

THE LUMBER LOG

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

October 2023

2023 ANNUAL CONVENTION SPECIAL *Building a Rock Solid Foundation*



October 18-19-20 • Hard Rock Hotel San Diego Gaslamp Quarter

FROM THE EXECUTIVE DIRECTOR'S DESK

WCLBMA Members:

Our annual convention is coming up in 3 short weeks! October's Lumber Log Special Edition will provide you with all the details to plan and maximize your convention experience.

Please join your fellow members to learn, network and have some fun too at the WCLBMA Event of the Year!

Many thanks to our sponsors! A convention of this scope and scale simply would not be possible without each of them coming up big in support of the association.

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JUST ANNOUNCED!

NEW WCLBMA 'TED' TALK

Mass Timber Seismic Test Presentation

Dr. Shiling Pei, Professor of Civil and Environmental Engineering at Colorado School of Mines

Da Huang, Ph.D., Design Engineer Englekirk Structural Engineers

Friday October 20

11:15 AM – 11:35 AM

Recently, a 10-story mass timber building was tested on the large outdoor shake table at UC San Diego. As the world's tallest full-scale structure ever tested on a shake table, the building performed very well and survived over 80 earthquakes without damage. The NHERI TallWood project lead Dr. Shiling Pei will present major results from the test program and share his thoughts on why tall wood building is a great option for cities with high earthquake risks.

NEW SPECIAL INVITED GUEST

Senator Brian W. Jones

Wednesday October 18

Opening Reception

In 2022, Brian was elected to represent California's 40th Senate District. Brian is proud to serve as the Senate Minority Leader for the California Senate Republican Caucus. Brian's platform focuses on Fixing California—reducing the cost of living, acting on homelessness, tackling rising crime, and restoring educational excellence. Additionally, coming from a military family, Brian is a fearless supporter of our Armed Forces and our veterans.

MASTER OF CEREMONIES

Bradley Hartmann

The son of an LBM manager, Bradley was born into the industry and is very well-known and widely respected as a lumber industry authority and thought leader. As emcee, he brings a unique set of capabilities and a passion for the lumber industry and will inject our convention with a humorous and positive energy.

SESSION HIGHLIGHTS

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

Opening Keynote Presentation

Thursday October 19

Matt Saunders, Senior Vice President, Building Products Research, John Burns Research and Consulting

09:00 – 09:50 AM

In this convention opening keynote presentation, learn about the forecast and other key insights for the lumber and building products industry for 2024 and beyond. Topics and questions to be addressed will include:

Navigating The Current High Interest Rate Macro Environment

The Fed was initially behind the curve in its objective to maintain low and stable inflation. What followed was the most aggressive rate tightening cycle in a generation. Interest rates are expected to remain higher for longer. Housing affordability has deteriorated, as measured by the housing cost to income

ratio. Builders are actively solving for affordability by installing less costly materials and building smaller homes. What are the implications of the current macro environment for housing and building materials demand?

Diversifying Product Mix And End-Market Exposure

We have just been through an historically volatile housing market, compressed in a very short period. LBM Dealers are looking to diversify their product mix and increase exposure to the less volatile remodeling market. What are the opportunities and challenges when looking to diversify your product mix and end market exposure? What has the recent highly volatile environment taught us about the importance of diversification?

The New Construction Market

Builders are more optimistic now than at the start of the year. Historically low existing home supply and heavy use of incentives have supported stronger new home sales and housing starts. What is the short- and long-term outlook for the new construction market?

The Remodeling Market

Homeowners have close to record high home equity. Homeowners are “locked in” at very low mortgage rates and are remodeling instead of moving. And the housing stock is entering its “prime remodeling years”. What are the implications of this outlook for building materials demand and building material prices?

Positioning for Growth Long-term

Lumber industry opportunities and challenges include favorable long-term demographic tailwinds for new construction demand, despite a construction labor force is getting older and over-indexes to the foreign-born population. Will the labor market be able to adjust to meet the rising demand? How do we learn from the past to position for growth longer-term?

