards, tee shirt, raffle and best of all, bragging/dissing rights! We are also offering many new sponsorship opportunities to suit any sized budget. This unique WCLBMA event provides a great chance to meet and network with fellow members! Register [HERE](#) and save on early bird rates!

MILL TOUR 2023 REPORT

The SoCal Second Growth Group organized the WCLBMA 2023 mill tour that took place on May 11-12 in Cloverdale and Ukiah. The group reported back that the event was a great opportunity to network and to learn more about our industry, forest management practices, mill operations, and distribution. Thank you Redwood Empire and WindsorONE for hosting the group!



[VISIT](#) the WCLBMA Instagram page (*now with over 350 followers and counting!*) for all of the great photos from the mill tour.

WCLBMA MEMBER NEWS

West Coast Lumber has 'joined' the WCLBMA. Actually, the company was previously a member under a parent company name - Building Industry Partners (BIP) - but has now fully launched under the West Coast Lumber brand. West Coast Lumber operates yards in Bakersfield, Camarillo, San Diego and Agoura Hills with a complete line of lumber and building materials. The company CEO is Joe Lawrence who is very familiar with WCLBMA having recently served on the board coincidentally when we rebranded from LACN to WCLBMA.

West Coast Lumber

Joe Lawrence, CEO

jlawrence@westcoastlumber.com

Wildomar

Jim Stockman, President

jstockman@westcoastlumber.com

Bakersfield

Paul Teran, General Manager

pteran@westcoastlumber.com

San Diego

Joe Martinez, Operations Manager

jmartinez@westcoastlumber.com

Camarillo

Also, BIP has welcomed industry leader Paul Dodge to the firm as an operating partner. Dodge will serve as a director for West Coast Lumber (WCL), the lumber and building materials supplier launched by BIP in 2022. WCL serves customers in California's Central Valley, Central Coast, San Fernando Valley, the greater Los Angeles area and San Diego County and currently has four locations in Agoura Hills, Bakersfield, Camarillo and San Diego.

Dodge's career in the building supply industry spans four decades, during which time he served as a senior executive for two of the country's top four home builders, Lennar and Centex Homes, as well as for the nation's largest pro dealer, ProBuild (acquired by Builders FirstSource in 2015). Most recently, Dodge served as the senior vice president of Supply Chain at Lennar.

"The team at BIP and I share a deep passion for the building industry and its people. I am excited to be working with them," said Dodge. "WCL has tremendous potential and has just scratched the surface of what is possible." "Paul is an accomplished leader and innovator," said Pat Mascia, partner at BIP. "His addition to the team is a testament to what we are building on the West Coast, and I am confident our customers will benefit from his wisdom."

Dodge joins two other seasoned industry leaders, Lonnie Shield, former head of The Terry Companies/Stock Building Supply, and Maged Diab, former President of Mi-Tek USA (a wholly owned subsidiary of Berkshire Hathaway Inc.), as directors for WCL.

"Paul's deep industry knowledge and his ability to bring effective solutions that add true value across the supply chain are second to none," said Diab. "I am looking forward to working closely with him and with WCL's management to help build an exceptional business that prioritizes the customer every step of the way."

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](#)

STATE OF CALIFORNIA UPDATE

CARB and CALSTART Free Zero-Emission Truck Showcase + Ride & Drive

The California Air Resources Board (CARB) and CALSTART are hosting a free Zero-Emission Truck Showcase + Ride & Drive event on June 21st from 8:00 – 4:00 at the Save Mart Center 2650 E. Shaw Ave., Fresno.

Attendees will experience the following:

- Test drives of zero-emission medium- and heavy-duty trucks and off-road equipment.
- A Next-Stop to Zero Event Series Breakout Session on Zero-Emission Vehicles (ZEV) 101: "Getting Started", showcasing CARB's ZEV TruckStop website's resources and materials. This information was developed to help fleets and owner/operators plan for, transition to, and learn about ZEV terminology, technology, planning, incentives, and resources.
- Cal Fleet Advisor, a no-cost technical assistance program for fleets and owner-operators. Reserve your spot ahead of time for a free 1:1 consultation with a zero-emission expert.
- CARB, California Energy Commission (CEC), and CALSTART staff present and ready to answer your questions.
- A complimentary lunch.

