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April 2011, Vol. XVIII, No. 4

April 12, 2011

OSHA's Combustible Dust National Emphasis Program - Webinar

May 3, 2011

Overcoming Objections Increasing Sales...Increasing Profits - Webinar

June 7, 2011

Iowa Spring Golf Outing
Ankeny, IA

June 9, 2011

Nebraska Golf Outing
York, NE

July 20, 2011

Wisconsin District III Golf Outing
Onalaska, WI

July 29, 2011

Nebraska Fishing Outing with "Mr. Fish"
Lake Merritt, Valentine, NE

August 24, 2011

Southwestern Wisconsin Golf Outing
Fennimore, WI

September (TBA), 2011

Wisconsin Grown County Lumber Dealers/District II Golf Outing

Routing Slip

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

Two New Webinars Coming Up This Spring

OSHA's Combustible Dust National Emphasis Program. Bill Adams, of SafeX and Chris Dolbow of Stiles Machinery will present Dust Collectors: Incorporating Safety, Performance & Energy Savings. Learn about the dust standards that apply to the lumber/wood products industry, critical housekeeping tips, and precautions you should take. Find out about the ROI for dust collection systems. Tuesday April 12th, 2:00 – 3:00 pm CST. Price is \$139 per logged on computer. See flyer for a detailed description with a registration form.

Overcoming Objections Sales consultant **Bob Janet** shares his skills and experience in **Overcoming Objections Increasing Sales . . .**

Increasing Profits. Janet will take up a series of common objections both you and he have heard, and also additional objections that attendees bring up. You don't need to retreat at customer objections. Learn to welcome them and use them to your advantage. Tuesday, May 3, 2:00 to 3:00 pm CST. Price is \$139 per logged on computer. See flyer for details.

In addition, many of our past webinars are available for viewing. A list is available on the NLA website, www.nlassn.org. For further information or assistance contact Suzanne Lechtman, slechtman@nlassn.org, (763) 595-4050 or (800) 469-8744.

A Friendly OSHA Reminder!

Spring is upon us and with that comes outdoor jobs. Many of our dealers offer installed sales for items such as decking, siding and roofing. Recently, NLA was posed a question by a dealer regarding roofing. The question asked whether or not a worker was required to be harnessed to stock a roof for a roofing job.

After some research and a call directly to the Department of Labor and OSHA, NLA has been informed that under OSHA rule 1926.501, "any employee on a walking/working surface (horizontal and vertical surface) with an unprotected side or edge which is 6 feet (1.8 m) or more above a lower level shall be protected from falling by the use of guardrail systems, safety net systems, or personal fall arrest systems".

To prevent the possibility of OSHA fines and, heaven forbid a major accident, NLA would like to remind its members of the importance of proper safety techniques and the rules and regulations that are being enforced by OSHA. We have also been told that OSHA is not issuing warnings but will issue the ticket and fine immediately.

For more information on OSHA rule 1926.501, please visit www.osha.gov and search 1926.501. Also, please make sure to check and routinely update your OSHA manual. If you are in need of an OSHA manual or have questions regarding your current manual, please contact Cody Nuernberg at (800) 896-5130.

Iowa and Nebraska Convention Wrap Up

Another season of conventions for Iowa and Nebraska has come and gone and there was definitely a good buzz among attendees this year.

For the second year in a row, the Iowa Lumber Convention was held in Coralville on March 3-4, 2011. We had an amazing number of retail companies represented this year with 60 companies sending their employees to the show to walk a floor with 77 booths.

The reception the first night was packed, while attendees tried to win prizes by testing their pricing skills at our new High-Low Game. Another highlight of the night was the Hawkeye football signed by head coach, Kirk Ferenz, which was auctioned off to the lucky highest bidder. The Membership Meeting/Breakfast was a hit with Ken Wilbanks as the featured speaker.

The Coralville Marriott has been an amazing convention location for us, offering a beautiful facility at an affordable price. As a way to keep dealers from across the state engaged, the Iowa Board of Trustees agreed to rotate the convention

between central Iowa (most likely in or near Des Moines) and eastern Iowa. We will undoubtedly return to Coralville again in the future. Watch the newsletter for the announcement of the location and dates for 2012.

The Nebraska Lumber Dealers Convention returned to the Embassy Suites Omaha - La Vista Conference Center on March 9-10, 2011. Although there was some rough weather around the state, the convention location never got hit and the attendance was still great. Over 50 different retail locations sent employees to this year's show and we had almost 80 exhibitor booths!

