



Serving Iowa, Minnesota, Nebraska, North Dakota, South Dakota, Wisconsin

# Scene ...in a flash

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## March 2011, Vol. XVIII, No. 3

### March 3-4, 2011

Iowa Lumber Convention  
 Coralville, IA

### March 9-10, 2011

Nebraska Lumber  
 Dealers Convention  
 La Vista, NE

### March 14-16, 2011

NLBMDA Legislative Conference  
 Washington, DC

### March 23-25, 2011

Roundtable Meeting  
 Albert Lea, MN

### March 29-30, 2011

Hi-Volume, Multi-Location  
 Roundtable  
 Stillwater, MN

### 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

## The NLA Roundtable Has a New Schedule and There's Room for New Members

Several changes came out of last October's Roundtable. The biggest one is a new calendar, with a plan to meet twice a year. The March 23-25 meeting will cover two main topics: First, the group will review operational or other changes that were initiated over the winter. Second, the group will review year-end financials to help with their planning for the construction season. A one-day meeting in October will evaluate how changes have worked out during the construction season.

John Miller will again host the spring meeting at Freeborn Lumber in Albert Lea, Minnesota. The facilitator is Ken Wilbanks, who did so much to energize the group last October. The Building Materials Operations

Comparison (BMOC) will be used again, and enrollment in the BMOC Roundtable module is required for participation.

Why come? This is an unparalleled opportunity to meet with other dealers who have challenges similar to yours. This is your chance to learn from each other, and you will find everyone has a lot to contribute. There are many "Aha!" moments. Plus, the company is great and there are lots of laughs.

See the flyer and registration form for more details. For further information contact Suzanne Lechtman, [slechtman@nlassn.org](mailto:slechtman@nlassn.org), (763) 595-4050 or (800) 469-8744.

## NLBMDA Legislative Conference

Registration is still open for NLBMDA's Spring Meeting and Legislative Conference on March 14-16, 2011 at the Marriott Washington in Washington, DC. This year's conference will feature key congressional and federal agency speakers, as well as political insight from Bret Baier, the host of Special Report with Bret Baier on the Fox News Channel. Also, the LuDPAC fundraising luncheon speaker

on Monday, March 14 will feature former White House Press Secretary Dana Perino. This is a special ticketed event. Go to [www.2011legcon.org](http://www.2011legcon.org) for information.

If you decide to go, let Guy Marzano know at (800) 896-5140 or (763) 595-4057 so he can include you in the scheduling of visits to Capitol Hill.

## Friendly Reminder

For those members who have renewed their membership or plan to do so soon, we thank you for your continued support. 2010 members who have not yet renewed their membership for 2011 should do so ASAP in order to continue receiving all of the services and discounted benefits. Continue the

privileges that membership provides by sending in your dues payment by **March 31, 2011**. For questions regarding membership, please contact Cody Nuernberg at (800) 896-5130 or (763) 595-4052.

## Future Lumber Leaders Attending Either the Iowa or Nebraska Convention

Please pick up a yellow Future Lumber Leader ribbon at the registration desk to attach to your name badge at the convention so people can readily identify who you are. If you plan to attend the breakfast at either convention, let the people at registration know. We do plan to reserve tables so you can sit together.

Earlier, we asked via email to think of a date and location for your next meeting. This would be a great topic to talk about at the breakfast. Choosing the best date and location will enable as many people as possible to attend a future meeting, which will make your time as productive as possible.

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## Blair Collings Internship

Applications are being accepted for National Lumber and Building Material Dealers Association's (NLBMDA) 2011 Blair Collings Internship, sponsored by Indiana Lumbermens Mutual Insurance (ILM). The application is available at [www.dealer.org](http://www.dealer.org). The internship is open to applicants who meet the following criteria:

- Must have a high school diploma but not a four-year college degree at the time of the internship.
- Must have attained at least 17 years of age but not more than 24 years, on or before June 1.
- Must be the child or grandchild of a retail lumber and building material owner or employee.
- The company affiliated with the intern applicant must be a member of an NLBMDA federated association.

- Must be interested in the lumber and building material industry and have demonstrated this interest in one of several ways: part-time or full-time employment in a lumberyard; enrollment in an industry-related college curriculum; membership in an industry organization for young people; attendance at an NLBMDA conference; or verification from a sponsor that the applicant has firm plans to enter their business in the future.

Please encourage anyone you know who meets these requirements to apply for this exciting opportunity. **Applications must be postmarked by March 10, 2011.**

Thank you for your support of NLBMDA!

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## State Legislative Highlights

Iowa – Notification changes proposed for subcontractors on public improvement projects.

Minnesota – Proposal to prohibit requirement of fire sprinklers in single family homes getting public funding. Proposal to inform subcontractors of name of the lender on a project.

Nebraska – Bills to limit employers' rights to monitor employees' activities, change operating and capital loss deductions, and limit access to confidential sales tax information.