[REGISTER](#) to reserve your spot.

2023 California and Federal Labor Law Workplace and Job Site Poster Updates

Effective April 2023, the Federal Minimum Wage notice was updated in response to the Pump Act that was passed at the end of December 2022. Also, the Equal Employment Opportunity Commission (EEOC) is expected to update its Know Your Rights notice in June 2023, to address the Pregnant Workers Fairness Act. Their new poster with both updated notices will be available on or before July 17, 2023. You can order your poster from CalChamber [HERE](#)

WCLBMA Signs Letter Opposing Tax Increase Provisions Proposed In The Senate's "Protect Our Progress" Budget Plan Announced April 26

WCLBMA partnered with The California Taxpayers Association and a host of other organizations to respond very quickly to voice our opposition to the corporate tax changes included in the Senate's budget plan, which would create a competitive disadvantage for California employers. Companies with an annual net income of \$1.5 million that are subject to corporate income and franchise taxes in California would be subject to a 10.99 percent corporate tax under the budget plan – the second-highest rate in the nation. The plan also permanently restructures California's net operating loss deduction to automatically trigger a long-term suspension of the deduction when a "budget emergency" is declared. We opposed the proposed changes for the following reasons:

- Creates a Competitive Disadvantage for California Employers.
- Automatic Trigger for Deferring Net Operating Loss Deductions.
- Excessive Deferral Would Harm Businesses.
- Inaccurate Projections Can Cause Automatic Triggers to Misfire

Read the full text of the letter [HERE](#)

California Poised To Ban New Diesel Trucks, Phase In Electric Ones

The trucking industry is bracing for unprecedented rules that would ban sales of new diesel big rigs by 2036 and convert large companies' existing trucks to zero emissions by 2042. The proposed truck rule is arguably the most contentious measure that the powerful air board has considered in many

years. The proposed measure aims to clean up noxious diesel exhaust and greenhouse gases spewed by big rigs, garbage trucks, delivery trucks and other large vehicles by converting them to models powered by electricity or hydrogen. Trucking companies and local government officials call the deadlines in the rule unachievable. They say the new technology still has major drawbacks, including the high cost of electric trucks and their low vehicle range. The state also has not yet developed a charging network to support electric trucks, and the existing chargers can take hours to recharge, industry officials say. A worldwide first, California's rules would transform how goods are transported throughout the state, adding millions of new, pollution-free trucks on the roads. Under the proposal:

- In 2036, 100% of new sales of medium-duty and heavy-duty trucks must be zero emissions, scaling up from phased-in timelines that vary by the type of truck.
- Companies that operate 50 or more trucks to gradually convert their fleets into electric or hydrogen models, reaching 100% zero-emissions by 2042, with these timelines also based on the type of truck.
- The switch existing truck fleets to zero emissions by 2042 would apply to "high-priority fleets," which are owned or operated by companies with 50 or more trucks or \$50 million or more in annual revenue.
- The requirements for converting fleets would not apply to smaller companies unless they were using a larger company's trucks.

Air board officials plan to create a future rule for smaller operators with fleets under 50 vehicles.

WCLBMA Opposes ACA 11

WCLBMA joined the California Taxpayers Association and the other coalition partners to **OPPOSE** ACA 11, which would eliminate important checks and balances between taxpayers and tax administrators by abolishing the elected State Board of Equalization (BOE). [READ](#) the full letter that was sent to Assembly Member Ting on April 26.

