

# THE LUMBER LOG

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

## DECEMBER 2023

## Merry Christmas!



## **IMPORTANT MEMBER MEETING ANNOUNCEMENT**

The Board has called a meeting of the WCLBMA members for Thursday December 14 at 9:00 AM PT.

The purpose of the meeting is to request member approval of the following revised 2024 board slate:

- With Matt Endress' recent resignation from the board, Chris Fleiner was elected as interim president and the board has nominated him to serve as president of the association for the 2024 board term.
- The board has also nominated Emily Morgan to serve as the 1<sup>st</sup> vice president to fill the opening created by Chris Fleiner's ascension to president.
- Lastly, the board has nominated 2 additional candidates for election to the 2024 board term as Associate member directors:

Thomas Stremlau, Boise Cascade

Thomas has been immersed in the building materials industry since 2007. From 2007 to 2016, Thomas worked for Windsor Mill as a product specialist covering California, Texas, and Hawaii. During that time, he had the privilege of corresponding with various WCLBMA members. Since 2016, Thomas has been with Boise Cascade Building Material Distribution as a Senior Territory Manager. His primary role at

Boise is to manage the East and North Bay customers. He believes he will be a valuable addition to the board.

Sam Patti, Humboldt Sawmill & Allweatherwood

For the past 42 years Sam has been involved with Building Products of all types, working exclusively for forest products companies. For Sam's career he has been located on the West Coast but for a good number of years he traveled the entire US working with both Regional and National Companies. Sam believes it is incumbent on the Association to help train the future leaders of our industry and that the independent dealers are vital to our industry.

The meeting is anticipated to be brief and will be conducted via [Zoom](#):

Dial-in: 669.900.6833

Meeting ID: 886 0375 9424

## **TWO LAST CALLS TO REGISTER!**



### **WCLBMA Second Growth Annual Holiday Meeting at Topgolf!**

December 7

Topgolf, 1050 N Archibald Ave, Ontario

6:00 - 9:30 PM

[REGISTER](#)

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### **Federated Insurance How Can Successful Risk Management Impact Your Profitability?**

Tuesday December 5

Anaheim Marriott Suites

9:00 AM - 3:30 PM

Thursday December 7

Hilton Modesto

9:00 AM - 3:30 PM

This is an opportunity to network with fellow business owners and take control of the risks your business may face before they occur. In addition, you will strengthen your understanding of the role you play in ensuring all employees follow safe work practices, which can affect your bottom line.

Remember, risk management starts at the top — with you. What can you do to take your business to the next level while ensuring a safe, profitable workplace for you and your employees? By attending this

seminar, you'll have the chance to take actionable improvement items with you to benefit your business, such as:

- Learning the importance of risk management for businesses
- Understanding your association member benefits
- Introducing you to Federated DriveSAFE<sup>SM</sup> telematics
- Evaluating workers compensation risks
- Helping you explore your surety needs
- Focusing on business succession and employee retention

View our Risk Management Academy [video](#) to learn more about what to expect at these sessions. Registration is limited to the business owner and one additional representative of the company. If you have questions regarding the event, please feel free to contact Federated at [1DayRMA@fedins.com](mailto:1DayRMA@fedins.com)