Key Issues Impacting The Industry Today and Outlook for The Future

Special Featured Panel Discussion

Thursday October 19th

10:00 - 11:00 AM

Our *Key Issues Impacting The Industry Today and Outlook for The Future* panel discussion will be tackling the most important issues facing our industry and is sure to be a highly interactive, crowd pleasing session. Moderated by Matt Saunders, the panel features WCLBMA Industry Luminaries:

- Jill Gaylor, President, Healdsburg Lumber
- Brad Satterfield, COO, Ganahl Lumber
- Bob Mertz, CEO, Humboldt Sawmill and Allweather Wood
- Josh Hamilton, President, International Wood Products

Topics to be covered and questions to be addressed will include:

Macro Housing Environment

- Households are locked-in place with low mortgage rates and historically low existing homes for sale
- Affordability is worse than ever
- Builders offering incentives/building smaller homes solutions
- Many homeowners are choosing to remodel

Diversifying Your Product Mix

- New construction is historically two times more volatile than remodeling
- Smoothing the impact of boom and bust housing cycles
- Push to diversify additional product mix

Labor Shortages Constraint on Growth

- Demographic forces/aging labor force means challenge will persistent
- Rising cost of labor impacts to profitability
- Improving labor productivity and automation solutions
- Retention strategies

Regulatory Environment

- California business environment and examples of the increased cost of doing business
- What changes can and need to be made

Risks and Opportunities on the Horizon

- Growth, followed by a moderation/contraction in housing
 - Steepest rate tightening cycle in a generation
 - Shifts across housing and building materials demand compressed over a very short period
 - Positioning for long-term growth
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Lumber Leadership Through Teamwork, Perseverance & Hope!

Special Featured Keynote Address

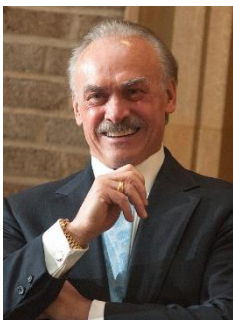
Rocky Bleier

Thursday October 19

11:10 AM to 12:10 PM

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.

Regulations And Policies That Will Impact Your Bottom Line

Spotlight Panel Discussion

Thursday October 19

01:15 – 02:15 PM

This panel discussion will cover State and Federal policy and regulation impacting lumber dealers and independent business owners in California. Topics discussed will include wages, labor, OSHA heat regulations, diesel truck bans and property insurance.

Moderated by Ryan Pessah, Director of Government Relations, Western Wood Preservers Institute, the panel features experts in California and Federal government affairs:

- **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

Minimum Wage

Starting in January the minimum wage in California goes from \$15.50 to \$16 in January. How will the minimum wage increases impact your business and the ability to hire and retain staff.

Labor Shortages

Businesses continue to struggle to find and retain staff. What is state and federal government doing to help?

Heat Regulations

Both the state and the federal government are drafting up new regulations to protect workers from heat illness. Depending on the heat index employers are required to provide shade at 80F and observe employees at 95F for employees. How do the proposed on the state and federal level impact you and your business?

Diesel Truck Ban

Scheduled to start in 2040, what are the cost and feasibility impacts to our industry and members?

Property Insurance

What is the impact of transitioning homeowners and businesses from the FAIR Plan back into the normal insurance market?

Lumber Industry Trends, Threats and Opportunities

Spotlight Keynote

Craig Webb, Founder, Webb Analytics

Thursday October 19

02:25 – 03:25 PM

In this Convention Spotlight Keynote Address, Craig Webb, longtime editor of ProSales and now head of Webb Analytics, delivers what you need to know about the trends, threats and opportunities WCLBMA members will face in coming months. Craig will present the challenges in these five groupings: Prospects, Products, Prices, People and Processes.

