# THE LUMBER LOG

A PUBLICATION OF THE WEST COAST LUMBER & BUILDING MATERIAL ASSOCIATION CELEBRATING 106 YEARS AS A PROFESSIONAL TRADE ORGANIZATION 1917-2023

# **August 2023**



### 2023 ANNUAL CONVENTION SPOTLIGHT KEYNOTE SPEAKER ROCKY BLEIER

#### Leadership Through Teamwork, Perseverance & Hope! Thursday October 19

Why do some organizations dominate, and some lose? What are the ingredients of "real" success? Rocky Bleier's presentation focuses on winning through perseverance, hope, commitment and trust. Framed through parallels to football and Bleier's personal journey as both a war veteran and four-time Super bowl champion with the Pittsburgh Steelers, Bleier will explore both structural and emotional aspects for individuals and organizations to reach their greatest potential. Learn how successful teams and organizations share four characteristics: leadership, people, vision and a shared belief system:

- Defining the team determine a common purpose with individual responsibility
- Reflections lead to hope learn lessons from past experiences
- Culture changes be part of the solution instead of participating in the problem
- Overcoming challenges on the football field, in the economy and in the workplace



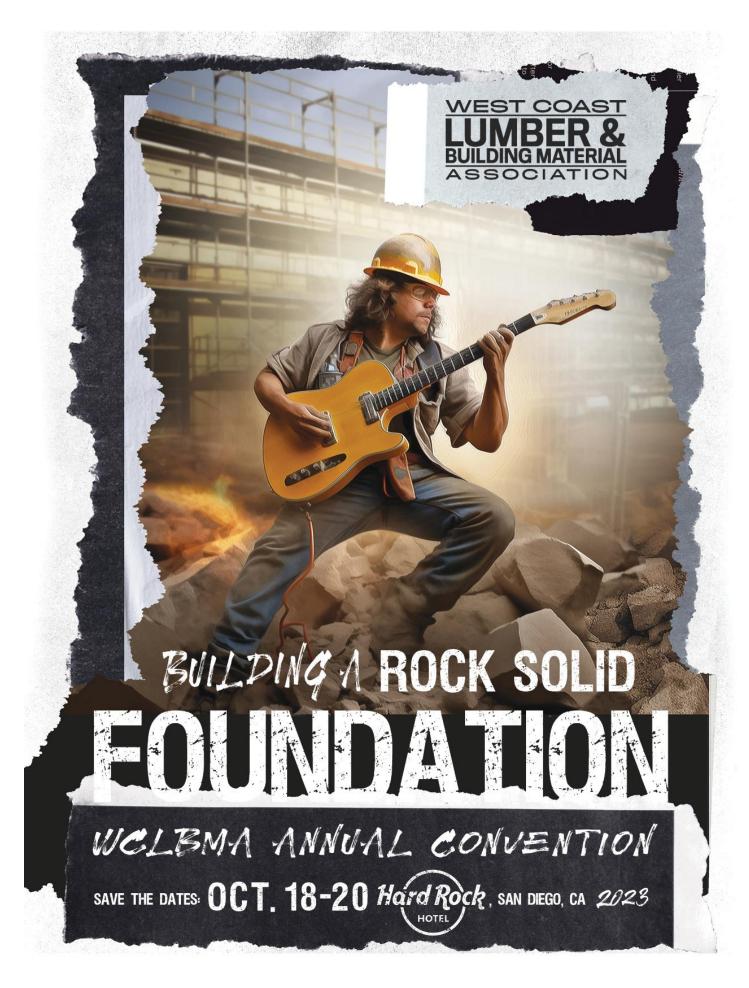
#### About Mr. Bleier

Rocky Bleier's life story - a gripping tale of courage on both the football fields of America and the battle fields of Vietnam - has held audiences in rapt attention for years. Yet, the motivational message behind it, detailing how ordinary people can become extraordinary achievers, defines success in the new American century.

Not falling within the ideal of what a running back should look like, Bleier had to run harder and play smarter to be able to stand out. Despite his drive and ability to make the big play, the Pittsburgh Steelers only considered him a late round pick. But before the season ended that first year, he was drafted again...this time by the United States Army. At the height of the Vietnam War, Bleier was thrust into combat early and was seriously wounded when his platoon ran into an ambush. Receiving wounds from both rifle fire and grenade fragments in his legs, he was barely able to walk, and his professional football career seemed to have ended before it began.