<p><b>IT'S OUR BUSINESS TO PROTECT YOURS</b></p>	<p><b>FEDERATED INSURANCE Risk Management ACADEMY</b></p>	<p><b>IT'S OUR BUSINESS TO PROTECT YOURS</b></p>	<p><b>FEDERATED INSURANCE Risk Management ACADEMY</b></p>
	<p><b>LEARN</b> to help prevent the losses chipping away at your bottom line.</p> <p><b>CONNECT</b> with industry peers facing similar challenges and insurance professionals committed to helping your business thrive.</p> <p><b>APPLY</b> what you've learned to make a tangible difference at your business.</p>		<p><b>LEARN</b> to help prevent the losses chipping away at your bottom line.</p> <p><b>CONNECT</b> with industry peers facing similar challenges and insurance professionals committed to helping your business thrive.</p> <p><b>APPLY</b> what you've learned to make a tangible difference at your business.</p>
<p>As a business owner, you know that risk is something to constantly be watching for — risk knows no calendar, sets no appointments, and is always present. Federated Insurance® has the resources to help, and would like to offer you an exclusive invitation to our complimentary Risk Management Academy® one-day seminar.</p> <p><b>KEY AGENDA ITEMS:</b></p> <ul style="list-style-type: none"> <li>- Learning the importance of risk management for businesses</li> <li>- Understanding your association member benefits</li> <li>- Introducing you to Federated DriveSAFE® telematics</li> <li>- Discussing disaster planning best practices</li> <li>- Helping you explore your surety needs</li> <li>- Focusing on business succession and employee retention</li> </ul> <p><small>This brochure is for general information only and should not be considered legal advice. All products and services are not available in all states. Qualified counsel should be sought for questions specific to your circumstances.</small></p> <p><b>FEDERATED INSURANCE</b></p> <p><small>Federated Mutual Insurance Company Federated Service Insurance Company Federated Life Insurance Company Federated Reserve Insurance Company • Granite Re, Inc. RMA-01.12 06/23   federatedinsurance.com   © 2023 Federated Mutual Insurance Company</small></p>	<p><b>REGISTER HERE</b></p> <p>Space is limited!</p> <p>Scan QR code to Register or visit <a href="http://www.FederatedInsurance.com">www.FederatedInsurance.com</a></p> <p><b>FEDERATED INSURANCE</b> is offering you an exclusive invitation to join other business owners at our Risk Management Academy® one-day seminar.</p> <p><b>Thursday, Dec. 7, 2023</b> <b>9:00 a.m. — 3:30 p.m.</b></p> <p>DoubleTree by Hilton Modesto 1150 9th Street Modesto, CA 95354</p> <p><small>With more than 119 years in the industry, Federated Insurance is an excellent resource for claims data and safety practices information. As a benefit from your association, this world-class quality seminar is offered complimentary to you. You are responsible only for the cost of travel, lodging (at a discounted rate), and incidental meals.</small></p>	<p>As a business owner, you know that risk is something to constantly be watching for — risk knows no calendar, sets no appointments, and is always present. Federated Insurance® has the resources to help, and would like to offer you an exclusive invitation to our complimentary Risk Management Academy® one-day seminar.</p> <p><b>KEY AGENDA ITEMS:</b></p> <ul style="list-style-type: none"> <li>- Learning the importance of risk management for businesses</li> <li>- Understanding your association member benefits</li> <li>- Introducing you to Federated DriveSAFE® telematics</li> <li>- Discussing disaster planning best practices</li> <li>- Helping you explore your surety needs</li> <li>- Focusing on business succession and employee retention</li> </ul> <p><small>This brochure is for general information only and should not be considered legal advice. All products and services are not available in all states. Qualified counsel should be sought for questions specific to your circumstances.</small></p> <p><b>FEDERATED INSURANCE</b></p> <p><small>Federated Mutual Insurance Company Federated Service Insurance Company Federated Life Insurance Company Federated Reserve Insurance Company • Granite Re, Inc. RMA-01.12 06/23   federatedinsurance.com   © 2023 Federated Mutual Insurance Company</small></p>	<p><b>REGISTER HERE</b></p> <p>Space is limited!</p> <p>Scan QR code to Register or visit <a href="http://www.FederatedInsurance.com">www.FederatedInsurance.com</a></p> <p><b>FEDERATED INSURANCE</b> is offering you an exclusive invitation to join other business owners at our Risk Management Academy® one-day seminar.</p> <p><b>Tuesday, Dec. 5, 2023</b> <b>9:00 a.m. — 3:30 p.m.</b></p> <p>Anaheim Marriott Suites 12015 Harbor Boulevard Garden Grove, CA 92840</p> <p><small>With more than 119 years in the industry, Federated Insurance is an excellent resource for claims data and safety practices information. As a benefit from your association, this world-class quality seminar is offered complimentary to you. You are responsible only for the cost of travel, lodging (at a discounted rate), and incidental meals.</small></p>