North Dakota – Proposal to rectify law

passed in 2009 to require architectural services for small projects.

South Dakota – Several proposals to increase taxes. Return of a bill to prohibit employers from having a policy of not allowing guns on their property.

Wisconsin – State budget requires major overhaul.

Get the details of these bills by subscribing to the emailed Legislative Bulletin for the state you wish to monitor. Please send an email to Amber ([abalts@nlassn.org](mailto:abalts@nlassn.org)) listing the states that you wish to monitor.

## Product Claims Proven

Stop to think how many new products you see introduced into this industry each year. It is challenging to keep your sales people informed about new products – their attributes, proper application and installation. Trusted distributors and manufacturers supply you the materials, yet we read of issues with product claims not holding water. How can you and your customers be assured that the product claims are valid? Are there any tools for distributors to do their due diligence in ensuring new products perform as promised? What can manufacturers do to distinguish their products in the market and reassure customers their product claims are validated?

Building Products Retailers Alliance, formed by seven LBM trade associations including NLA, and Intertek, a global testing facility, launched a program called Claim Check Validated to address these issues. The ClaimCheck™ program provides independent, third-party verification of product claims, assuring retailers and their customers that products perform as professed. Products verified through ClaimCheck™ are listed in an online directory, showing discriminating retailers which manufacturers have taken this important step.

To learn the details about the program go to [www.intertek.com/building/claim-check-verified/](http://www.intertek.com/building/claim-check-verified/) where you can watch a video that provides an overview of the program .

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## Portable Defibrillators Available at Deeply Discounted Price

A special pricing arrangement has been struck with eMed, a distributor of portable heart defibrillators called AED's. The special package, the HeartSine AED, includes an easy to use defibrillator, protective carrying case, adult electrode pads, lithium battery, fast response kit, training DVD and a 7 year warranty. The kit is available to members for the special price of \$1,295. The non-member price is \$1,595. The attached flier gives you the details for ordering.

## New Board Members Elected to the Wisconsin Board

At their annual membership meeting held on February 10<sup>th</sup>, members elected new officers to the Wisconsin Board of Directors. Newly elected officers include:

- Chair - Robert Rasmussen, Cable Lumber & Home, Cable, Wisconsin
- 1<sup>st</sup> Vice Chair - Craig Vanden Houten, Van's Lumber, Luxemburg, Wisconsin
- 2<sup>nd</sup> Vice Chair Jim Kohlenberg, Jim's Building Center, Fennimore, Wisconsin
- Bill Wood, Fennimore Lumber, Fennimore, Wisconsin moved to Immediate Past Chair.

Members also elected a new director for District II, Rob Tremel, Seymour Lumber Co, Seymour Wisconsin, replacing Jim Madden, Richardson Lumber Sheboygan Falls, Wisconsin.

David Rosenmeier presented outgoing President, Bill Wood, with his portrait and thanked him for his years of service. Outgoing directors were presented with plaques and thanked for serving the WRLA. They included: Ken Schregardus, Randolph Do it Center, Randolph, Wisconsin; Jim Madden, Richardson Lumber, Sheboygan Falls, Wisconsin; Craig Vanden Houten, Van's Lumber, Luxemburg, Wisconsin; Jim Kohlenberg, Jim's Building Center, Fennimore, Wisconsin; and Dave Visser, Builders Service, Elcho, Wisconsin.

Also serving on the 2011 Wisconsin Board of Directors- Secretary, Paula Siewert; District I Director, Eric Nelson, Nelson-Young Lumber, Deerfield, Wisconsin; Dave Balduzzi, Balduzzi Midway Lumber, Onalaska, Wisconsin; Gary Fors, Ewen Building Supply, Inc, Ewen, Michigan and Ken Hager, Amerhart, Green Bay, Wisconsin.

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## Wisconsin Lumber Person of the Year

Wisconsin members voted Ken Hager of Amerhart, the 2010 Outstanding Lumber Person of the Year. The criteria for selecting the lumber person of the year was based on: success in business; personal integrity; industry knowledge;

professionalism; leadership; dedication; participation in WRLA and other industry organizations. An award was presented to Ken at the 121<sup>st</sup> Annual Wisconsin Convention in Wisconsin Dells, Wisconsin. Congratulations Ken.

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## Looking for Ways to Curb or Eliminate Expenses?

Have you ever wondered how you compare to other dealers in your region? What about nationwide? The Building Material Operations Comparison (BMO) Survey will provide you with this information and much more.

A comprehensive review of expenses and salary survey tool in one, the BMO survey allows NLA members to enter their financial information into a secure, web-based system. No other dealers see your data or even know you have participated. Once the survey period is over (April 29, 2011), you log back into the system to view nearly 90 charts and graphs comparing your operational costs and

salaries on regional and national levels. Information gained from this survey will almost certainly help you make changes in your business worth far more than the \$200 registration fee.

