

THE LUMBER LOG

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

September 2023



BOARD MEETING STRATEGY SESSION RECAP AND HIGHLIGHTS

On August 10-11 in Reno, the board had focused strategy discussions over 1.5 days to position and evolve the WCLBMA to ensure our long-term health and growth.

The session was professionally facilitated by experts in strategic planning and proved to be highly productive and provided us with valuable insights that will guide our Associations' direction in the coming months and years.

Key highlights included:

Mission and Core Purpose: The board engaged in comprehensive discussions to refine our mission to *promote, protect and enhance our industry* and that our core purpose is *to be an education, government advocacy and networking association for lumber and building material dealers and their suppliers*.

Value Proposition and Key Services: The board agreed that our value is to meet member needs by providing trusted, actionable knowledge, a venue for conversation/community and a unifying voice of our industry.

Strategic Goals and Objectives: The board reconfirmed our commitment to deliver our value through events, information resources and advocacy, all of which will drive our initiatives moving forward.

Other Key Takeaways:

- The meeting included an in-depth analysis of the current market landscape and emerging trends. This information will help us adapt our strategies to meet changing market demands and position us as a frontrunner in the LBM industry.
- We reviewed the financial health of the organization and discussed measures to ensure our long-term sustainability. Our focus remains on prudent financial management.
- The role of innovation and technology in our strategic roadmap was also discussed. The board committed to seeking out innovative solutions and leveraging technology advancements to enhance our offerings and operations.
- Lastly, and without doubt the most important, is the necessity of strong member and partner relationships.

The board was left excited about the direction that emerged from this strategy session coupled with a clear understanding that executing on our plans will ultimately determine our success. In the coming months expect to receive further communication outlining specific action plans and timelines. Additional details will be shared at our annual convention.

We greatly appreciate your dedication and commitment to the WCLBMA. Your support continues to play a pivotal role in our success, and we look forward to working together to bring our strategic initiatives to life.

If you have any questions or feedback, please feel free to reach out to [John Ehrig](#). Your input is valuable to us as we move forward!



The WCLBMA Board Meets to Discuss the Strategy for the Association On August 10

ANNOUNCING ANNUAL CONVENTION FINAL SPEAKER AND PANEL LINE-UP

We are very pleased to announce our annual convention final speaker and panel line-up!

FEATURED Keynote Presentation

Leadership Through Teamwork, Perseverance & Hope

Presented by Rocky Bleier, Former Pittsburgh Steeler Running Back and Army Veteran

FEATURED Panel Discussion

Key Issues Impacting the Industry Today and Outlook for the Future

Moderated by Matt Saunders

Featuring WCLBMA Industry Luminaries:

- Jill Gaylor, President, Healdsburg Lumber
- Brad Satterfield, COO, Ganahl Lumber
- Bob Metz, CEO, Humboldt Redwood Company
- Josh Hamilton, President, International Wood Products

Spotlight Keynote Presentation

The 2024 Outlook and Key Trends for the U.S. Housing and Remodeling Market

Presented by Matt Saunders, Senior Vice President, Building Products Research, John Burns Real Estate Consulting

Spotlight Keynote Presentation

LBM Trends, Threats, and Opportunities Over the Next 18 Months

Presented by Craig Webb, Founder, Webb Analytics

Panel Discussion

Update on California and Federal Laws and Regulations Impacting Dealers and Business Owners

Moderated by Ryan Pessah, Director of Government Relations, Western Wood Preservers Institute

Featuring our distinguished panel:

- Tim Taylor, California Chief Legislative Advocate, National Federation of Independent Business
- Lori Holt Pfeiler, President and CEO, Building Industry Association of San Diego
- Matt Dias, President and CEO of The California Forestry Association (Calforests)
- Jacob Carter, Director of Government Affairs, National Lumber and Building Material Dealers Association

Panel Discussion

HR Issues for the Lumber Industry and Businesses Operating In California

Moderated by Craig Webb, Founder, Webb Analytics

Featuring our distinguished panel:

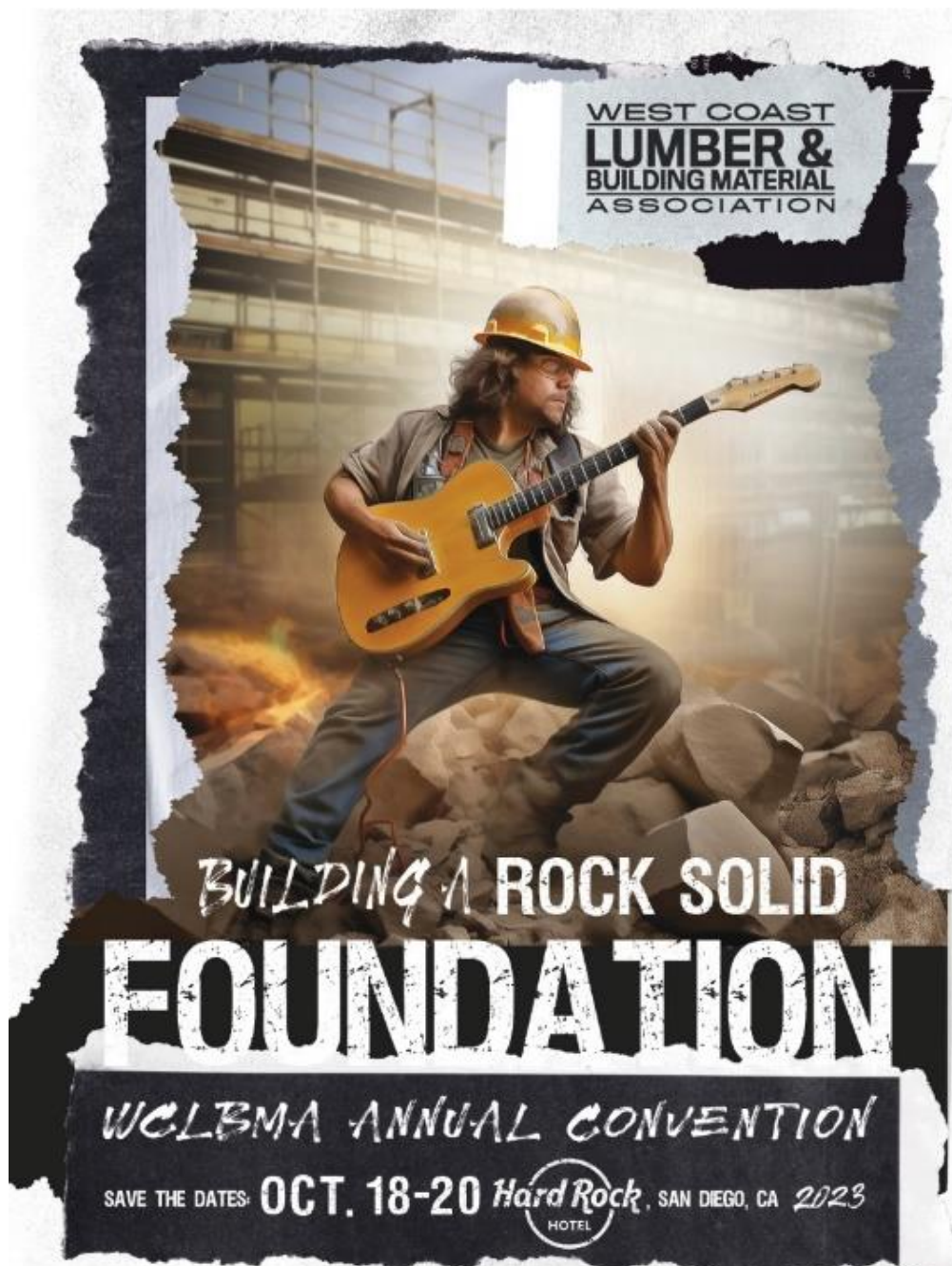
- Rikka Brandon, Founder, Building Gurus
- Matthew Roberts, Employment Law Counsel, CalChamber
- Abhi Singh, Founder, LMS Strategies

“TED-Style” Talks/Presentations

- Hayward Healthy Home - Bill Hayward, CEO and Chief Innovation Officer
- Focus on New and Emerging LBM Technologies - Craig Webb, Founder, Webb Analytics
- ChatGPT - Bradley Hartmann, CEO, Bradley Hartmann and Company

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.

This [LINK](#) has all the details on logistics, how to register, sponsor and book your room.