FEDERAL UPDATE

U.S. Trade Representative Tai and Canadian Minister Ng Meet on Softwood Lumber Dispute

U.S. Trade Representative Katherine Tai and Canadian International Trade Minister Mary Ng met and discussed the ongoing softwood lumber dispute at the 53rd Washington Conference on the Americas. In a statement, Global Affairs Canada said that during the meeting, Minister Ng underscored the importance of upholding rules-based trade to strengthen competitiveness through the United States-Mexico-Canada Agreement (USMCA) and reiterated concerns about ongoing unjustified U.S. duties on Canadian softwood lumber. Minister Ng noted that the softwood lumber dispute hurt workers in both countries and impacted the resiliency of integrated supply chains. "Canada is committed to strengthening its partnerships in the hemisphere through rules-based trade and investment, securing supply chains, and supporting a sustainable, resilient and inclusive economy," Ng said.

The softwood lumber tariffs are the legacy of a decades-long trade dispute over the structure of Canada's timber industry that intensified when the 2006 U.S.-Canada Softwood Lumber Agreement expired in October 2015. In the latest round of the ongoing trade dispute, Canadian producers have been paying U.S. lumber duties since April 2017, leading to a decline in Canada's market share for softwood lumber in the U.S., falling from 33% in 2016 to 26% in 2022. The 2006 Softwood Agreement capped Canada's market share in the US at 34%, but the US timber industry has lobbied for a revised system that would include quotas to limit Canada's market share to 20%.

The tariff remains a punitive tax on American consumers that weakens the U.S. housing market and prevents access to affordable homeownership by destabilizing the lumber supply chain. American builders continue to get more than a quarter of their softwood lumber from Canada and have been hit with exorbitant tariffs that have fluctuated unpredictably since 2017. NLBMDA is heavily lobbying trade officials in the Biden Administration and the Commerce Department to pursue a long-term

agreement with Canada that eliminates tariffs and brings stability to the supply and pricing of softwood lumber.

EPA Releases Draft “National Strategy to Prevent Plastic Pollution”

The draft Strategy includes the use of plastic packaging for strapping and wrap of wood product bundles. EPA claims that the Strategy identifies how the Agency can work collaboratively with stakeholders to prevent plastic pollution and reduce, reuse, recycle, collect, and capture plastic and other waste from land-based sources. The EPA invites public comments on the draft Strategy [HERE](#)

WCLBMA members are strongly encouraged to contact their elected officials and ask them to support of these 2 key pieces of federal legislation:

1. Lawmakers Reintroduce the Affordable Housing Credit Improvement Act

This comprehensive legislation expands and strengthens the Low-Income Housing Tax Credit (Housing Credit), our nation’s most successful tool for encouraging private investment in the development and preservation of affordable housing. For nearly 40 years, the Housing Credit has been a model public-private partnership program, bringing to bear private-sector resources, market forces, and state-level administration. It has financed over 3.7 million affordable homes since its enactment in 1986, providing over 8 million low-income families, seniors, veterans, and people with disabilities homes they can afford. Very little affordable rental housing development would occur without the Housing Credit. The Affordable Housing Credit Improvement Act of 2023 is estimated to finance an additional 1.94 million affordable rental units over 10 years and would support nearly 3 million jobs, \$115 billion in additional tax revenue, and \$333 billion in wages and business income. The Affordable Housing Credit Improvement Act of 2023:

- Increases Housing Credit allocations by restoring the 12.5% cap increase that expired in 2021 and further increases resources by 50% to help meet the vast and growing need for affordable housing.
- Allows states to maximize affordable housing production and preservation by lowering the threshold of Private Activity Bond financing — from 50 to 25% — required to trigger the maximum amount of 4% Housing Credits available to individual properties.
- Enables the Housing Credit to better serve hard-to-reach communities including rural, Native American, high-poverty, and high-cost communities, as well as extremely low-income and formerly homeless tenants.
- Makes the Housing Credit a more effective tool for preserving the nation’s existing affordable housing inventory by simplifying and aligning rules.
- Streamlines and simplifies program rules to align the Housing Credit with other affordable housing programs and remove administrative inefficiencies.

Members are strongly encouraged to contact their elected officials and ask them to cosponsor and pass the Affordable Housing Credit Improvement Act of 2023.

TAKE ACTION Now!