## MEMBERS IN THE NEWS

### Anawalt To Shutter West Hollywood Location

Anawalt Lumber has sold its 75-year-old West Hollywood location and is expected to close the facility by next summer. The 100-year-old chain will continue operating its yards in West Los Angeles, Hollywood, Malibu and Pacific Palisades. The West Hollywood property was purchased by a developer that reportedly plans a “mixed-use development” with hotel, retail and restaurants.

### Boise Cascade Moves Distribution Location To Modesto

Boise Cascade's Building Materials Distribution (BMD) division has completed the purchase of a 20-acre property in Modesto. The Company's current operations in Lathrop will relocate to this new facility, which includes office space and 190,000 sq. ft. enclosed warehouse served by rail. “The purchase in Modesto aligns with our growth strategy in the markets we currently serve to expand product depth and service for our customers,” added Jo Barney, Senior Vice President, BMD Western Operations.

# **84 LUMBER CONTINUES WESTERN EXPANSION PLANS WITH NEW LOCATIONS IN CALIFORNIA**

84 Lumber, the nation's largest privately held supplier of building materials, is proud to announce their latest expansion plans with several new stores and a component plant to open in California. The new locations, part of 84 Lumber's growing footprint in the West, are comprised of new stores in Stockton, Lancaster, and Riverside (site of the old Champion Lumber). Plans also include a truss plant in Bakersfield as well as a framing yard there. These new sites, along with already established stores in Bakersfield, Clovis, and Beaumont, will bring 84 Lumber's presence to eight total locations in the state. "The new stores and component plant are examples of 84 Lumber's dedication and continued commitment to better serve our customers and communities," said 84 Lumber COO Frank Cicero. "I'm excited to watch these stores grow and develop over the next five years. 84 Lumber is committed to California, and we look forward to providing more opportunities for our associates in these markets." Jorge Espinoza, the divisional vice president for the western division, started his career with 84 Lumber in California. "Growing our business in the state of California is exciting for me because it's where I'm from and where everything began for me at 84. The Western division of 84 is on a fantastic path of expansion," said Espinoza. 84 Lumber will be expanding a component plant in Yuma, AZ to service southern California. Stores are planned for Reno, NV and in the Salinas/California coastal area in the future.

## **GOVERNMENT ACTION COMMITTEE REPORT**

### **STATE**

#### **Public Hearing to Consider Proposed Zero-Emission Forklift Regulation**

The California Air Resources Board will conduct a [Public Hearing](#) to consider the proposed Zero-Emission Forklift Proposed Regulation at 9:00 AM June 27, 2024 at the CARB Mary D. Nichols Campus, Southern California Headquarters, Haagen-Smit Auditorium, 4001 Iowa Avenue, Riverside and remote Zoom option. This public meeting may continue at 9:00 a.m., on June 28, 2024. Please consult the public agenda, which will be posted ten days before the June 27, 2024 meeting for important details, including, but not limited to, the day on which this item will be considered, how to participate via Zoom, and any appropriate direction regarding a possible remote-only meeting if needed.