After earning a bronze star and a purple heart for his courageous service, Rocky overcame many obstacles and fought his way back to Pittsburgh Steelers. He earned a spot as the starting running back on a team that won four Super Bowls and became the greatest football team of the 20th century. In fact, during the 1976 season, he and Franco Harris became the second pair of running backs from the same team to gain 1000 yards in the same season.

The hard lessons Rocky Bleier learned early in his life that helped him overcome adversity and reach his goals, have paid off after football. Some of those lessons are seen between the lines in the popular book on his life, "Fighting Back," and an ABC-TV movie of the week by the same name.



## CONVENTION HIGHLIGHTS

MASTER OF CEREMONIES BRADLEY HARTMANN

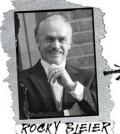
10.18

WED. USS MIDWAY TOUR EXHIBIT HALL OPENING RECEPTION

10.19 THU. EXHIBIT HALL OPEN

### **JOHN BURNS KEYNOTE** PRESENTATION

State of the National, Regional and LBM Industry Economies, Matt Saunders, John Burns Real Estate



PANEL DISCUSSION - Key Issues Impacting the Industry Today and Outlook for the Future, Featuring a Distinguished Panel of Dealer and Supply-side Representatives

#### **KEYNOTE** PRESENTATION

Rocky Bleier, former Pittsburgh Steeler Running Back and Army Veteran

**PANEL DISCUSSION** - State and Federal Legislation and Regulations Impacting the LBM Industry Featuring a Panel of Experts in State and Federal Government

### Webb Analytics **KEYNOTE** PRESENTATION

LBM Trends, Threats, and Opportunities Over the Next 18 Months, Craig Webb, Webb Analytics

#### EDUCATIONAL TALKS

- Hayward Healthy Home, Bill Hayward
- Artificial Intelligence and Technology Innovations, Bradley Hartmann

**ROOFTOP RECEPTION AT MARRIOTT NOLEN ROOFTOP** 

#### 10,20 FRI. HR ISS HR ISSUES AND UPDATES IMPACTING THE LBM INDUSTRY Topics to be covered include Employee Recruiting and Retention, New HR Regulations, and the 'Builder of Tomorrow'

WCLBMA MEMBER MEETING

WCLBMA ANNUAL CONVENTION 2023 | SAN DIEGO, CA

### **ANNUAL CONVENTION REGISTRATION IS NOW OPEN**

This October 18-20 plan again to unite and collaborate face to face at our WCLBMA annual convention - 2023 edition. We had such a strong turnout and rave reviews last year that we decided to return to beautiful San Diego! The planning committee has lined up exceptional keynote speakers, relevant and timely educational sessions, and valuable resources to help you Build a Rock Solid Foundation. 2023 promises to deliver you and your company more solid value, foundational strategies, bigger perspectives, and more rockin' opportunities for discussion, connection, and collaboration.

Use this **LINK** to see all the details on logistics, how to register, sponsor and book your room.

#### Why You Should Attend

- *Top-Notch Content* that will delve into the hot and critically important issues influencing your business.
- Dynamic Speakers that will deliver timely information and personal inspiration.
- *Fun Special Events* to network with your peers to gain valuable insights and to celebrate this great industry of ours together.

Find out what's shaping the future of the lumber industry and how we, the WCLBMA, can respond to stay relevant and ensure a strong future for our industry.

## **MEMBERS IN THE NEWS**

#### West Coast Lumber Names Jason Walsh Vice President of Component Manufacturing

West Coast Lumber ("WCL"), the regional lumber and building materials supplier launched by Building Industry Partners in 2022, announces the addition of Jason Walsh to its leadership team. Walsh will serve as the company's Vice President of Component Manufacturing and will be responsible for leading its strategy in the category. WCL currently serves customers throughout Southern California via four locations in Agoura Hills, Bakersfield, Camarillo, and San Diego.

### STATE OF ECONOMY UPDATE

#### Economists Are Dialing Back Recession Risks

Easing inflation, a still-strong labor market and economic resilience led business and academic economists polled by The Wall Street Journal to lower the probability of a recession in the next 12 months to 54% from 61% in the prior two surveys.

While that probability is still high by historical comparison, it represents the largest month-over-month percentage-point drop since August 2020, as the economy was recovering from a short but sharp recession induced by the Covid-19 pandemic. It reflects the fact that the economy has kept growing even as the Federal Reserve has raised interest rates and inflation declined.