The Membership Meeting & Breakfast was filled to capacity, as University of Nebraska football Cornhuskers Defensive Coordinator, Carl Pelini, talked about building his team and how it applied to team building in the business world.

The Nebraska Lumber Dealers Convention will return again to the Embassy Suites in LaVista in 2012. Dates and additional information will be available shortly.

Iowa Lumber Association Elects New Board

A membership meeting was held during the Iowa Lumber Convention on March 4. Chairman Ed Haver called the meeting to order and asked the Nominating Committee to make their recommendations for new board members and officers. Elected by the membership were:

Chairman: Bob Guikema, Greenfield Lumber Company, Greenfield

1st Vice Chairman: Bill Brotherton, Wall Lake Lumber, Wall Lake

Immediate Past Chairman: Ed Haver, Haver Lumber Company, Guthrie Center

Trustee for the Northwestern District: Jim Johnson, Consumers Lumber, Spirit Lake

Trustee for the South Central

District: Al Durfey, Circle B Cashway, Indianola

Trustee for the Southwest District: Steven Yeager, The Lumber Company, Sigourney

Associate Trustee: Mark Cassidy, The Empire Company

Also recognized during the membership meeting were the outgoing board members for their dedication and commitment:

- Clair Yoder, Kalona Builders Supply, Kalona
- Dale Housh, Lockridge, Promise City
- Bill Brotherton, Wall Lake Lumber, Wall Lake
- Chuck Ryther, Guardian Building Products, Marion

Iowa and Nebraska Award Winners

We received many great nominees this year for the 2011 Iowa and Nebraska Dealer and Supplier of the Year awards. Congratulations to all nominees and to the following winners:

Iowa Dealer of the Year:
John Bates from Barnes Building Materials

Iowa Supplier Representative of the Year:
Kyle Wilson from Larson Manufacturing.

Nebraska Dealer of the Year:
Craig Ohlmann from Ohlmann Building Center

Nebraska Supplier Representative of the Year: Chris Meyer from Sprenger Midwest

Supplier Company of the Year:
AMMI

For some additional fun, ribbons were also awarded in Nebraska to the following exhibitor booths:

Best Dressed Staff: Roberts and Dybdahl

Most Unique Booth:
Building Products Inc. of South Dakota

Best "Something Different" Theme:
Shelter Distribution

Nebraska Lumber Dealers Association Elects New Board

On March 9, during the Nebraska Lumber Dealers Convention, the Nebraska membership met and elected the following new board members and officers:

Chairman: Brad Spelts, Spelts Lumber Co., Burwell

Vice Chairman: Mike Skillstad, Farm & Ranch Building Supply, Norfolk

Immediate Past Chairman: Bryan Jensen, Central Valley Ag, Elgin

Director for the North Central District: Craig Foreman, Foreman Lumber & Construction, Columbus

Associate Directors:

Lonnie Kvasnicka, Shelter Distribution
Tom Tritsch, Roberts & Dybdahl

Kyle Krotter, Wm. Krotter Company, Spencer, will also be serving on the board as the Future Lumber Leaders – Nebraska Chapter leader.

Also during the meeting, the outgoing board members were recognized for their hard work during their term:

- Mike Skillstad, Farm & Ranch Building Supply, Norfolk
- Associate Director Jim Giesler, Central Lumber Sales
- Associate Director John Norlen, Sprenger Midwest

Don't Miss This Year's Spring Golf Outings

The 2011 Iowa Spring Golf Outing will be held on Tuesday, June 7 at Otter Creek Golf Course in Ankeny, Iowa. Otter Creek is known as a recently upgraded, well-maintained course. (To read more about the course, go to <http://www.ankenyiowa.gov>; then click on Residents, then Recreation, then Golf.) The 4-person, 18-hole scramble event begins with a Noon shotgun start and ends with dinner and an awards ceremony. Lunch is not included but may be purchased in the clubhouse prior to this event. Mulligan sales benefit the Iowa ILUMPAC Fund.

The 2011 Nebraska Spring Golf Outing will be held on Thursday, June 9 at the

York Country Club in York, Nebraska. The course and the hospitality of its employees make it a great venue. (To get more information on the course, go to <http://www.yorkcountryclub.net>.) The 4-person, 18-hole scramble event begins with a 10:30 am shotgun start and includes lunch and an awards ceremony. Mulligan sales benefit the Nebraska Scholarship Fund.

Please see the attached registration form. Call Guy Marzano at (800) 469-9078 or (612) 839-7288 if you have any questions.