#### **Written Comment Period & Comment Submittal**

Interested members of the public may present comments orally or in writing during the hearing and may provide comments by postal mail or by electronic submittal before the hearing. The public comment period for this regulatory action began November 10, 2023 and must be received no later than December 26, 2023. Comments submitted outside that comment period are considered untimely. CARB may, but is not required to, respond to untimely comments, including those raising significant environmental issues. The Board also encourages members of the public to bring to the attention of staff in advance of the hearing any suggestions for modification of the proposed regulatory action. Comments submitted in advance of the hearing must be addressed to one of the following:

#### **Written Submittal**

Clerk of the Board, California Air Resources Board  
1001 I Street, Sacramento, California 95814

#### **Electronic Submittal**



### **CARB's Clean Truck Check Outreach Kit**

The outreach kit includes a sample feature article that provides an overview of Clean Truck Check and corresponding infographics. Clean Truck Check (formerly known as the Heavy-Duty Inspection and Maintenance Program) impacts nearly all non-gasoline vehicles with a gross vehicle weight rating over 14,000 pounds GVWR that operate in California, including both in-state and out-of-state registered vehicles, public vehicles, trucks, buses, personal vehicles, California-registered motorhomes, agricultural vehicles, and those in single vehicle fleets. Vehicle owners who are subject to the program are required to enter their vehicles in CARB's Clean Truck Check Reporting Database and pay an initial annual compliance fee of \$30 dollars per vehicle by December 31, 2023, in order to legally operate in California. The California Air Resources Board (CARB) has recently launched a digital outreach kit to help increase awareness of Clean Truck Check. The outreach kit includes a sample feature article that provides an overview of Clean Truck Check and corresponding infographics. CARB appreciates your help sharing this information through your organization's newsletter, website, and social media platforms to create more awareness within your networks. The outreach kit is available in both English and Spanish. CARB encourages you to follow @CARBTruckStop on X (formerly Twitter) and subscribe to GovDelivery to receive the latest information updates. For questions on Clean Truck Check, please email [hdim@arb.ca.gov](mailto:hdim@arb.ca.gov).

### **FEDERAL**

#### **Fall Protection Tops List Of OSHA Citations For 2023**

Violations of general fall protection requirements were No. 1 on the U.S. Occupational Safety and Health Administration's preliminary top 10 most frequently cited workplace violations for the 13th straight year, with 7,271 violations reported during fiscal year 2023. The remainder of the top 10 were hazard communication (3,213 violations), ladders (2,978), scaffolding (2,859), powered industrial trucks (2,560), lockout/tagout (2,554), respiratory protection (2,481), fall protection training requirements (2,112), personal protective and lifesaving equipment, eye and face protection (2,074), and machine guarding (1,644).

#### **Nonfatal Occupational Injuries Up 7.5% in 2022**

The U.S. Bureau of Labor Statistics (BLS) reported 2.9 million nonfatal workplace injuries in private industry last year, up 7.5% from 2021. BLS said both injuries and illnesses rose, with the increase in illnesses attributed primarily to a jump in workplace respiratory cases. During the 2021-2022 period, 2.2 million cases involved days away from work, with an annualized incidence rate of 112.9 cases per 10,000 full-time equivalent workers.

### **OSHA Heat Illness Prevention Resources and Publication Page**

OSHA's new heat illness fact sheets provide information on personal risk factors, the importance of your hydration status, and pregnant worker safety in the heat. Visit the OSHA heat illness prevention publication page to download more resources, including heat illness prevention stickers, graphics, posters, fact sheets and more.

### **OSHA's 2024 Outreach Initiatives**

OSHA recently released its outreach initiatives for 2024 that includes a summary of key national initiatives, a listing of priority industries and topics, and a calendar of key dates for 2024.

# **SPOTLIGHT ON INDUSTRY INNOVATIONS**

## **Video Showcase: Lumber Innovation**

Oakland, California-based Urban Machine has a high-tech plan to reclaim lumber from construction and demolition projects. The process - as seen in the [video](#) at [All Bay Mill & Lumber Co.](#) - unlocks significant cost savings for the construction industry and supplies architects with a beautiful, high quality building material while also reducing the environmental impact of new construction, the company said. The wood is sourced directly from demolition and construction sites, reducing transportation costs, and with up to 100% lumber diversion rates, there is no need to spend money trucking wood waste to the landfill.