In the latest WSJ survey, economists expected gross domestic product to have grown at a 1.5% annual rate in the second quarter, a sharp uptick from 0.2% in the previous survey. They still expect GDP to eventually contract, but later, and by less, than previously. They expect the economy to grow 0.6% in the third quarter, in contrast to the 0.3% contraction expected in the prior survey, followed by a 0.1% contraction in the fourth. Forecasters said GDP would increase 1% in 2023, measured from the fourth quarter of a year earlier, double the previous forecast of 0.5%.

Nearly 60% of economists said their main reason for optimism about the economic outlook is their expectation that inflation will continue to slow. The Labor Department's consumer-price index climbed 3% in June from a year earlier, sharply lower than the peak of 9.1% in June 2022 and the slowest in more than two years. The Fed's preferred inflation measure—the annual change in the personal-consumption expenditures price index excluding food and energy—has fallen from 5.4% in March 2022 to 4.6% in May. Economists expect it to reach 3.7% by the fourth quarter of this year, though that is still well above the Fed's 2% target.

Many economists first began in the middle of last year to project a recession when persistently high inflation prompted the Fed to raise rates at the most aggressive pace in nearly three decades. Historically, lowering the inflation rate materially has always involved higher unemployment and a downturn, and few economists thought this time would be different.



## WCLBMA PODCAST

The WCLBMA Podcast is a new show to provide both informative and entertaining leadership and management insights for the lumber and building materials industry. The podcast features interviews with industry leaders and experts, thought-provoking discussions, and actionable advice. **Episode 4** 

Rikka Brandon, President and Chief Executive Recruiter of Building Gurus discusses the challenge of finding and retaining talented employees and introduces a three-step framework to tackle the issue. The framework comprises Scarcity (the lack of good candidates), Settling (hiring less than ideal candidates), and Setbacks (training and turnover issues). She also emphasizes the need to adopt a sales mindset in recruiting, attracting top talent by actively selling the organization. LISTEN HERE Episode 3

Barrett Burt, General Manager of Ganahl Lumber, discusses the challenges of managing inventory, improving efficiency and the importance of metrics in leadership using a pit stop model to measure performance. **LISTEN HERE** 

#### Episode 2

Steve Patterson, President and CEO of Central Valley, discusses insurance challenges in the construction industries as some providers restrict policies on new homes in the state. Steve also

touch on leadership during uncertain times, the importance of being present as a leader, and the role of offsite construction. Steve emphasizes the need for optimism and perseverance. Bradley and Steve look ahead to the WCLBMA Annual Convention being held at the Hard Rock Hotel in San Diego. Our keynote speaker not only has 4 Super Bowl rings, but also earned a Purple Heart and Bronze Star in service of his country. His name is Rocky Bleier and you will not want to miss his keynote on leadership, overcoming adversity, and building championship teams. LISTEN HERE

#### Episode 1

In the introduction episode, host Bradley Hartmann teases the upcoming first episode featuring an interview with Steve Patterson, the CEO of Central Valley and former WCLBMA president. LISTEN HERE

## **GOVERNMENT ACTION COMMITTEE UPDATE**

#### STATE

#### Assessed Values Increase 5.91 Percent in Los Angeles County, and Other Counties Report **Even Larger Increases**

#### CalTax

The assessed value of property in **Los Angeles County** increased 5.91 percent from 2022 to 2023, resulting in an increase of revenue for schools and local government, Los Angeles County Assessor Jeffrey Prang reported July 27. The revenue includes a large amount of unexpected funds, as the county already budgeted for 5 percent growth based on preliminary projections made in May. The roll's growth translates to a record \$1.997 trillion in total net value. Change-in-ownership assessments added \$67.4 billion to the roll, the 2 percent inflation adjustment added \$36.7 billion, new construction added \$5.6 billion, and decline-in-value reductions and miscellaneous roll changes accounted for a \$2.5 billion decrease. The Los Angeles County roll consists of 2,391,198 taxable real property parcels, 200,969 business property assessments, 33,871 boats, and 2,952 aircraft. Irwindale was the city with the largest growth in Los Angeles County, at 10 percent.

**Napa County** Assessor John Tuteur reported that the assessment roll grew 8.19 percent, reaching \$52.8 billion. In 2015-16, the property assessment roll totaled \$32.7 billion. The county last saw its assessment roll value fall in 1978 amid Proposition 13 restructuring, after voters passed an annual limit on home property assessment increases. Even the wildfires of 2017 and 2020 that together destroyed more than 1,000 structures didn't stop the growth. The main drivers for the increase were changes of ownership and new construction, the assessor said.

