



Scene ...in a flash

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November 5, 2010

FLL Iowa Chapter
 Amana, IA

January 10-11, 2011

Northwestern Building
 Products Expo
 Hinckley, MN

January 29, 2011

FLL Nebraska Chapter
 Grand Island, NE

February 9-10, 2011

Wisconsin Retail
 Lumber Convention
 Wisconsin Dells, WI

February 11, 2011

FLL MN-Dakotas Chapter
 St. Cloud, MN

March 3-4, 2011

Iowa Lumber Convention
 Coralville, IA

March 9-10, 2011

Nebraska Lumber
 Dealers Convention
 La Vista, NE

Routing Slip

Pass this around to others in your
 company for their information.

Featured Speaker at the 2011 Expo!

Stepping Up to Excellence in 2011

Tuesday, January 11, 2011 8:00 am – 9:00 am

Make sure you plan to attend the opening session at the January 2011 Expo, where featured speaker, Ken Wilbanks, will kick off the convention with five steps to attaining excellence in 2011. Sales staff, operational teams, merchants, buyers and leaders at every level are encouraged to incorporate these five new attitudes and aptitudes that will yield immediate and lasting results personally and professionally from day one. Ken Wilbanks has 30 years in the LBM industry, ranging from entry level to executive responsibilities. A veteran of Home Depot, Lowe's, Ernst Home and Nursery, EBS Building Supply and

other LBM and hardware organizations, his rich experience lends insight and clarity to sales and operational training, merchandising and marketing, finance and team development. Ken's talk will launch your Expo experience with gusto and a winning roadmap for all.



Be Cautious! Some BankCard Processing Solicitations Come With Smoke & Mirrors

With the never-ending fluctuation in today's economy, credit card processors are continually searching for new ways to lure new customers to their service. Recently, we received a call from a member who is currently using the NLA BankCard Program stating that their yard received a call requesting a copy of their monthly credit card statement. While that's not unusual, it became suspicious when the caller refused to provide his company name or phone number.

in other areas that will raise, not lower, current processing costs.

NLA and the BankCard Program strive to provide our participating members with the most competitive costs possible. If you have questions or if you would like an assessment of your current credit card processing costs, please contact Mac Hardin in our BankCard Department at (800) 999-4399 or fax your month end processing statement to him at (952) 933-4595.

NLA and its BankCard provider would like to take a moment to remind members that these types of calls can be a scam and may sound good up front but in the long run, may be nothing more than smoke and mirrors. Scammers with low, low discount rates often have inflated charges

Would you like to receive the email version of the *Scene* ? Send a request to melojala@aol.com.

Suppliers: Is Your Company Going to Stand Out?

Are you doing everything you can to make your company stand out at the 2011 trade shows? No? Well, let us help you. We have several sponsorship opportunities available to give your company that extra exposure at the trade shows. Consider sponsoring a seminar or a meal, for which you will receive special signage at

the event and acknowledgement in our publications. Or how about having your company's logo on all the name badges? Contact Jodie Fleck at the NLA office for more information. (800) 896-5134 or (763) 595-4058 or jfleck@nlassn.org.

Exhibitor Invoices Are Out!

If you are registered as an exhibitor at one of the upcoming trade shows, you should have received an invoice for your booths recently. Please remit your payment as soon as possible, as unpaid booth fees will prevent you from exhibiting at these shows. Also, if you received an invoice with the non-member rates, simply remit

your membership dues with the lower, member booth rate amount on the invoice and we will be happy to adjust the balance due for your account. If you have any questions, please call Jodie Fleck at (800) 896-5134 or (763) 595-4058 and she will be happy to assist you.

Exhibitor Services Kit Now Available Online

Exhibitors: The Exhibitor Services Kit is now available on our web site for your convenience. You will find everything from the venue guidelines, booth worker registration forms, hotel reservation forms, utility order forms, and request forms for all your marketing tools. Visit www.nlassn.org, click on Trade Shows, and then select the convention you are

exhibiting at for your forms. You will also find the current list of all registered exhibitors at each show, as well as the floor diagrams with booth assignments.

Questions? Contact Jodie Fleck at (800) 896-5134, (763) 595-4058, or jfleck@nlassn.org.

Featured Program

DRIVER'S VEHICLE INSPECTION LOG BOOKS

- Required by the Department of Transportation to operate a motor carrier.
- Detailed DVIR's list specific tractor and trailer parts to help simplify inspection.
- Books include key regulations to remind drivers of DOT required procedures.

DRIVER'S DAILY LOG BOOKS

- Designed to be used with a separate driver's vehicle inspection report.
- Includes a monthly summary sheet to help drivers quickly determine hours available.

Special Pricing effective through November 30, 2010

1 - 12 for \$2.66 each (6 for \$16.00)
13 or more \$2.40 each

Call Amber at (763) 595-4062 or (800) 863-7104 to order.