## **New Start-Up Producing Game Changing Concrete**

A startup is producing some of the world's first low-carbon concrete at a plant in Alabama. The company, Los Angeles-based [CarbonBuilt](#) — with its Alabama-based production partner, Blair Block — has already started production of its novel tech concrete, which it says can reduce the production of harmful planet-warming carbon by 70 to 100%. CarbonBuilt was created in UCLA's engineering school in 2014 and became independent in 2019. The startup's technology earned an award of \$7.5 million from the NRG Cosia Carbon Xprize in 2021.

## **DID YOU KNOW?**

This year we launched a podcast series and already have 12 informative interviews with prominent members of our association. Give them a listen!

- Rocky Bleier, Convention Keynote Speaker [LISTEN HERE](#)
- Sam Patti, VP of Sales, Southwest Region, Humboldt Sawmill [LISTEN HERE](#)
- Stephanie Barrios, Sales Manager, Ganahl Lumber [LISTEN HERE](#)
- Lauren Pruett, Commodity Buyer, Taiga Building Products [LISTEN HERE](#)
- Paulo Sitolini, Senior VP and COO, Hayward Lumber [LISTEN HERE](#)
- Bill Walton, NBA Legend and Hall of Famer [LISTEN HERE](#)
- Brian Bunt, Director of Marketing, WindsorONE [LISTEN HERE](#)
- Craig Webb, President, Webb Analytics [LISTEN HERE](#)
- Rikka Brandon, President, Building Gurus [LISTEN HERE](#)
- Barrett Burt, General Manager, Ganahl Lumber [LISTEN HERE](#)
- Steve Patterson, President and CEO, Central Valley [LISTEN HERE](#)
- Introduction [LISTEN HERE](#)

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

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

[Beacon Opens Branch To Serve Customers In California's Monterey County](#)

[UFP Industries Launches New Lumber And Building Materials B2B Digital Platform](#)

[On Cyber Security](#)

[Mitigating The Consumer Impact Of Retail Theft](#)

[Square Foot Prices More Than Double Inflation In 2022](#)

[Madison's Lumber Prices Index up 5%](#)

[Rising Mortgage Rates Push Housing Affordability To Historic Lows](#)

[Poll Results: Here's Good News](#)

[Technology Is Reshaping What It Means To Run A Lumber And Building Materials Business Successfully](#)

[Home Prices Are Rising 2x Faster Than Income](#)

[Lumber Prices Down Slightly YoY](#)

[Mortgage Activity Sees Small Jump As Rates Decrease](#)

[Poll Shows Voter Attitudes About Living in California](#)

[Dawn Of The Lumber-Hardware Dynamic](#)

[Using Time Management To Become A High-Performing Salesperson](#)

[Houzz Predicts 2024 Home Design Trends](#)

[Fed Pauses Again On Raising Federal Funds Rate](#)

[Job Growth Slows In October, Signaling Potential Good News For Interest Rates](#)

[National Retail Federation Provides Consumer Spending Forecast](#)

[September Private Residential Construction Spending Inches Up](#)

[Madison's Lumber Prices Index Up 1%](#)

[Lumber Prices Flatten As Construction Season Closes](#)

[Homeownership Rate Stays At 66%](#)

[Count Of Open Construction Jobs Increases](#)

[Weekly Mortgage Rates Soar Closer To 8%](#)

[Madison's Lumber Prices Index Remains Flat](#)

[Personal Savings Rate Drops To 3.4% In September](#)

[Housing Share Of GDP Remains Flat In The 3rd Quarter Of 2023](#)

[All-Cash Share Of New Home Sales Climbs In Q3](#)

[US Housing Market August & Softwood Lumber Prices September](#)

[Home Building Costs In 'Death Spiral'](#)

[Avoiding Mutual Complacency With Your Salespeople](#)