San Diego County Assessor Jordan Marks reported a 7.14 percent increase in the value of the assessment roll, despite the county's home sales volume being at its lowest level since 2007 (with a 22 decrease from 2022 to 2023). This is the 11th consecutive year of growth in the assessment roll, he noted. The average value increment for residential change-in-ownership reassessments was \$422,817 (up 24 percent, year over year), and the average value increment for commercial changein-ownership reassessments was \$2,650,236 (up 20 percent) – both all-time highs, Marks reported. The 2 percent inflation increase added \$12.38 billion to the assessment roll, Marks stated.

The value of assessed properties has increased in each of the 23 counties whose assessors had made their 2023-24 assessment roll data available by this morning, with the average increase of 6.69 percent. Among these counties, the lowest percentage increase is San Francisco's 4.6 percent and the highest is 9.7 percent in San Bernardino County. July 1 was the deadline for assessors to complete their assessment rolls, but information for all 58 counties is not yet available. Many assessors have been granted 30-day deadline extensions by the State Board of Equalization and others have not released the information to the public.

## California Supreme Court Challenges U.S. Supreme Court's Ruling on PAGA and Arbitration Agreements

A California employee has standing to bring non-individual Private Attorneys General Act (PAGA) claims in court even when the employee's individual claims are required to go to arbitration, the California Supreme Court ruled July 17. The unanimous opinion in Adolph v. Uber Technologies Inc. could have a broad impact on California employers and is likely to lead to further litigation, as it challenges the U.S. Supreme Court's 2022 precedent in Viking River Cruises Inc. v. Moriana that an employee lost standing to pursue a PAGA class-action claim once their individual claims had been committed to arbitration.

Citing a 2011 U.S. Supreme Court precedent, the state court wrote that "the highest court of each State ... remains 'the final arbiter of what is state law' ... [and] we are not bound by the high court's interpretation of California law.""And although the high court's interpretations may serve as persuasive authority in cases involving a parallel federal constitutional provision or statutory scheme ..., Viking River does not interpret any federal provision or statute similar to PAGA," the court added.

The case arose when UberEATS driver Erik Adolph filed a class-action complaint as well as an individual complaint, alleging that the company misclassified employees as individual contractors and failed to reimburse employees for work expenses. Before beginning to work for UberEATS, Adolph agreed to an arbitration agreement that "applies to any dispute, past, present, or future" and included a waiver "of all representative PAGA claims." In January, Californians for Fair Pay and Employer Accountability, a coalition including the California Chamber of Commerce, California Retailers Association, and California Manufacturers and Technology Association, applied to file an amicus brief urging the California court to leave any interpretation and revision of PAGA to the Legislature.

Expansion of PAGA standing in the manner urged by Adolph risks serious real-world problems and undermines the State's own policies in enacting PAGA ...," the coalition of employers wrote. "Adolph would expand standing to maintain a civil suit by a person who is completely disinterested in the civil action and unable to share in any of the penalties awarded in it .... Because the result will be binding on the State and other employees, Adolph's approach puts a disinterested party in the driver's seat to control the fate of everyone.

Absent a clear expression from the Legislature and given the contrary indicia in the statute and legislative history, the Court should not entertain Adolph's broad interpretation. The issue should be left to the Legislature to resolve. "The court ignored that advice, however, and sided with Adolph. "Only the fact of a [Labor Code] violation is required to confer standing ...," the court wrote, adding that "the statute does not require the plaintiff to have an unredressed injury."

The court added that a worker becomes an "aggrieved employee" with the standing to litigate claims on behalf of fellow employees upon sustaining a Labor Code violation committed by his or her employer, "and as a result, arbitrating a PAGA plaintiff's individual claim does not nullify the fact of the violation or extinguish the plaintiff's status as an aggrieved employee." The court contended that any narrower construction of PAGA standing would "thwart the Legislature's clear intent to deputize employees to pursue sanctions on the state's behalf." Uber told the Los Angeles Times that the company is "considering our appellate options."

#### 2023 Midyear Employment Law Update,

In California, there's no "slow season" when it comes to employment laws and human resources. So far this year, we've seen several local ordinance updates, federal and state court decisions, state regulatory developments, and important decisions from the National Labor Relations Board. <u>DOWNLOAD</u> the free CalChamber white paper

#### Governor Signs Budget Bill After Reaching Agreement With Democratic Leaders

Governor Gavin Newsom signed the 2023-24 state budget June 27 after reaching a privately negotiated agreement with Democratic legislative leaders on changes to be made by follow-up bills. The main budget bill, SB 101 reflected the Democratic leaders' priorities but did not include all of the provisions sought by Newsom. The Legislature approved the bill on the deadline for lawmakers to send a budget to the governor or forfeit their pay, and acknowledged that it was a placeholder that would be amended heavily.