MEMBERS IN THE NEWS

City Of LA Recognizes Anawalt Lumber's 100th Anniversary



Rolando Robles, president of Anawalt Lumber & Hardware, accepts a framed certificate at Anawalt's flagship store located at the intersection of Pico Boulevard and Sepulveda. Also present were Anawalt store manager Tony Cruz and category buyers David Osuna, Carolyn Collins, and Dorian Meza, who accepted the award on behalf of all Anawalt employees

On July 20, the City of Los Angeles officially recognized the centennial anniversary of Anawalt Lumber & Hardware. Anawalt is one of the oldest family-owned lumber, hardware, and nursery retailers in California and the largest independent store chain in metro LA.

Council members Katy Yarislavsky, Traci Park, and Hugo Soto Martinez recommended the award for Anawalt's contributions to their districts and longstanding commitment to quality service.

Founded in 1923, Anawalt's small, family-run lumber and hardware business has grown into a chain of five large retail stores selling home improvement, construction, and garden center merchandise. Each store carries a slightly different inventory tailored to the community it serves. The stores are located in West Los Angeles, West Hollywood, Highland, Malibu, and Pacific Palisades. Anawalt was present in the LA area for 55 years before the advance of the first big box hardware store.

Ganahl's New Flagship Location

Lumberyard or lumber palace? Ganahl Lumber Co.'s newest flagship location—so impressive onlookers have commented on it being “the next iteration of design and architecture for a pro lumberyard”—officially opened for business on Aug. 7 in San Juan Capistrano, Ca.

As CEO Peter Ganahl explains: “What Bass Pro Shop is to outdoor enthusiasts, this Ganahl location is to contractors and home remodelers.” Ganahl's Becky Acosta added, “It's not just a store—it's a destination.”

An official grand opening will be held Sept. 11-15, which will include vendor exhibits, food trucks, games, raffles, prizes, and product knowledge opportunities. The new facility will allow Ganahl to expand its scope of operations to better serve South Orange and north San Diego counties. The total property is roughly 16 acres, 10 of which will be used as a lumberyard. The main store is approximately 50,000 sq. ft., plus an additional 50,000 sq. ft. of drive-thru materials storage and operations buildings.

One visitor during a preview and ribbon cutting event on July 27—an architect for 40+ years—wandered around, mouth agape at the showplace’s expansiveness and attention to detail. “This is unlike any lumberyard or home center I’ve ever seen,” he enthused.

It replaces Ganahl’s leased facility in Capistrano Beach, which permanently closed Aug. 4. Much of the crew, including manager John Lopez, made the move to San Juan Capistrano, supplemented by new hires needed to staff the significantly larger quarters. (So much larger, Acosta said, that “you could practically fit the old location in the lobby.”) Several team members have transferred in from other locations, including order-pulling manager Ryan Barnett from Costa Mesa and finish lumber sales manager Gavin Morris from Los Alamitos, who oversees both finish lumber and counter sales at the new location. Ganahl purchased the Capo Beach operation from Capistrano Beach Lumber in 1995. Founded in 1884 and based in Anaheim, Ca., Ganahl operates 11 locations in Southern California.

West Coast Lumber Acquires Manufacturer Stone Truss

West Coast Lumber (WCL), the California-based lumber and building materials supplier, has acquired Stone Truss. Located in San Diego, Stone Truss is a 30-year-old designer and manufacturer of roof and floor truss systems. The financial terms of the acquisition were not disclosed. WCL’s move marks its entry into the structural component manufacturing category and is an evolution of its product offering. Launched by Boston-based private equity firm Building Industry Partners in 2022, West Coast Lumber operates locations in Agoura Hills, Bakersfield, Camarillo and San Diego, California. Last week, WCL announced that Jason Walsh had joined the company as vice president of component manufacturing.

“Between the acquisition of Stone Truss and Jason joining our team, we are making significant strides with our expansion strategy,” said Joe Lawrence, CEO of WCL. “These advances ensure that we can deliver a wider range of solutions to meet our customers’ evolving needs.”

Founded in 1986, Stone Truss specializes in the custom design, cutting, and manufacturing of wood roof trusses and floor trusses for residential and commercial construction along with other applications. Stone Truss will continue to operate from its North San Diego County manufacturing facility and has near-term plans to increase its production capacity, WCL said. Additionally, Stone Truss owners Richard Thomas and Charlie Signorino will remain with the company, offering continuity for customers and employees. The California prodealer also noted that Stone Truss employees will have the opportunity to benefit from WCL’s people-focused practices, including its employee equity plan.