2. The Licensing Individual Commercial Exam-takers Now Safely and Efficiently (LICENSE) Act

The LICENSE Act of 2023 has been reintroduced in the 118th Congress by a group of bipartisan House lawmakers. The Act would streamline burdensome licensing regulations by making permanent several waivers that the Federal Motor Carrier Safety Administration (FMCSA) implemented in response to COVID-19. The bill would allow state and third-party examiners who have maintained a valid commercial driver’s license (CDL) test examiner certification and have previously completed a CDL skills test examiner training course to administer the CDL knowledge test without completing a CDL knowledge test training course. The continued availability of CDL knowledge testing will help maintain an adequate and sustained supply of trained truck drivers. The LICENSE Act would also allow states to administer driving skills tests to applicants from other states. This will streamline the

credentialing process and allow future truck drivers to be tested where they live, rather than solely where they received training. As a key NLBMDA priority that will address America's supply chain and truck driver shortages, NLBMDA members are strongly encouraged to contact their elected officials and ask them to cosponsor and pass the LICENSE Act of 2023 (H.R.3013).

[TAKE ACTION](#) Now!

NEWS AND VIEWS OF THE MONTH ROUND-UP

Check out these links for May's news and views highlights:

[New Home Sales Are Up As Prices Fade](#)

[Madison's Lumber Prices Index Increased by 0.5%](#)

[Existing-home Sales Faded in April](#)

[Turning Order Takers Into Sales Pros](#)

[7 Business Transition Key Terms You Need to Know](#)

[New Single-Family Home Size Trending Smaller](#)

[NAHB Debuts New Index For Multifamily Activity](#)

[Fractal Selling in the LBM Industry](#)

[First-Of-Its-Kind Test To Prove Resilience Of Tall Mass Timber Buildings In Seismic Events](#)

[LBM 100 Shows More Big Gains In 2022](#)

[Construction Labor Shortage Improving, Houzz Survey Finds](#)

[Consumer Credit Growth Slows in Q1](#)

[Mortgage Rates Tick Down](#)

[Home Price Growth Slowest Since 2012](#)

[As Open Construction Jobs Decrease, More Skilled Labor Is Needed](#)

[Fed Raises Rates to 5.25%](#)

[Construction Layoffs Reach Highest Level Since Early In The Pandemic](#)

[Homeownership Rate Unchanged at 66%](#)

[Update: Framing Lumber Prices Down 57% YoY, Below Pre-Pandemic Levels](#)

[Where Are Acquisition Values Holding?](#)

[Lumber Prices Fall Toward Multi-Year Lows As Pending Home Sales Slump And Industry](#)

[Searches For Supply Balance](#)

[Construction Layoffs Reach Highest Level Since Early In The Pandemic](#)

[U.S. Private Residential Construction Spending Decreased In March](#)

[Pending Home Sales Decreased 5.2% In March](#)

[Lumber Prices Forecast: Stuck In A Range As Signs Of Bottoming Emerge](#)

[Building Blues - Hiring Challenges, Soaring Material Costs, And Building Demand Are Putting Pressure On The Construction Industry](#)
[Abundant Supply Keeps Lumber Prices Moderated](#)
[Metrie Expands California Distribution With Acquisition Of Anderco](#)
[Remodeling Market Spending Expected To Decline This Year](#)
[Flurry Of Interest In Fire-Retardant-Treated Wood](#)
[Fewer Builders Report Decreases In Sales](#)
[US Housing Market Stabilizing As Single-Family Homebuilding, Permits Surge](#)
[More Builders Raising Prices As Traffic Accelerates](#)
[Single-Family Housing Starts Show Gradual Improvement](#)
[Housing Starts Continue To Plod Along](#)
[Ongoing Soft Demand Keeps Lumber Prices Stable](#)

COMPLIMENTARY WEBINAR

Who Are Your Safest Drivers?

Tuesday, June 20, 2023

1:00 - 1:30 PM CST

Provided by Federated Insurance

Advance registration required [HERE](#)

Company drivers today face distractions unlike any in history, and poor driving behaviors put your company at risk. We'll take a look into how you can recognize and promote safe driving through the use of our Federated DriveSAFESM program. Who should attend:

- Operations Managers
- Owners/Operators
- Risk Managers
- HR Professionals

IMPORTANT REMINDER!

