



# Scene *...in a flash*

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**October 2010, Vol. XVII, No. 10**

**October 13-15, 2010**  
 NLBMDA/HCN ProDealer  
 Industry Summit  
 Orlando, FL

**October 20-22, 2010**  
 NLA Roundtable  
 Albert Lea, MN

**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

## Routing Slip

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

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## EXHIBITORS: Have You Registered Yet?

### BOOTH RESERVATIONS

The 2011 Trade Show season is quickly approaching and will be here before we know it. If you have not registered for your booth for the 2011 trade shows, now is the time.

Expo booth reservations should be sent to NLA as soon as possible. Those that have already been received in the NLA office will be given priority on their space requests. Moving forward, reservations will be on a first-come, first-served basis for desired booth space.

Our next priority will be the Iowa and Nebraska trade shows. The deadline to send in booth reservations to ensure your company is listed in the magazine and registration brochure for these shows is Friday, October 15th.

### FOR MEMBER PRICING DISCOUNTS

Also, remember that your membership

dues must be paid in full for 2011 in order to receive the member exhibitor pricing. If dues are not paid at the time of registration, an invoice will be created and sent to you for the *non-member* exhibitor pricing. So make sure to get those dues in!

### ADDED EXPOSURE FOR YOUR COMPANY

Are you looking for a way to get your company name out there during the upcoming trade shows? Consider signing up for one of our trade show advertising packages listed on page 4 in the 2011 Exhibitor packet sent out to you a couple of months ago. *We also have several sponsorship opportunities left for each of the upcoming shows.* Call Jodie at (763) 595-4058 or or (800) 896-5134 or email [jfleck@nlassn.org](mailto:jfleck@nlassn.org) for more information.

## Education at the 2011 Expo

The 2011 Expo offers an especially rich menu of speakers and seminars on important topics of current interest. On January 11, Ken Wilbanks will launch the day with "Step Up to Excellence in 2011."

The seminars will include sessions on healthcare reform, preventing identity theft, commercial business, website design, and information about banking and credit since the passage of the new banking law and web design. There will also be a seminar for sales personnel that will help them respond to your customers' changing needs. In addition, there will be a presentation for drivers, driver supervisors, yard foremen

and yard personnel on "DOT Regulations in Minnesota AND Wisconsin." A team of State Patrol officers will discuss CSA 2010, size and weight laws, and many other topics, with ample time for Q & A.

Although NLA will not be directly offering CEUs for contractors, there will be classes of interest to contractors scheduled for the afternoon. More details will be coming your way soon.

It may be hard to choose among different concurrent sessions; but, whatever you do choose, it will be instrumental in navigating the current business landscape.

## NLA – NLI Annual Meeting

On September 10-11, the Board of Directors for Northwestern Lumber Association and Northwestern Lumbermens Inc. (our service corporation for taxable activities) met in beautiful Okoboji, Iowa. Dealers and suppliers from our five state region met to represent the members in their state and the industry as a whole. We also had guests from Wisconsin Retail Lumber Association to welcome them into the organization as the final merger date comes close.

Business issues that the directors discussed included a proposal for a possible new service that would provide members with a discounted retirement plan, as well as member recruitment and retention campaigns that will ensure the stability of membership and the organizations' finances that are managed by our Investment Committee.

Due to the effects of the lagging economy on our industry, the Association will not be increasing dues in 2011. Like many of you, we have controlled costs through staff reduction as well as employee furloughs. Although we are lean, we are confident we can provide the level of service you count on throughout the coming year.

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## Iowa Lumber Association Board Approves Legislation Draft

At a recent board meeting of the Iowa Lumber Association, a presentation was made by Bill Wimmer, our lobbyist, and Becky Petersen, attorney for Iowa Title Guarantee, of the latest legislation drafted to create an online registry for residential construction projects. General contractors or dealers / subcontractors would first register a project on the central database. Subcontractors then register themselves as being involved in the project with the State agency, who then sends the notice to the homeowner explaining the subcontractor has lien rights should he not be paid for materials or labor.

This legislation was introduced last session and died. What is new is the ability to convert that notice to a lien

In addition to the business meeting, the new officers and directors were installed during the Saturday evening program:

MN director – John Miller, Freeborn Lumber, Albert Lea, MN  
ND director – Janice Breker, Lidgerwood Lumber, Lidgerwood, ND  
Associate director – Chuck Ryther, Guardian Building Products, Marion, IA  
2<sup>nd</sup> Vice Chair – Bob Egan, Lamperts Yards, St. Paul, MN  
1<sup>st</sup> Vice Chair – Wayne Briggs, Crane Johnson Lumber, Fargo, ND  
Chairman – Larry Provance, Arrow Building Center, Chadron, NE  
Immediate Past Chair – John Bates, Barnes Building Materials, Cedar Falls, IA

Recognized for their service on the Board were the outgoing directors:

MN director – Jeff Reinhardt, Interstate Building Supply, Cannon Falls, MN  
IA director – Bill Burress, H.O. Seiffert Lumber Company, Davenport, IA  
ND director – Kerry Schmitz, Leon's Building Center, Park River, ND  
Associate director – Lee Shull, Building Products Inc., Watertown, SD

online or by mail through this database rather than going to the Clerk of Court. The lien conversion date goes back to the date of the notice. The timeframe requirements to file the lien remain the same. "Our biggest concern was that the closers and banks would not check the registry to find who is involved in the project and not get the lien waivers, which would make this whole process useless," said Scott Engquist, Engquist Lumber, Harcourt and chairman of the Iowa Legislative Committee. "Now they need to pay attention because our lien would give us priority over them."