## Employer Taxes to Increase as California's UI Fund Deficit Grows to \$19.7 Billion

California's unemployment insurance fund is projected to end 2023 with a \$19.7 billion deficit – up from the \$19 billion deficit at the end of 2022 – according to a new report released by the Employment Development Department (EDD). The ongoing debt triggers employment tax increases for California employers. The tax hikes triggered by the debt cost employers approximately \$423 million for the 2022 tax year and will cost an estimated \$872 million for the current tax year, the EDD reported.

#### Panel Approves Property Tax Relief for Fire Victims

Legislation providing property tax relief for victims of the 2018 Woolsey Fire was approved June 28 by the Senate Governance and Finance Committee. AB 1500, by Assembly Member Jacqui Irwin, provides a three-year extension of the time in which a property owner can transfer the base-year value of a property damaged by the Woolsey Fire to a replacement property. The fire burned more than 90,000 acres in Los Angeles and Ventura counties and damaged 1,643 structures.

#### California and Truck Manufacturers Announce Partnership on Zero-Emission Vehicles

The California Air Resources Board (CARB) announced a Clean Truck Partnership with the nation's leading truck manufacturers and the Truck and Engine Manufacturers Association that the board said advances the development of zero-emission vehicles for the commercial trucking industry. The agreement includes flexibility for manufacturers to meet emissions requirements while still reaching the state's climate and emission reduction goals. The terms of the Clean Truck Partnership include:

- CARB will align with EPA's 2027 regulations for nitrogen oxide emissions. CARB also will modify
  elements of the 2024 NOx emission regulations for which manufacturers will provide offsets as
  necessary to maintain California's emission targets.
- CARB commits to providing no less than four years lead time and at least three years of regulatory stability before imposing new requirements.
- Truck manufacturers commit to meeting CARB's zero-emission and criteria pollutant regulations in the state regardless of any attempts by other entities to challenge California's authority.

#### **FEDERAL**

#### **OSHA Issues First-Ever Hazard Alert for Heat and Steps Up Enforcement**

The Occupational Safety and Health Administration (OSHA) has issued a heat hazard alert to remind employers of their obligation to protect workers against heat illness or injury in outdoor and indoor workplaces. OSHA will intensify its enforcement where workers are exposed to heat hazards, with increased inspections in high-risk industries like construction. These actions will fully implement the agency's National Emphasis Program on heat, announced in April 2022, to focus enforcement efforts in geographic areas and industries with the most vulnerable workers.

The action comes as historically high temperatures break records and expose millions of people to the serious dangers of heat in the workplace. Since 2011, the Bureau of Labor Statistics reports 436 people have died due to workplace heat exposure, with an annual average of 38 deaths between 2011 to 2019. In addition, an average of 2,700 cases involving heat illnesses lead to days lost at work, putting an additional economic burden on workers and employers. Statistics show that people

who work in conditions without adequate climate-control face higher risks of hazardous heat exposure and that these situations disproportionately expose people of color to hazardous heat.

"As the Occupational Safety and Health Administration works toward proposing a rule to protect workers from heat illness, we are taking several measures today to better protect workers in extreme heat," said Assistant Secretary for Occupational Safety and Health Doug Parker. "Employers have a duty to protect workers by reducing and eliminating hazards that expose workers to heat illness or injury."

In October 2021, OSHA began the rulemaking process to consider a heat-specific workplace standard by publishing an Advance Notice of Proposed Rulemaking for Heat Injury and Illness Prevention in Outdoor and Indoor Work Settings in the Federal Register. As the rulemaking process for a proposed heat-specific workplace standard continues, OSHA has moved to protect workers from excess heat in the workplace by taking the following actions:

- Developing an enforcement initiative on heat-related hazards.
- Launching of a National Emphasis Program on heat inspections.
- Creating the National Advisory Committee on Occupational Safety and Health's Heat Injury and Illness Prevention Work Group to understand challenges and share best practices to protect workers.
- Launching a Heat Illness Prevention campaign to educate employers and workers on the dangers of working in the heat.

Learn more about OSHA and how to protect workers from heat illness.