You Will Learn

- New issues most likely to have the greatest impact on dealers
- Ongoing problems that won't be going away anytime soon
- What dealers nationwide are doing to overcome these challenges

HR Issues for The Lumber Industry and Businesses Operating In California Panel Discussion

Spotlight Panel Discussion

Friday October 20

09:00 - 10:00 AM

Building a great team is a special challenge in California, given the plethora of rules that you don't find very often elsewhere in the U.S. But the state's diversity and skillsets also can enable California's LBM dealers to lead the nation in building a model workforce for the nation. In this panel discussion, experts from inside and outside the Golden State will provide value insights, creative ideas, and useful tips to take back to your yards and put into practice.

Moderated by Craig Webb Craig Webb, Founder, Webb Analytics, the panel features a very impressive list of experts in human resources, including:

- **Rikka Brandon**, Founder, Building Gurus
 - **Matthew Roberts**, Employment Law Counsel, CalChamber
 - **Abhi Singh**, Founder, LMS Strategies
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The WCLBMA TED Talks

Friday, October 20th

10:10 - 11:35 AM

The lumber industry is facing a number of challenges including climate change, deforestation, and increasing demand for sustainable products. But there is also a lot of innovation happening in the industry. Our WCLBMA take on lumber industry 'TED Talks' is our new for 2023 way to learn about the latest trends and ideas.

- **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
 - **Mass Timber Seismic Test Presentation** - Dr. Shiling Pei, Professor of Civil and Environmental Engineering at Colorado School of Mines & Da Huang, Ph.D., Design Engineer Englekirk Structural Engineers
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2023 WCLBMA Annual Member Meeting

Friday October 20

11:45 - 11:55 AM

The meeting is open to all members and you are encouraged to attend. The meeting will feature a discussion on the next phase of the strategic planning for the future of the association that was initiated by the board in August.

EVENT SPECIAL ACTIVITIES

USS Midway Tour

Wednesday October 18

02:00 – 03:30 PM

Enjoy a special tour onboard, led by one of Midway's world-class volunteer Docents! An aircraft carrier's island is the command center for flight deck operations, as well as the ship as a whole. The island is located on the flight deck and rises above all the aircraft aboard ship. Midway's guided Island Tour takes you up serpentine ladders through the navigation and flight control sections of the ship. Expert Midway Docents will lead you through to explain Air Operations, Pri-fly, Navigational chart room, Captain's Bridge, and Captain's at sea cabin. Separate Registration is Required. Contact, Convention Manager, [Julie Van Groningen](#), for more information and to register

Opening Reception

Wednesday October 18

06:00 – 07:30 PM

This is your chance to network with other attendees, check out the product showcase, and enjoy delicious food and drinks. As our special VIP guest, meet and greet Senator Brian Jones representing California's 40th Senate District. Brian is proud to serve as the Senate Minority Leader for the California Senate Republican Caucus. Don't miss out on this opportunity to connect with your peers and celebrate the start of the convention!

Product Showcase

Wednesday October 18 through Thursday October 19

See the latest and greatest products and services from your over 20 of your favorite suppliers/Associate members. This is the perfect opportunity to learn about new products, see demonstrations of the latest technology, and the opportunity to win some great prizes!

Rock 'n Roll Trivia

Thursday October 19

03:45 – 05:00 PM

Put your rock 'n roll knowledge to the test with "Guess The Song Lyrics" game! This entertaining and interactive game will be fun for all ages. Cool prizes will be up for grabs!

Nolen Rooftop Reception

Thursday October 19

06:00 – 08:00 PM

The Nolen hotel rooftop reception was a big hit last year, so we are returning for an encore performance again this year! This is the perfect way to network and socialize at the convention. This exclusive event is open to all convention attendees and will feature stunning views of the San Diego and delicious food and drinks. The rooftop reception is the perfect opportunity to network with other attendees, socialize with colleagues, and relax after a long day of conventioneer'ing. Don't miss out on this chance to experience the best of San Diego and make the most of your convention experience.

2023 WCLBMA Convention Sponsors



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