The Iowa Bar Association is the sponsor of the bill. Now we need to find additional supporters to get it passed at the next session.

## NLA to Participate in the Building & Industry Business Roundtable Group

The NLA has joined the Minnesota Building & Industry Roundtable group. The purpose of this group is to bring associations from the lumber and building industries together to share ideas and learn about other industry associations. This group will meet monthly to share best practices, discuss industry issues and help each other to improve their respective associations. Popular topics to be discussed will be business development, member services, legislative issues, event planning and education. Stay tuned for future reports from these meetings.

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## New Director of Conventions

Jodie Fleck has joined NLA as the Director of Conventions and Tours. Jodie comes to NLA after three years as an association sales manager for a hotel and conference center in Brooklyn Park, Minn. She also has over eight years of experience with the Minnesota Deer Hunters Association, where she served as Director of Marketing and Merchandise. Jodie is a graduate of the College of St. Scholastica with a degree in Business Management.

In her spare time, Jodie enjoys single track mountain biking, golfing, rollerblading, reading, and hanging out with her friends. She currently resides in Maple Grove, Minn.

**Would you like to receive the email version of the *Scene* ? Send a request to [melojala@aol.com](mailto:melojala@aol.com).**

## Don't Miss Your Future Lumber Leaders Conference

The Future Lumber Leaders chapters are an exciting mix of education, entertainment, networking, fun and making friends among the people who will lead the lumber industry in the years to come. Involvement in these organizations encourages men and women working in both the retailer and supplier side of the industry to further their careers.

Being part of the Future Lumber Leaders is a great way to learn more about the lumber industry and to increase one's knowledge by forming bonds among retail employees and supplier representatives. It encourages business growth by connecting with others to share ideas and to gain support for

dealing with the challenges that will face the next generation of leaders.

Friday, Nov. 5, 2010: Iowa Chapter - Amana, IA

Saturday, Jan. 29, 2011: Nebraska Chapter - Grand Island, NE

Friday, Feb. 11, 2011: MN-Dakotas Chapter - St. Cloud, MN

Each of these all day conferences include speakers and roundtable discussions. Lunch and breaks are included. All facilities offer special room rates for those wishing to stay overnight; however, these must be reserved well in advance.

Go to [www.nlassn.org](http://www.nlassn.org) and click on the link to register.

## Employee Scholarships Available in Nebraska

Throughout the year, Nebraska members hold fundraisers for their scholarship fund. At their recent meeting, the Nebraska Lumber Dealers Association Board of Directors reviewed the funds available and voted again to make scholarships available to member employees for their continued professional growth. It can be

for a NLA program, Nebraska Lumber Convention seminars, or a class at the local college or university. Scholarships up to \$250 are available. Attached is the application form to apply for the scholarship. Call Suzanne at the NLA office for details at (800)469-8744.

### Featured Program

#### **"The Forklift & You"**

Training Program  
Meets all OSHA requirements for forklift operators in the lumber industry  
All forklift operators must be certified  
Recertification required every three years

30 Min Video or DVD  
Includes: 5 each workbooks, certificates, ID cards  
1 "Do's & Don'ts" Poster

Member Pricing:  
DVD Package \$225.00  
Video Package \$199.00

Contact Amber at (888) 544-6822 or (763) 544-6822.

## 2011 Dealer Reference Manual Information Forms

Preparations have begun for the 2011 Dealer Reference Manual. Information updates and advertising agreements were mailed to all members and non-members at the end of August. If you have not had a chance to review your organization's information, please do so as soon as possible and fax them to Cody Nuernberg, Manager of Membership & Member Services at (763) 595-4060. Your updates to this information are valuable to the association and assist in keeping your information in our database and Dealer Reference Manual up-to-date.

## Regulators Issue Interim Final Rule on Grandfathered Status

Federal regulators responsible for enforcing the health reform law issued this month an interim final rule on what constitutes a grandfathered health plan under the Patient Protection and Affordable Care Act.

A grandfathered health plan is an employer-sponsored group health plan, either insured or self-insured, or individual insurance coverage that existed as of March 23, 2010.

To read the entire article, please visit:  
<http://www.benefitnews.com/news/regulators-issue-interim-final-rule-on-grandfathered-status-2683795-1.html>

Source: Employee Benefit News, June 15, 2010

*Character is like a tree and reputation is like its shadow. The shadow is what we think of it; the tree is the real thing.*  
– Abraham Lincoln



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## Employee Scholarship Application Form

(Scholarships available for Nebraska member employees of up to \$250 to cover course fees)

Applicant Name:		
Applicant Address:		
City:	State:	Zip:
Applicant Phone:	Applicant Fax:	Applicant E-mail
Company Name – Must be a member of Northwestern Lumber Association:		
Company Address:		
City:	State:	Zip:
Name of Owner/Manager:	Name of Immediate Supervisor:	
Owner/Manager's Phone:	Supervisor's Phone:	
<b>BRIEF QUESTION &amp; ANSWER</b>		
01. Current Job Title and Responsibilities		
02. Long Term Professional Goals		
04. How will you apply the learning achieved in the classes you take?		
05. Describe your recent community service activities:		
Use an additional sheet if necessary and identify the question with the response.		

Contact Suzanne at (888) 544-6822 – E-mail at [slechtman@nlassn.org](mailto:slechtman@nlassn.org)  
 FAX TO (763) 595-4060 or mail to the address above.

**Please attach this to NLA education registration form OR for other courses attach the course description and the paid receipt for the course.**