WCL is actively seeking opportunities to invest in component manufacturing companies and partner with business leaders in the category along the West Coast, Arizona, and Nevada.

Capital Adds Anawalt Lumber To Southern California Dealers For TruExterior

Capital has added new stocking dealers in southern California, such as Anawalt Lumber in Malibu, for TruExterior poly-ash composite siding and trim products. The Malibu yard was opened in August of 2011. The Anawalt’s have been longtime Malibu residents, and it was a dream of Dave Anawalt to open a store in the area after Malibu Lumber Yard shut its doors. Anawalt Lumber is celebrating 100 years this year

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 Guide

Episode 6

Brian Bunt, Director of Marketing at WindsorONE discusses the idea that everyone at WindsorONE is essentially a part of the sales team or sales support. He shares how the company adopts a culture of open communication, encouraging all team members to contribute to marketing initiatives. Brian also talks about their unique marketing campaigns, such as the WindsorONE Illuminati, a secret society concept that provides exclusive knowledge to lumberyard employees. [LISTEN HERE](#)

Episode 5

Craig Webb, President of Webb Analytics discusses the role of AI (Artificial Intelligence) in the LBM industry and how it helps cut costs and improve efficiency, particularly for those who are data-friendly and willing to enhance their key performance indicators. [LISTEN HERE](#)

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.

[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. [LISTEN HERE](#)

Episode 1

introduction episode [LISTEN HERE](#)

GOVERNMENT ACTION COMMITTEE UPDATE

STATE

California Minimum Wage Increase to \$16 an Hour On January 1, 2024

California's minimum wage will increase starting on January 1, 2024 from \$15.50 per hour to \$16 per hour for all employers, regardless of the size of the business.

California Air Resources Board Clean Truck Check Announcement

CARB has posted [Guidance on Upcoming Requirements in Clean Truck Check](#) guidance documents that provide 2024 projected compliance deadlines and other information. The Clean Truck Check will impact all heavy-duty trucks with gross vehicle weight ratings greater than 14,000 pounds that operate in California, regardless of where the truck is registered. CARB is requiring the submission of a passing compliance test within 90 days of a vehicle's compliance deadline. CARB will continue to release additional information and conduct training sessions to support vehicle owners and other regulated entities with meeting their upcoming compliance requirements. If you have any questions regarding the program, please send an email to hdim@arb.ca.gov.

California Air Resources Board's Proposed Zero-Emission Forklift Regulation Public Hearing Notice

CARB staff plans to release the Proposed Zero-Emission Forklift Regulation Public Hearing Notice and related material in October 2023, which would initiate the 45-day public comment period. The notice package will include the Initial Statement of Reasons for the proposed regulatory action as well as the Draft Environmental Impact Assessment (EIA), a summary of the economic impacts, and the full text of the Proposed Regulation. At the conclusion of the public review period, staff may determine that modifications to the Proposed Regulation are warranted. If so, staff would address any proposed changes in a notice that would be issued with modified regulatory language and supporting documentation for one or more 15-day review and comment periods, as required under the Administrative Procedure Act. Staff expects to hold a single Board hearing in May 2024, for the Board to consider the Proposed Regulation. Staff plans to utilize a new streamlined Board process for the Proposed Regulation that would only require one public hearing while still ensuring the Final EIA, including all responses to EIA comments, is reviewed and considered by the Board before action is taken.

More Than \$203.7 Billion a Year in Higher Taxes and Fees Under Consideration

California Tax Foundation - Tax and Fee Report Highlights

State lawmakers have proposed increasing taxes and fees since the beginning of the 2023-24 session by more than \$203.7 billion a year if all were to be approved. The state budget signed by Governor Newsom in June proposes total spending of \$310.8 billion in 2023-24 with a projected shortfall of approximately \$15 billion to \$18 billion per year during the next three years. The deficit could increase the likelihood that lawmakers propose more taxes and fees.

The top 4 are:

1. **AB 1690** would create a government-run health care program estimated to require at least \$162.8 billion in tax increases.
2. **AB 259 and ACA 3** would impose a \$22.3 billion "wealth tax" in California.
3. **AB 119** extending a tax on managed care organizations – approved by the Legislature and signed by the governor – is estimated to increase taxes by \$8.2 billion.
4. **SB 220** proposes tax changes including a corporate tax rate increase estimated to cost taxpayers \$7.2 billion in 2023-24 and \$6 billion per year in subsequent years. Under the proposal, California would have the highest corporate tax rate in the nation.