Participating in this program is one of the easiest and cheapest ways you can help your business survive in this economy. Please fill out form located at [www.nlassn.org](http://www.nlassn.org) (click on membership, then member services, then the Building Material Operations Comparison link) and return it to NLA with your payment. Call Cody at (763) 595-4052 or (800) 895-5130 if you have questions.

## Beware the Jury Duty Scam

If someone telephones you claiming to be a jury duty coordinator, and then says you missed your scheduled jury duty – watch out! The scammer wants you to think that you missed the jury summons, and can straighten it out for you with your Social Security number. If you give that number your identity has just been stolen! Government agencies NEVER ask you to reveal your Social Security number over the phone.

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## Is Your Forklift Training Current?

NLA has heard that OSHA recently fined a dealer \$15,000 for a forklift violation. Someone at their yard decided to change a light bulb standing on a pallet while the operator lifted him up with the equipment. Thankfully the person had not fallen and/or gotten tangled up in the machinery.

Preventing injuries and avoiding steep fines are both excellent reasons for keeping people current on their forklift training. NLA offers "The Forklift & You" training kit that is designed specifically for lumber yards and meets OSHA requirements. Give Amber a call at (888)544-6822 or (763)544-6822 for more information.

***"Never give up and never give in."***  
– Hubert H. Humphrey



# EDUCATION

Join us for the Spring 2011 Original

## ROUNDTABLE

### Why attend?

Meet with other dealers who share the same or similar challenges and learn from each other. Review operational changes instituted over the winter of 2010-2011. Enjoy each others' company, support, wit, and wisdom.

### When?

Wednesday, March 23, 3:30 pm – Friday, March 25, 12 noon

### Where?

Freeborn Lumber, Albert Lea, Minnesota, hosted by John Miller. Lodging at AmericInn, 811 Plaza Street, Albert Lea, MN. Check-in 3:00 pm, check out 11:00 am.

### Facilitator

Ken Wilbanks

### Financial Comparison

Financial data will once again be compared anonymously using the Building Materials Operations Comparison (BMOC) Roundtable module. The financial book will be reorganized to be more user friendly, and the spring date will make data fresher than in the past. And starting with the spring meeting, year over year comparison will be available.

### Cost

The estimated cost for the first attendee is \$950, which includes BMOC enrollment charge of \$300, 2 nights lodging, 2 breakfasts at the hotel, 1 lunch on Thursday, and 2 dinners Wednesday and Thursday evenings, plus beverages, snacks and materials. A deposit of \$300 is due **Monday, March 7**. For additional attendees from a single company, the required deposit is \$150 per person.

### Preliminary Schedule

#### Wednesday 10/20

3:30 pm – 5:00 pm, Opening session  
5:00 pm – 6:00 pm, Break for hotel check-in  
6:00 pm – 9:00 pm, Evening social and dinner

#### Thursday 10/21

8:00 am – 12:00 pm, Morning session  
12:00 pm – 1:00 pm, Lunch on-site

#### Thursday, continued

1:00 pm – 5:00 pm, Afternoon session  
5:00 pm – 6:00 pm, Break  
6:00 pm – 10:00 pm, Dinner

#### Friday 10/22

8:00 am – 12:00 pm, Morning session  
12 Noon – Adjourn

### There is only one rule relating to attendance

Competitors cannot attend the same meeting. Priority will be given based on the date registration forms are received. If there are enough people interested, a second roundtable will be arranged at a different location.

### For further information and to register

Contact Suzanne Lechtman, (800) 469-8744 or (763) 595-4050, slechtman@nlassn.org. Use the enclosed form to register.

# SPRING 2011 NLA ROUNDTABLE REGISTRATION FORM

Name \_\_\_\_\_ Company \_\_\_\_\_

Address (street &/or PO number) \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**There is only one rule relating to attendance – competitors cannot attend the same meeting. Priority will be given based on the date this form is received.**

## Registration Fees and Deposits

**Beyond the cost of BMOC enrollment, costs per person are estimated at \$650.**

### First person from company

Nonrefundable deposit of \$300 which pays for BMOC enrollment. Additional cost to be billed after the Roundtable.

### Each additional person per company (please list names below)

\$150.00 per person. Additional cost to be billed after the Roundtable.

Names:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Method of payment:

- A check (payable to Northwestern Lumber Association).  
 Charge \$300 plus additional deposits to my Credit Card (circle one)

MasterCard      Visa

**DEADLINE FOR REGISTRATION IS MARCH 7, 2011**

## Credit Card Information

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

Address and zip code on card \_\_\_\_\_

Account number \_\_\_\_\_

Expiration date \_\_\_\_\_ Security code (back of card) \_\_\_\_\_

Please return form with payment to Northwestern Lumber Association, 5905 Golden Valley Road, Suite 110, Minneapolis, MN 55422, or fax to (763) 595-4060. For further information contact Suzanne Lechtman at (763) 595-4050 or (800) 469-8744.



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