Accounts Receivable Survey Results – Q4 2010

A special thank you to those retailers who participated in the most recent Accounts Receivable Survey. The following are the results of the survey. To see the detailed results,

please participate in the next Accounts Receivable Survey that opened for submissions on April 1, 2011. Results will be available in late April.

<u>By State</u>	<u>Current</u>	<u>30+</u>	<u>60+</u>	<u>90+</u>	<u>Gross Profit</u>	
Iowa	65.7%		7.6%	5.1%	7.7%	25.0%
Minnesota	50.1%		6.1%			23.1%
North Dakota	30.0%		9.5%	2.5%		27.0%
South Dakota	74.9%		2.7%	6.6%	4.5%	18.7%
Nebraska	65.5%				0.0%	22.5%
Wisconsin	59.0%		9.4%	4.4%		21.9%
Upper Michigan	50.0%			5.0%		26.0%

NLA

Overall	58.1%		7.2%	8.2%		23.0%
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YTD Sales vs 4th Quarter 2009

	<u># of yards</u>
Down 10% or More	13.3%
Down 9% - 7%	6.7%
Down 6% - 3%	10.0%
Down 2% - .01%	10.0%
0% (No Change)	6.7%
Up .01% - 2%	10.0%
Up 3% - 6%	10.0%
Up 7% - 9%	20.0%
Up 10% or More	13.3%
	<u>100.0%</u>

Get News and Updates by Email!

Get news and updates sent to you by email - including the *Scene!* Just go to www.nlassn.org. Enter your email address in the "Join Our Email List" box. Click join and you will be brought to a page where you can choose which lists to be included on.

A "Freebie" from OSHA

OSHA's On-site Consultation Program offers free and confidential advice to small and medium-sized businesses in all states across the country, with priority given to high-hazard worksites. In FY 2010, responding to requests from small employers looking to create or improve their safety and health management systems, OSHA's On-site Consultation Program conducted over 30,000 visits to small business worksites covering over 1.5 million workers across the nation.

On-site Consultation services are separate from enforcement and do not result in

penalties or citations. Consultants from state agencies or universities work with employers to identify workplace hazards, provide advice on compliance with OSHA standards, and assist in establishing safety and health management systems.

Retail dealers have taken advantage of this program. They say it is worth it! When it comes to OSHA, an ounce of prevention may be worth a lot of dollars to you. Visit <http://osha.gov> for more info.

Dealers Participate In the System

Eleven dealers from NLA region attended the annual National Lumber and Building Material Dealer Association's (NLBMDA) Legislative Conference in Washington DC – Scott and Diane Engquist, Engquist Lumber, Harcourt, IA; Ed and Mary Ann Haver, Haver Lumber Co., Guthrie Center, IA; Bryan and Paula Jensen, Central Valley Ag, Elgin, NE; Paul and Jackie Bosch, Bosch Lumber Co., Dickinson, ND; Dan Fesler, Lampert Yards., St Paul, MN; and Bill and Brenda Wood, Fennimore Lumber, Fennimore, WI.

They came prepared with issue papers, written by National Lumber and Building Material Dealers Association staff, to present to the aides and were able to make a personal appeal to many of their own senators and representatives. Issues addressed included:

- Repeal 1099 paperwork from health care reform act
- EPA has overreached its authority with the Lead Renovation, Repair and Paint Rule and now its proposed expansion to commercial and public buildings, which makes it even more overextended.

- Reintroduce Innocent Sellers Fairness Act.

"I'm amazed that we have the access to our congress people that we do. They genuinely seemed interested to listen and, in some cases, to support my position," said Ed Haver.

Be a part of the process. Dana Perino, former White House press secretary and guest speaker, said, "If you aren't there to tell them your story, you can be sure someone else is and it may not be what you want them to hear." Go to NLBMDA's web site, www.dealer.org. There you will find details on these issues and more. They provide you with the information you need to write or call your elected officials. Your call matters!

And for even more details, complete the permission form for the Lumber Dealers PAC to send you detailed information about how your representatives and senators vote. Help ensure your industry is well represented – the PAC will explain how.

"[The] more diverse you are as an organization, the more diverse are the opinions that get expressed, which sometimes creates friction, and friction slows down the machine. When the machine slows down, good things can happen. If it is just sliding along with no friction, you get the easy solution; you get mediocrity."