Assembly Approves Measure to Allow Higher Sales Tax in Santa Cruz

California Tax Foundation

The Assembly voted to approve SB 862 authorizing the Santa Cruz Metropolitan Transit District to impose a retail transactions and use tax after January 1, 2024, that is excluded from the state's 2 percent cap on the combined local rate. The CalTax-opposed bill was approved without discussion or debate and was returned to the Senate for a floor vote on amendments made in the Assembly.

AB 363 Neonicotinoid Pesticides Update

Western Wood Preservers Institute

On August 14th, the California Senate Committee on Appropriations heard AB 363, a bill on neonicotinoid pesticides, and referred it to the suspense file. AB 363 amends Section 12838 of the California Food & Agriculture Code, by requiring the Department of Pesticide Regulation to issue a determination by July 1, 2024, on its reevaluation of neonicotinoid pesticides when used on outdoor ornamental plants, trees, and turf. The term neonicotinoid includes imidacloprid pesticides, which are used as a component in some wood preservative pesticides. The reevaluation must include "cumulative impacts of exposure" from other neonicotinoid chemicals in the outdoor lawn and garden environment, aggregated with impacts from sources other than lawn and garden products. The Senate Committee on Appropriations has scheduled their suspense file hearing on September 1. Western Wood Preservers Institute will be submitting a comment letter requesting clarifying language that would narrow the scope of the bill to the use of neonicotinoid pesticides. Currently, the language of the bill could include treated articles in the cumulative impact of exposure.

The California Department of Pesticide Regulation's (CDPR) Final Recommendations and Implementation Plan

Western Wood Preservers Institute

CDPR's primary funding mechanism is the mill assessment, which is levied on the sale of registered pesticides at the point of first sale into California. An outside consulting firm (Crowe) was hired by CDPR to study the mill assessment and propose recommendations as well as an implementation plan for the mill assessment. On August 15th, Crowe published the [Final Recommendations and Implementation Plan](#) for CDPR's mill assessment.

FEDERAL

Ask Your Senators To Support The Seasonal Act

The State Executive Authority for Seasonal Occupations Needing Additional Labor (SEASONAL) Act would permit governors to petition the federal government for supplemental H-2B visas beyond the national cap of 66,000. Eligibility to seek additional H-2B visas would only be granted to states that have had an unemployment rate at or below 3.5% for at least nine of 12 months prior to their request.

The SEASONAL Act would permit governors to petition the U.S. Department of Homeland Security (DHS) and U.S. Department of Labor (DOL) for a specific number of supplemental H-2B visas beyond the national cap of 66,000. DHS would issue such visas, and, if the number of employer applications still exceed a governor's request, they would then allocate the visas through a lottery system. Governors would have the ability to request that visas only be made available for certain DOL Standard Occupational Classification Groups or employers in specific Economic Development Districts. Unless reauthorized, this authority would sunset four years after enactment.

Nothing in the bill would prohibit a state legislature from imposing limitations on a governor concerning the program, including the number of visas requested, the DOL classification group for which H-2B visas could be requested, or the Economic Development Districts where the visas could be used. Additionally, any supplemental workers provided under this bill would be subject to any existing or future DOL requirements. The bill would also require an annual report on the program's utilization and outcomes, including worker displacement, wages, and economic growth and productivity.

WCLBMA members are strongly encouraged to contact their elected officials in Congress and ask them to support and cosponsor the SEASONAL Act (S.2705).

TAKE ACTION

OSHA Issues Final Rule On Illness And Injury

HBS Dealer

The Occupational Safety and Health Administration (OSHA) has announced a final rule on the tracking of workplace injuries and illnesses that requires employers in high-hazard industries to electronically submit injury and illness information to OSHA on an annual basis, the National Lumber and Building Material Dealers Association (NLBMDA) reported.

Biden Announces \$90 Million Commitment To Upgrade Building Codes Nationwide

Archinect News

The Biden Administration has recently announced a new \$90 million commitment in the form of competitive awards meant to help states and cities in their myriad attempts at mustering updated building codes into the country's patchwork response to climate change.