#### Tell Congress to Extend 100% Bonus Depreciation

A group of U.S. House and Senate lawmakers recently introduced the Accelerate Long-term Investment Growth Now (ALIGN) Act (H.R.2406/S.1117), legislation that would permanently extend the 100% bonus depreciation tax provision for businesses. Bonus depreciation is an important tax savings tool for LBM dealers that allows businesses to take an immediate deduction on the cost of eligible business property in the first year it's placed in service. This lowers a company's tax liability because it reduces their taxable income.

In 2017, the Tax Cuts and Jobs Act (TCJA) enacted 100% bonus depreciation, allowing businesses to immediately write-off the full cost of any eligible property (such as computers, vehicles, forklifts and heavy machinery) acquired and placed in service before January 1, 2023. However, beginning this year, 100% bonus depreciation is being phased-out by 20% each year until it expires in 2027. Businesses are now only able to deduct 80% of their capital investments for 2023, which will fall to 60% in 2024, 40% in 2025, and then 20% in 2026. By 2027, there will be no bonus depreciation allowed for these investments at all. Limiting this critical deduction for LBM dealers will reduce investment, resulting in fewer jobs, lower wages, and slower economic growth.

The ALIGN Act would make 100% bonus depreciation permanent, canceling the phasedown in bonus depreciation that began this year. WCLBMA members are strongly encouraged to contact their elected officials in Congress and ask them to support and cosponsor the ALIGN Act. <u>TAKE ACTION</u>

#### **DOL Proposed Overtime Rule Member Survey**

In 2022, the Department of Labor (DOL) announced their intent to update regulations defining which employees are eligible for overtime compensation and which ones are exempt. Specifically, DOL states that one of their primary goals is to update the salary threshold for mandatory overtime pay that is currently set at \$35,568 per year. DOL sent its proposed rule to the White House Office of Information and Regulatory Affairs (OIRA) for review. This is a required initial step before the proposed overtime rule is published. While OIRA has 90 days to conduct its review, in most cases, the review takes 30 to 60 days. The proposed rule is not public during OIRA's review, although there are some indications that the new salary threshold for overtime pay could be around \$50,000 and will

not make changes to the duties test. Whether that holds true or not will have to wait until we see the actual text. Considering DOL's announcement, NLBMDA is proactively gathering information regarding the impact that potential changes to the overtime rule could have on employers and their employees. WCLBMA members please complete the survey by Friday, August 4 which will be used to directly support advocacy efforts. <u>TAKE ACTION</u>

#### NLBMDA Urges U.S. Senate HELP Committee to Oppose the PRO Act

NLBMDA joined a coalition letter that was sent to the U.S. Senate Health Education Labor and Pensions (HELP) Committee leadership in opposition to the Protecting the Right to Organize ("PRO") Act, along with the Healthy Families Act, and the Paycheck Fairness Act. NLBMDA strongly opposes the PRO Act and is actively lobbying members of Congress to support Employee Rights Act as an alternative solution that will be mutually beneficial to employees and employers alike. WCLBMA members can contact their elected officials in Congress using the grassroots campaign in opposition to the PRO Act.

#### Host Your Member of Congress During August Recess

The congressional recess in August will offer Senate and House lawmakers up to six weeks back in their states and districts to interact with their constituents and visit local businesses. This is a great opportunity for WCLBMA members to host a member of Congress for a lumber yard tour that showcases your company and highlights the significance of the LBM industry. Together, we can create a powerful dialogue that paves the way for positive change, both locally and nationally. If you are interested in hosting your members of Congress at your lumber yard, click <u>HERE</u>

## The U.S. International Trade Commission Seeks Input on Canadian Softwood Lumber Products

If you have been affected by the tariffs imposed on Canadian softwood lumber products, NLBMDA encourages you to complete a questionnaire provided by the U.S. ITC. Your responses could help determine whether the duties will remain in place. The deadline for submitting responses is July 27. As part of the review process, the ITC has released two questionnaires to gather input from importers or purchasers of softwood lumber products. The responses received will provide crucial information and data to the ITC as it decides whether to maintain the lumber duties. To access the questionnaires as an importer or purchaser, please refer to the provided links:

>>Importer Questionnaire

>>Purchaser Questionnaire

#### **IMPORTANT REMIDERS!**

#### Possible Increase In Prop 65 Lawsuit Activity Ensure Proper Signage

We have recently been informed of a threatened action against a business in our industry that may be indicating an upsurge in Proposition 65 lawsuits in particular as related to the presence of Phthalates in various consumer products. We recommend that you take proactive steps to ensure compliance with Prop 65 regulations, including:

- 1. Most importantly, audit your facilities to ensure you have clear and adequate Prop 65 warning labels and signage. This will cover you for phthalates and other chemicals listed under Prop 65.
- 2. Also very important, ensure the manufacturer's include the proper Prop 65 warning on their products and that you have hold harmless clauses with them. In many cases the manufacturer will handle the legal defense and any penalties.
- 3. Evaluate the products you sell to determine if phthalates are present and the potential for consumer exposure based on product use and contact.