Webinar Replay Now Available

[VIEW](#) the video recording and slides of our **member exclusive webinar** *Update on the Economic Outlook and Key Trends for the U.S., California and Nevada Housing and Remodeling Markets*. Your member password required to access.

EDUCATION ARTICLES OF THE MONTH

Provided by Federated Insurance

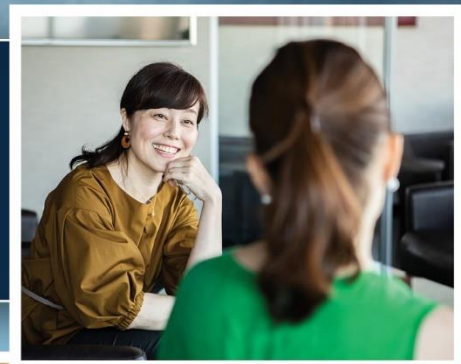
[Risk Management Corner](#) Educating Your Employees on the Importance of Cyber Security

[HR Question of the Month](#) Flirting in the Workplace?

[It's Your Life](#) What Is Disability Income Insurance And Why Do I Need It?

Who is Counting on You to Secure the Future of Your Business?

Your business provides employees with a career, customers with quality services, and your family with financial security. Protect your life's work with the help of Federated's network of independent estate planning attorneys.



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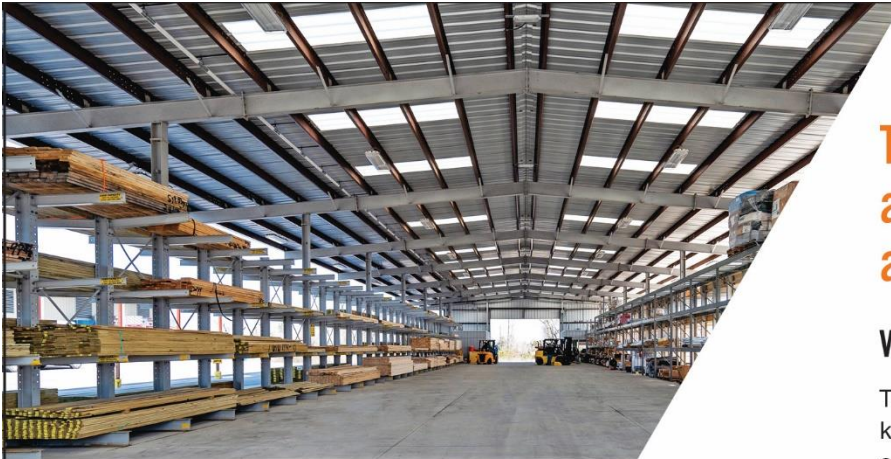
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Federated Mutual Insurance Company and its subsidiaries** | federatedinsurance.com

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**Townsend Building Supply
already had the architect
and GC for its new build.**

Why bring in CT Darnell?

The devil's in the details, and Townsend knew CT Darnell's deep LBM experience—and Sunbelt Rack's racking systems—would provide significant savings and next-level value to the 9-acre LBM facility.

GET THE FULL STORY



CT-Darnell.com • Sunbelt-Rack.com • 800-353-0892

<https://sunbelt-rack.com/stories/townsend/>

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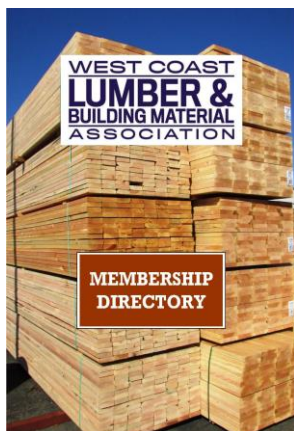
WCLBMA Member & Services Directory

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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Phone: (800) 266-4344 • (916) 235-7490
E-mail: charlenev@lumberassociation.org • website: www.lumberassociation.org

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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: _____

WCLBMA • 177 Parkshore Drive • Folsom, CA • 95630

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

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: _____		
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