ABC Protests OSHA Injuries Tracking Rule

LBM Journal

The Association of Builders and Contractors has announced its opposition to the U.S. Department of Labor's Occupational Safety and Health Administration's Improve Tracking of Workplace Injuries and Illnesses final rule, issued this week, which will undo the ABC-supported provisions of the 2019 final rule promulgated under the Trump administration and reprise the 2016 Obama-era rule.

WCLBMA INSTAGRAM HITS 400!

The WCLBMA hit a major milestone this month surpassing 400 followers and 45 posts. If you are not a yet follower, please go [HERE](#) to sign up. This is a great way to stay informed and view the activities of our association.

IMPORTANT REMIDERS!

The Outlook for Building Products: Short and Long-Term Implications NLBMDA Webinar

Wednesday, September 6 at 2:00 PM Eastern

NLBMDA and John Burns Research and Consulting (JBREC) are excited to announce a joint Lumber and Building Material Dealer Survey partnership. The partnership will invite NLBMDA's member base into JBREC's existing high profile Building Products Dealer survey, expanding upon the existing partnership with the Executive Council on Construction Supply. Partnership with both high-profile organizations will increase the reach and regional representation of the sample. During this webinar, JBREC staff will highlight the new partnership and provide a summary of building products, new construction, and remodeling end market demand in real-time and how LBM dealers can capitalize on this data. [REGISTER HERE](#)

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

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. 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.

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 August’s news and views highlights:

[In Hawaii, A Lumberyard Feels The Pain](#)

[Home Depot, Lowe's Increase Pressure on Vendors to Improve Eco Measures](#)

[Has LBM's Downturn Bottomed Out?](#)

[Playing Smart In A Tough Economy](#)

[Tough Call: The Case of the Disruptive Builder](#)

[Truck Drivers, Construction Workers And Other Manual Workers Are Getting A Huge Pay Raise. Get Used To It.](#)

[Incandescent Lightbulbs Ban Takes Affect in U.S.](#)

[Nearly 60% Of Metro Markets Saw Home Price Gains In Q2](#)

[Access To Credit Tightens Across The Economy](#)

[August Builder Confidence Falls With Rising Mortgage Rates](#)

[Monthly Sales Report: It's Mixed](#)

[Madison's Lumber Prices Index Down 6.8%.](#)

[NAHB Says Increased Housing Supply Will Help Fight Inflation](#)

[In July, Producer Price Index Increases 0.3%; Softwood Lumber Surges 8.6%](#)

[Construction Input Prices Remain Unchanged In July](#)

[Nonresidential Construction Spending Up In June](#)

[Dodge Construction Network Issues Q2 Building Industry Economic Data](#)

[State-By-State Analysis Of Construction Unemployment Rates](#)

[ABC, NAHB Comment On Final Davis-Bacon Rule](#)

[July Jobs Report: U.S. Payroll Growth Totaled 187,000, Lower Than Expected](#)

[Lumber Prices Begin To Show A Year-Long Trend](#)

[How the Construction Industry Can Better Use Recycled Building Materials](#)

[Issues That Matter The Most](#)

[Beating The Heat](#)

[Olsen On Sales: Closing—Know You're Going To Get The Sale](#)

[You Got Hacked – Now What?](#)

[Notes From The Leaderboard](#)

[Southern Yellow Pine Prices Outperformed The Broader North American Softwood Market In The First Half Of 2023](#)

[LP Building Solutions Reports 2nd Quarter Results](#)

[Lumberyards Market Players to Drive Merges and Acquisition Strategies to Expand](#)

[US Housing Market June & Softwood Lumber Prices July](#)

[Construction Job Openings Down 5,000 In June](#)

[New Home Sales Dip In June](#)

[Fed Lifts Rates, Powell Leaves Door Open To Another Hike In September](#)

[Lumber Price Uncertainty Persists As Housing Market Is Poised For Expansion](#)

[Madison's Lumber Prices Index down 0.4%](#)

[Yellow Trucking Company Shuts Down](#)

[Product Picks: July 2023 - LBM Journal](#)

[The Iconic American Hard Hat Job That Has The Highest Level Of Open Positions Ever Recorded](#)

[3 Resources to Counter Organized Retail Crime](#)

[How European Exports Have Become The Lumber Success Story Of 2023 So Far](#)

[Tax Credits Available For New Home Construction In 2023, 2024](#)