4. Maintain records of your compliance efforts, including communication with suppliers, and any changes made to product warnings. These records will serve as evidence of your commitment to compliance and due diligence.

By taking action, you can significantly reduce the risk of Prop 65 non-compliance and potential lawsuits related to phthalates. Failure to comply with these requirements could potentially lead to costly lawsuits and penalties. As always seek legal counsel specializing in Prop 65 if you are unsure if you are in compliance.

#### Webinar Replay

Our "Revolutionize Your Business Growth in the Ever-Changing Market" webinar replay and slides are now available to download <u>HERE</u> (your WCLBMA member password is required to access).

#### WCLBMA Sporting Clays Shoot Friday November 3

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

## **NEWS AND VIEWS OF THE MONTH ROUND-UP**

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

- Family Hardware Owner Discusses The Retail Crime Picture Today
- 2023 Construction Supply 150 Report

Madison's Lumber Prices Index Up 6.8%

Pending Home Sales Dropped 2.7% In May

Lumber Prices Down About 35% YoY

Innovation Doesn't Require Vast Internal Teams

Zacks Industry Outlook Highlights Home Depot, Lowe's, Fastenal, Builders FirstSource and Tecnoglass

Existing-Home Sales Up Slightly In May

May US Housing Market & June Softwood Lumber Prices

New Home Sales Increase In May

Mortgage Rates Continue to Slide

#### Got Labor?

Your First Loss Is Your Best Loss

- Most Single-Family Homes This Year Have Been Built For Baby Boomers
- Six Organizational Changes To Make Your Culture Your Competitive Edge

What's Ahead For North Bay Commercial Construction In 2023

Cameron Ashley Building Products Opens First Location in California

TNT Acquires Sierra Forest Products

Global Reclaimed Lumber Market Aiming the Growth Rate CAGR of 4.7% During 2023-2028

Investment Firm Increases Stake in Builders FirstSource, Reflecting Confidence in Construction Industry Growth

ABC's Construction Backlog Indicator Remains Steady In June

Madison's Lumber Prices Index Increased By 1.9%

Associated Builders and Contractors Reports Construction Employment Increased By 23,000 In June

Federal Reserve Chair Jerome Powell Signals Fresh U.S. Rate Hikes Ahead

Remodeling Market Sentiment Slightly Down In Q2

EYE On RETAIL: Salesforce Says Inflation Hits Q2 Online Sales

Cool Shrink With Theft Heat Maps

Why are Lumber Prices Rising and How High Will They Go?

Single-Family Housing Starts Decline In June

Lumber Prices Expected To Hike As Canadian Wildfires Rage On

Lumber Sales Improve In Mid-Summer

**Building Workers' Wage Growth Slows** 

Four Things To Know About The Rapidly Changing Housing Market

## **EDUCATION ARTICLES OF THE MONTH**

Provided by Federated Insurance

**Risk Management Corner** Reviewing the OSHA Top 10 to Help Reduce Common Workers Compensation Injuries <u>HR Question of the Month</u> Additional Leave? It's Your Life Have You Started Thinking About Digital Estate Planning?

## **WEBINAR OF THE MONTH**

Provided by Federated Insurance

#### **Discrimination and Harassment Prevention**

Tuesday, August 15, 2023 (11:00 AM CST) 30 minutes | Complimentary | Advance registration required

Would your organization benefit from some simple tools to help mitigate the risk of discrimination and harassment claims? Join this webinar to learn more about key steps employers can take today to evaluate their commitment to the prevention and successful resolution of discrimination and harassment claims. These are steps you can take at no additional cost and that can put into practice right away.