- Michael Eisner, former CEO, Disney

Tips for Finding Banks to Give Loans

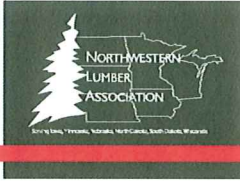
An extensive survey was conducted by the Southern Building Material Dealers Association about how dealers and homeowners are getting credit these days. ProSales magazine picked up on the survey and wrote an extensive article. Read through the tips to see if it can help you or your customers. Have a tip of your own? Add it to the list. Go to www.prosalesmagazine.com to read the online version.

2-Day Forest Tour Announced

Our sister association in California has opened their annual forest tour for their '2nd Growth' group (those under 40) to people across the country. The dates are May 15-16 in the Santa Rosa-Fort Bragg, California area. If you are interested, call Jean at LACN, 916/235-7490 or go to their web site www.lumberassociation.org/upcoming-events.

Building Materials Operations Comparison Survey

The Building Materials Operations Comparison Survey (BMOC) is now open. BMOC combines the Cost of Doing Business Survey and the Wage and Salary Survey. The online format makes this a much more powerful tool for you to use the information to improve your business. The deadline to submit data is April 29, 2011. For more information call Cody at (800) 895-5130 or (763) 595-4052.



WEBINAR

DUST COLLECTORS:

Incorporating Safety, Performance & Energy Savings

Tuesday April 12, 2011, 2:00 – 3:00 pm (Central Time)

\$139 per logged on computer

The lumber/wood products industry has been determined by OSHA to be the second most highly impacted by combustible dust concerns. OSHA has had a Combustible Dust National Emphasis Program (NEP) since March 2008. OSHA has increased its educational and enforcement actions and fines due to a number of explosions resulting from combustible dust.

Attendees will learn the basics of the combustible dust issue, discuss critical housekeeping tips, precautions you should take, what standards apply to our industry, and recommendations as they pertain to OSHA's NEP.

But wait, there's more! You may struggle with the challenge to justify the investment in proper dust collection systems because of the lack of immediate ROI. Dust collection does not necessarily show an immediate revenue return – it is a long-term investment without obvious short-term gain. But if you have insufficient dust control, how efficiently is your equipment running? How severely are you depreciating the value of your equipment or damaging it due to the added strain of improper dust?

Join us as we dig deeper into this topic and discuss critical items such as dust collection terminology and other important topics. Understand the true importance of proper dust collection and how to ensure you get the maximum returns from your machinery investments.

About the speakers: **Bill Adams** is an associate with SafeX and is a Certified Industrial Hygienist, Certified Safety Professional, and Certified Professional Environmental Auditor. **Chris Dolbow** is the product manager for Dust Management at Stiles Machinery, the world's largest independent distributor of highly developed CNC (computer numerical control) equipment for processing wood panels, solid wood, wood composites, and other advanced materials.

This webinar is hosted by Turnkey Programming. Prior to the webinar, you'll be contacted by Turnkey with the webinar phone number and password, as well as instructions for logging onto the website to view the webinar live.

Webinars provide the opportunity to learn from industry leaders without having to leave your business. No travel, no time away from the office, reasonable price. To get the most value from the webinar, gather all your managers and/or other pertinent staff around one computer or project the session on a screen, and use a speaker phone.

REGISTRATION

Yes, Please sign me up for the webinar on Tuesday, April 12, 2011 at 2:00 pm Central Time

Name _____ Company _____

Company Address _____

Email Address _____ Phone _____

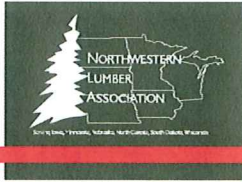
Payment method Check enclosed MasterCard VISA Bill me (payment must be received before the webinar)

Card# _____ Verification (CVV) Code # _____

Expiration Date _____ Cardholder's Name _____

Fax your completed form to (763) 595-4060 or e-mail the above information to slechtman@nlassn.org or mail to Northwestern Lumber Association, 5905 Golden Valley Road, Suite 110, Minneapolis, MN 55422

For further information contact Suzanne Lechtman, (763) 595-4050 or (800) 469-8744, slechtman@nlassn.org.



WEBINAR

Selling in a Difficult Environment . . .

OVERCOMING OBJECTIONS Increasing Sales . . . Increasing Profits

Tuesday May 3, 2011, 2:00 – 3:00 pm (Central Time)

\$139 per logged on computer

Bob Janet knows how to help dealers and their sales staffs address difficult issues and increase sales. His reputation is based on helping salespeople succeed in especially difficult environments. Learn how to advance and close the sale when the customer says,

- “Your price is too high!”
- “Your price is higher than the competition!”
- “I am not interested!”
- “I already have someone that handles my work!”
- “I am happy with my current dealer, thank you!”
- “That sounds good, give me a few weeks to think about it.”
- “Call me in 6 months, then I will be ready to talk about it.”
- “Our budget has been cut.”
- “We employ our own crew to do that work.”
- “I have done business with your company before and did not have a good experience!”