[Booming Housing Construction Fuels Rise In Lumber Prices](#)

[2023 Softwood Lumber Market Mid-Year Update](#)

[2023 Tax Credit Available For Purchasers Of Windows And Doors](#)

[Houzz Renovation Barometer Shows Optimism for Q3](#)

[What Needs To Happen To Fix The Housing Market? Experts Have Some Suggestions](#)

[White Cap Buying SoCal's Reno Hardware](#)

[Multifamily Builder Confidence Positive For Second Quarter](#)

[ABC's Construction Backlog Indicator Increased In July](#)

[Madison's Lumber Prices Index Increased By 2.7%](#)

[Supply And Mortgage Rates Continue To Impact Existing-Home Sales](#)

[Housing Affordability Declines With Rising Interest Rates](#)

EDUCATION ARTICLES OF THE MONTH

Provided by Federated Insurance

Risk Management Corner Reviewing the OSHA Top 10 to Help Reduce Common Workers Compensation Injuries

HR Question of the Month Additional Leave?

It's Your Life Have You Started Thinking About Digital Estate Planning?

RISK MANAGEMENT ACADEMY

Provided by Federated Insurance

Join a 2½ -Day Risk Management Academy Session to Learn About Reducing Risk at Your Business

Risk, in its many forms, is an ever-present part of our lives. When it comes to your business, you know that mitigating risk is an important factor in keeping your employees safe, your claims costs low, and your business standing strong. Federated Insurance® has the resources to help, and would like to offer you an exclusive invitation to our complimentary 2 ½-Day Risk Management AcademySM (RMA) session for all industries. This informative session will be held on November 7-9, 2023. It will be hosted by Federated Insurance in Owatonna, Minnesota. Business owners are encouraged to attend — this session will equip you and a representative from your organization with industry-specific tools and knowledge designed to help prevent losses and protect profits. During the session, you will:

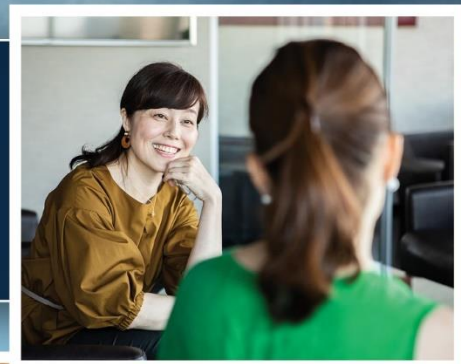
- Address losses impacting your industry
- Connect with industry peers facing similar challenges
- Apply risk management best practices at your business

The registration deadline is Friday, October 6, 2023. There is no charge to attend this valuable seminar. Attendees are responsible only for air and/or ground transportation to and from the seminar location, lodging, and incidental meals. Class size is limited to 40 people.

You can learn more by viewing a brief [video](#) about the Risk Management Academy. To reserve your spot in the upcoming session, or for more information, please contact FederatedRMA@fedins.com. Or, visit www.federatedinsurance.com and click on [Risk Management Academy](#) to register online.

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
SURETY SPECIALISTS
MANAGED CARE
CYBER

LEARN MORE

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** | federatedinsurance.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



PIVOT!

Griffin Lumber & Hardware was thrilled with CT Darnell's comprehensive design for their newest yard in Warner Robins, GA. Things were humming, ground had been broken, and CT Darnell was overseeing the construction. And then everything changed. Find out how Griffin and CT Darnell turned a design curve ball into an operational home run.



» Scan for the full story and video



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

© WTD Holdings, Inc., 2023.
All rights reserved.

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

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

2nd Growth President

Stephanie Barrios, Ganahl Lumber

Executive Director

John Ehrig

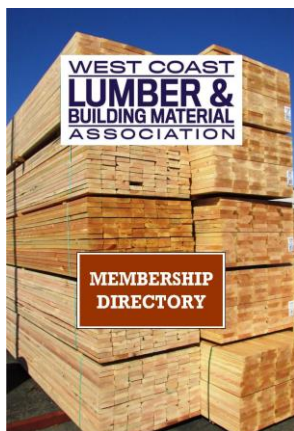
WCLBMA Member & Services Directory

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, 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:		

The Lumber Log

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

WCLBMA • 177 Parkshore Drive • Folsom, CA • 95630

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

website: www.lumberassociation.org