Fall 2010 Roundtable Review

Ten owners and managers from NLA retail member companies met October 20-22 at Freeborn Lumber in Albert Lea, MN for this fall's Roundtable, hosted again by John Miller, with help from wife Cindy, daughter Tiffany Kriesel, and nephew Brandon Kroeger.

This year's sessions were energetic, to put it mildly. Much discussion centered on playing offense—bringing in more revenue—with participants bringing their own experience and questions to the table. The new facilitator, Ken Wilbanks, was able to bring many insights from his decades of LBM experience to bear on topics in practical ways.

It was a great meeting, with intense discussion, "aha" moments, and lots of laughter. Participants are looking forward to continuing the conversations in 2011, and other NLA members should also consider attending a roundtable. If there are enough members interested, a second roundtable group will be created.

Contact Suzanne Lechtman at (763) 595-4050 or slechtman@nlassn.org for further information.

Did You Know...

- In California, it is illegal to set a mousetrap without having first acquired a hunting license.
- It is against the law to tease skunks in Minnesota.
- Birds in Utah have the right of way on all highways.
- Play-Doh was originally formulated to clean wallpaper.
- Barbie does have a last name, and it isn't Doll. It's Roberts.
- Billiards champions have the highest average age of any sport—35.6 years.
- The initials M.G. on the famous British-made automobile stand for "Morris Garage."

Are You a Certified Green Dealer™ ?

The Certified Green Dealer Program is the only program for certifying the nation's green lumber and building material dealerships. The Certified Green Dealer Program is an online training website that can be taken as time permits. Dealers can become a Green Dealer if 75% of their personnel view a series of eight web-based training videos and pass the eight tests associated with each video. Continued education and yearly testing must be completed by staff members to maintain Green Dealer status.

"In a recent survey, 73% of participating dealers say that being a Certified Green Dealer gives them an advantage over their competition." – LBM Journal

Specials

Sign up now through December 31, 2010 and receive a \$400/location discount for new sign-ups! Now you pay only \$499 (\$899 Normal Price) to become certified!

For more information, to view a brief, no commitment tutorial or to sign up, call (877) LBM-GREEN or visit www.CertifiedGreenDealer.org.



New ICC Study Guide Assists in Green Home Construction

The International Code Council (ICC) has just released *2009 Green Residential Building Study Companion*, part of its popular series of *Study Companions*. It is the first study guide to reference the groundbreaking ICC 700-2008 National Green Building Standard, developed by the National Association of Home Builders and ICC, and the 2009 International Energy Conservation and Residential Codes.

The comprehensive *Study Companion* contains 16 study sessions to provide practical learning assignments, expert commentary, helpful illustrations and quizzes with 256 questions to measure

information retention. In addition to serving as a reliable resource for those preparing to take the ICC Green Building-Residential Examiner certification exam, the Study Companion is a technical reference that assists with understanding of sustainable building practices. The 2009 Green Residential Building Study Companion is available for purchase at (800) 786-4452 or www.iccsafe.org/GreenSC.

For more information, contact Peter Kulczyk, ICC LEED Green Associate, at (888) 422-7233, ext 7536, pkulczyk@iccsafe.org.

2010-2011 Membership Dues

The 2010-2011 Membership Dues statements were mailed out with the 2010 Year in Review. Please fax or mail your dues payments back to NLA as soon as possible. Being a current member means you can rest assured you will be kept informed of the latest scams that cost you time and money. It also ensures that the business services available to you are accredited and will provide members the best value.

If you have questions regarding membership or if you would like to learn more about the benefits of being a member of the Northwestern Lumber Association, please contact Cody Nuernberg, Manager of Membership and Member Services at (800) 896-5130 or via email at cnuernberg@nlassn.org.

Small Business Jobs Act Signed

On September 27, 2010, President Obama signed into law the "Small Business Jobs Act" (SBJA) as Public Law 111-240, which includes an extension of bonus depreciation that then NLBMDA Chairman Dan Fesler, CEO of Lamperts in St. Paul, Minnesota, testified about this past July before the U.S. House of Representatives' Committee on Small Business.

Please go to <http://www.depreciationbonus.org/> to access information about capital investment incentives to encourage equipment purchasing.

Below is a brief summary of the extension:

Extension of Bonus Depreciation

Businesses are allowed to recover the cost of capital expenditures over time according to a depreciation schedule. Congress temporarily allowed businesses to recover the costs of certain capital expenditures made in 2008 and 2009 more quickly than under ordinary depreciation schedules by permitting those businesses to immediately write off 50 percent of the cost of depreciable property placed in service in those years. This bill extends the additional, first-year 50 percent depreciation for qualifying property purchased and placed in service in 2010.

"When written in Chinese, the word crisis is composed of two characters. One represents danger, and the other represents opportunity." –

John Kennedy