[Generosity May Nip Your Acquisition Value](#)

[The Pre-Pandemic Poll Question](#)

[Market Slowing For Custom Home Building](#)

[Beacon Opens Branch To Serve Customers In California's Monterey County](#)

[UFP Industries Launches New Lumber And Building Materials B2B Digital Platform](#)

[Existing-Home Sales Retract In October](#)

[Increased Demand Pops Up Lumber Prices](#)

[The Latest Home Sales Projections From The National Association of Realtors](#)

[Softwood Lumber, Steel Prices Continue To Fall In October](#)

[Census Data Shows Retail Sales Growth in October](#)

[Housing Starts Show Little Movement In October](#)

[Single-Family Starts Flat In October](#)

[Multifamily Developer Confidence Comes In Weak In 3rd Quarter On Financing Concerns](#)

[Madison's Lumber Prices Index up 2%](#)

[Hire For Grit, Train For Skill](#)

[3 Ways to Make Your Loyalty Program More Rewarding](#)

[Tough Call: Weighing The Credit Risk](#)



# **IMPORTANT REMINDERS!**

## **Proposed Zero-Emission Forklift Regulation Written Comment Period**

The public comment period began on November 10, 2023. ***Written comments must be received no later than December 26, 2023.*** Comments submitted in advance of the hearing must be addressed to one of the following:

### **Written Submittal**

Clerk of the Board, California Air Resources Board  
1001 I Street, Sacramento, California 95814

### **Electronic Submittal**

## **NLBMDA Webinar**

**Thursday, December 14 at 1:00 PM Eastern**

Join the National Lumber and Building Material Dealers Association for a special members-only (that includes WCLBMA members) webinar that will examine the current political dynamics and legislative landscape in Washington. [\*\*REGISTER\*\*](#)

## **Guide to 2024 California Employment Laws**

Cal Chamber

As it usually does, this year's legislative session ended with hundreds of bills hitting Governor Gavin Newsom's desk, many of which may impact employers' compliance efforts. CalChamber's new white paper offers a quick look at the signed employer-related bills, which we hope you will find informative and useful. [\*\*Download CalChamber's free white paper\*\*](#)

## **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.

## **Prop 65 Alert**

The Office of Environmental Health Hazard Assessment has proposed amendments to the Proposition 65 short-form warning to be more informative to consumers, clarifying existing safe harbor warning requirements for products sold on the internet and in catalogs, and other changes.

# **EDUCATION ARTICLES OF THE MONTH**

Provided by Federated Insurance

**Risk Management Corner** [\*\*The Benefits of Equipment Maintenance and Housekeeping\*\*](#)

**HR Question of the Month** [\*\*Monthly HR Support\*\*](#)

**It's Your Life** [\*\*Tax Planning\*\*](#)

# Safety Training Resources and HR Support at Your Fingertips

Access industry-specific training, sample forms and policies, an employee handbook builder tool, and more 24/7 with mySHIELD®.



AN ASSOCIATION MEMBER BENEFIT FOR 119 YEARS  
DIRECT, LOCAL MARKETING REPRESENTATIVES AUTO  
PROPERTY AND CASUALTY SELF-INSURED RETENTION  
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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  
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CYBER

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The content of this publication is for general information purposes only. Consult with a qualified professional when you have detailed questions regarding any topic in this publication.

# Great Minds Build Alike

Before Naples Lumber & Supply began designing their newest location in Venice, Florida, they brought in the only team they could trust to know what they were thinking – and then seamlessly bring it to life.

**“Clint and his team took my vision and rolled with it. Without much explanation, they understood what I was looking for and made it even better.”**

**Ron Labbe**, Owner - Naples Lumber & Supply



Watch the video  
for the full story



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

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

## **2023 WCLBMA BOARD OF DIRECTORS**

### **Interim President**

Chris Fleiner, Reno Carson Lumber

### **Immediate Past President**

Frank Addiego, All Bay Mill & Lumber Co.