# 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.

ANASSOCIATIONMEMBERBENEFITFOR119YEARSDIRECT,LOCALMARKETINGREPRESENTATIVESAUTOPROPERTYANDCASUALTYSELF-INSUREDRETENTIONPOLICYHOLDERSURPLUSLIVEVOICECUSTOMERSERVICEMYSHIELD\*TAILORED,INDUSTRY-SPECIFICCOVERAGEBUSINESSSUCCESSIONANDESTATEPLANNINGSTABLEFACE-TO-FACERELATIONSHIPSFINANCIALSTRENGTHMUTUALCOMPANYDIRECTCLAIMSREPRESENTATIVES500+EXCLUSIVEASSOCIATIONRECOMMENDATIONSESTATEPLANNINGATTORNEYNETWORKANNUITIES

#### 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<sup>SM</sup> TELEMATICS SOLUTION RISK MANAGEMENT RESOURCE CENTER EMPLOYMENT RELATED PRACTICES LIABILITY 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







about BUSINESS SUCCESSION AND ESTATE PLANNING support.



Commercial Insurance Property & Casualty | Life & Disability Income | Workers Compensation | Business Succession and Estate Planning | Bonding Federated Mutual Insurance Company and its subsidiaries\*\* | federated insurance.com

23.04a Ed. 12/22 \*View A.M. Best Rating Guide information at www.ambest.com. \*\*Not licensed in all states. © 2022 Federated Mutual Insurance Company

## **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 experienceand Sunbelt Rack's racking systemswould provide significant savings and next-level value to the 9-acre LBM facility. **GET THE FULL STORY** AUTHORIZED BUILDER DARNEL NUCOR CONSTRUCTION BUILDING SYSTEMS CT-Darnell.com • Sunbelt-Rack.com • 800-353-0892

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

#### WCLBMA BOARD OF DIRECTORS

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> **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

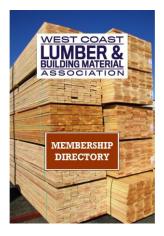
## WCLBMA Member & Services Directory

www.lumberassociation.org

#### **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, <u>charlenev@lumberassociation.org</u>

Name:		Date:
Company:		
Address:		
City:	State:	Zip:
Email:	Phone:	
CHECK ENCLOSED FOR \$	🗆 PA'	YON-LINE: https://lumberassociation.org/pay-now/
□ MasterCard □ Visa □ American Expres	ss 🛛 Discover	
Card Number:	CVV#:	Expiration Date:
Name on Card:	Authorize	d \$ 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

#### WCLBMA WEEKLY E-UPDA THE



E-Mailed News & Information from the 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.

(Non-member rate: \$500 per month)

By Quarter \$350 (per qt	<i>'</i> ): □ 1 <sup>st</sup> Qua	🛛 1 <sup>st</sup> Quarter, Jan – Mar			2 <sup>nd</sup> Quarter, Apr – Jun		
	□ 3 <sup>rd</sup> Qua	rter, Jul – Se	ep □ 4	<sup>th</sup> Quarter,	Oct – Dec		
(Non-member rate: \$850 per qtr.)							
By Month \$225 (per mol	nth):□ January	February	□ March	🛛 April	□ May		
🗆 June 🛛 July	August	Septembe	r 🗖 October		oer 🛛 Decembe	r	

#### Ad Sizing

Space available is 7 inches wide by 1-1/14 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 charleney@lumberassociation.org.

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

# The Lumber Log



A publication of the 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  $\frac{1}{2}$  x 10 in.

Half Page is 71/2 x 5 in (horizontal) or 3 1/4 x 10 (vertical)

Quarter Page is  $3\frac{1}{2}$  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)

#### 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 \$ □ INVOICE US □ MasterCard □ Visa □ American Express	PAY ON     Discover	LINE: https://lumberassociation.org/pay-now/
Card Number:	CVV#:	Expiration Date:
Name on Card:		Authorized \$ to Charge:
If company card - Company Name:		
Cardholders Signature:		Zip Code:

# WCLBMA Website

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



WEST COAST

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### **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, <u>charlenev@lumberassociation.org</u>

Name:	Date:		
Company:			
Address:			
City:	State:	Zip:	
Email:	Phone:		
□ CHECK ENCLOSED FOR \$	_	□ PAY ON-LINE: <u>https://lumberassociation.org/pay-now/</u>	
□ MasterCard □ Visa □ American Express	🗆 Disc	scover	
Card Number:	C	CVV#: Expiration Date:	
Name on Card:	A	Authorized \$ to Charge:	
If company card - Company Name:	Zi	Zip Code:	
Cardholders Signature:			
WCLBMA • 177 Parkshore Drive • Folsom, CA • 95630			

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

website: www.lumberassociation.org