Have more questions/responses like these? You provide the list! Bob will show you how to get around the problem. He’ll also teach you how the “WHY” question can be your best friend! At the end of this sales growth program you will:

- No longer retreat when the customer gives you an objection.
- Know how to combine an aggressive attitude with company benefits and techniques that cause the customers to close themselves.
- Welcome objections and use them to increase your sales and profits!

This webinar is hosted by Turnkey Programming. Prior to the webinar, you’ll be contacted by Turnkey with the webinar phone number and password, as well as instructions for logging onto the website to view the webinar live.

Webinars provide the opportunity to learn from industry leaders without having to leave your business. No travel, no time away from the office, reasonable price. To get the most value from the webinar, gather all your managers and/or other pertinent staff around one computer or project the session on a screen, and use a speaker phone.

REGISTRATION

Yes, Please sign me up for the webinar on Tuesday, May 3, 2011 at 2:00 pm Central Time

Name _____ Company _____

Company Address _____

Email Address _____ Phone _____

Payment method Check enclosed MasterCard VISA Bill me (payment must be received before the webinar)

Card# _____ Verification (CVV) Code # _____

Expiration Date _____ Cardholder’s Name _____

Fax your completed form to (763) 595-4060 or e-mail the above information to slechtman@nlassn.org or mail to
Northwestern Lumber Association, 5905 Golden Valley Road, Suite 110, Minneapolis, MN 55422

For further information contact Suzanne Lechtman, (763) 595-4050 or (800) 469-8744, slechtman@nlassn.org.

2011 Spring Golf Outing Registration

- Tuesday, June 7 at Otter Creek Golf Course; Ankeny, Iowa ♦ www.ankenyiowa.gov
 Thursday, June 9 at York Country Club; York, Nebraska ♦ www.yorkcountryclub.com

NOON start
Iowa golf costs:
Members: Individual \$70.00; Team \$260.00
Non-Members: Individual \$85.00; Team \$320.00
 Includes green fees/cart, dinner, awards & door prizes

10:30 AM start
Nebraska golf costs:
Members: Individual \$70.00; Team \$260.00
Non-Members: \$85.00; Team \$320.00
 Includes green fees/cart, lunch, awards & door prizes

Sign up individually or as foursome(s)

Player Name(s)/Company (make copies if needed):

1. _____ Company: _____
 2. _____ Company: _____
 3. _____ Company: _____
 4. _____ Company: _____

2011 Special Events Sponsorship Packages

Check the Sponsorship Package of your choice below:

SPONSOR LEVEL	NUMBER OF EVENTS SPONSORED	TOTAL PRICE	COST PER EVENT
<input type="checkbox"/> Cherry	5	\$ 300	\$ 60.00
<input type="checkbox"/> Maple	3	\$ 200	\$ 66.67
<input type="checkbox"/> Oak	2	\$ 150	\$ 75.00
<input type="checkbox"/> Pine	1	\$ 100	\$ 100.00

Check the Events you wish to sponsor:

- Iowa Golf Outing**; Ankeny, IA; Tuesday, June 7
 Nebraska Golf Outing; York, NE; Thursday, June 9
 Nebraska Fishing Outing; Valentine, NE; Friday, July 29
 Iowa Golf Outing; Panora, IA; Tuesday, September 27
 Nebraska Sporting Clay; Brainard, IA; Thursday, September 29

Registration deadline for Iowa golf event is May 31
 Registration deadline for Nebraska golf event is June 3
REGISTRATIONS received after these dates will be charged \$10 PER PERSON LATE FEE

PAYMENT INFORMATION

Contact: _____ Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: Cell phone: _____

Fax: _____ Email: _____

Check enclosed **-OR-** Charge my Visa/MasterCard#: _____ Exp. Date: _____

Security Code: _____ Cardholder's Signature: _____ **TOTAL: \$** _____

I will bring _____ for a door prize



Return completed form to:

Northwestern Lumber Association, 5905 Golden Valley Road #110, Minneapolis, MN 55422

Phone: 800-896-5133 Fax: 763-595-4060 Email: gmarzano@nlassn.org

Visit www.nlassn.org for additional information