### **Treasurer and Corporate Secretary**

Sean Fogarty, Osborne Lumber Co.

### **Government Action Committee Chair**

Augie Venezia, Fairfax Lumber & Hardware Co.

### **Events Committee Chair**

Pat Zan, Taiga Building Products

### **Investment Committee Chair**

Vic Hausmaninger, CPA, HBLA

### **Directors/Dealers**

Daniel Delaney, Ganahl Lumber

Chris Gaylor, Healdsburg Lumber

Merritt Goodyear, Trinity Lumber

Emily Morgan, Ashby Lumber

Jeff Pardini, Hills Flat Lumber

Brian Pierce, Friedman's Home Improvement

Paulo Sitolini, Hayward Lumber

Augie Venezia, Fairfax Lumber & Hardware Co.

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

Brian Bunt, WindsorOne

Vic Hausmaninger, CPA, HBLA

Thom Wright, Sierra Pacific Industries

Pat Zan, Taiga Building Products

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

Stephanie Barrios, Ganahl Lumber

### **Executive Director**

John Ehrig



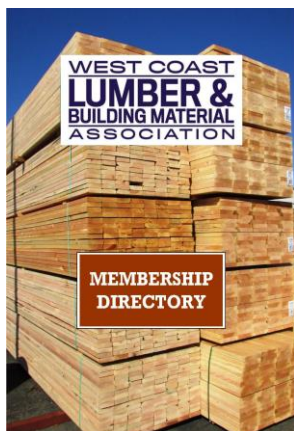
# WCLBMA Member & Services Directory

[www.lumberassociation.org](http://www.lumberassociation.org)



## 2023 Advertising rates and information

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



## Member Advertising Rates

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

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

## SIZE & FORMAT REQUIREMENTS

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

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

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

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

☐ INVOICE US

☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

Card Number: \_\_\_\_\_ CVV#: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

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

If company card - Company Name: \_\_\_\_\_ Zip Code: \_\_\_\_\_

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

WCLBMA • 177 Parkshore Drive • Folsom, CA • 95630

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

website: [www.lumberassociation.org](http://www.lumberassociation.org)



# THE WCLBMA WEEKLY E-UPDATE

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

WEST COAST  
**LUMBER &  
BUILDING MATERIAL  
ASSOCIATION**

## 2023 WCLBMA WEEKLY E-UPDATE Advertising Rates and Information

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

Your ad can direct readers to a website, to an advertising message or to an e-mail message.  
WCLBMA'S WEEKLY E-UPDATE is sent each week to all WCLBMA members and industry related contacts.

### Ad Insertion Rates

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

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

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

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

### Ad Sizing

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

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

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

☐ CHECK ENCLOSED FOR \$ \_\_\_\_\_

☐ PAY ON-LINE: <https://lumberassociation.org/pay-now/>

☐ INVOICE US

☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

Card Number: \_\_\_\_\_ CVV#: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

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

If company card - Company Name: \_\_\_\_\_ Zip Code: \_\_\_\_\_

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

WCLBMA • 177 Parkshore Drive • Folsom, CA • 95630  
Phone: (800) 266-4344 • (916) 235-7490  
E-mail: [charlenev@lumberassociation.org](mailto:charlenev@lumberassociation.org) • website: [www.lumberassociation.org](http://www.lumberassociation.org)

# 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 15<sup>th</sup> of month prior to publication date. All ad sales are non-commissionable and not subject to brokerage.

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

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

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

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

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

☐ INVOICE US

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Card Number: \_\_\_\_\_ CVV#: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

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# WCLBMA Website

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



## 2023 Advertising rates and information

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

### Member Advertising Rates

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



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

### **SIZE & FORMAT REQUIREMENTS**

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

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

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

Charlene Valine, [charlenev@lumberassociation.org](mailto:charlenev@lumberassociation.org)

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

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