



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

# Scene...in a flash

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## NORTHWESTERN BUILDING PRODUCTS EXPO

### 2012 Expo Preview January 9-10, 2012

**KEYNOTE SPEAKER** - Join us at the 2012 Northwestern Building Products Expo in Hinckley, MN and listen to our keynote speaker and regular *ProSales* columnist, Chris Rader share lessons learned from today's winning LBM Dealers. Take a journey with him as he explains the characteristics of dealers that have transitioned from loss back to profit. Chris will also be giving seminars on Margin Management and Closing the Sale during the convention. In addition, we have several other wonderful speakers set up to share their knowledge at the 2012 Expo.

**BUYING EVENT** - Brand new this year, we've added a special, limited time opportunity for retailer buyers ONLY from 4:00 - 6:00 pm on Monday, January 9th. Retailers can walk the trade show floor to see the new products and take advantage of the show specials offered by suppliers, as well as spend more one-on-one time with them. No contractors or builders will be allowed on the trade show floor during this time so potential buyers and suppliers can openly discuss pricing, incentives, discounts, etc. in a comfortable and casual buying atmosphere. Any supplier specials offered to the attendees will only be available during the buying show unless otherwise noted by the supplier. Plan on coming early to attend this special buying event before heading to the Opening Reception at 6:00 pm.

**THEME & OPENING RECEPTION** - Start the convention off right at the Opening Reception with some delicious hors d'oeuvres, keg beer and cash bar while mingling on the ballroom floor in your best 80's attire. We will be awarding a prize to the individual who best represents our convention theme "Back to the 80's" so get out those 'Members Only' jackets, acid wash jeans, and scrunchies! There will also be a DJ playing our favorite 80's songs so you can dance the night away. And if you're feeling adventurous, jump on stage for a little karaoke! Reception ticket price is \$10.00 per member/\$15.00 per non-member. Make sure to reserve your tickets early!

**MEMBERSHIP LUNCH AND COMEDIC SPEAKER** - Come and enjoy the people and the food on Tuesday, January 10th from 12:00 pm - 1:30 pm at the membership meeting and lunch. Immediately following the membership meeting portion, prepare to release some endorphins and speed up your neurotransmitters. Translation: You'll be laughing! Comedic speaker, John DeBoer, will weave into his show some examples of why you should not automatically say "No" when a request is not listed in your usual service parameters. If you CAN do it, do it! This event is free to all retail members, \$15.00 for retail non-members. Exhibitors are entitled to two free tickets per 8 x 10 booth. Each additional ticket is \$15.00. All tickets must be reserved in advance, as seating is limited.

For full details on **Expo Education**, Membership Lunch, Buying Event, Opening Reception, Hotel Reservations and more, [CLICK HERE](#).

**RETAILERS:** To register online for badges, seminars or meals, click [HERE](#).

**EXHIBITORS:** To register online for badges or meals, click [HERE](#).

### Expo Advertising Package Purchasers

Make sure to stop and visit the following suppliers who have advertised with NLA!

**Amerhart**  
**Bayer Built Woodworks**  
**Boise Cascade**  
**CP Supply, a Division of Packaging Inc.**  
**DMSi Software**  
**Federated Insurance**  
**Hutchison Lumber & Building Products**

**Manion's Wholesale Building Supplies**  
**Metal Sales Manufacturing Corporation**  
**Quality Edge**  
**Rollex Corporation**  
**Thermo-Tech Windows**  
**Vector Windows** (formerly Vinylite Windows)

**BUILDING MATERIAL SHIELD™**  
FOR THE BUILDING INDUSTRY

- No coinsurance penalty for building and contents
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- Systems Breakdown for covered equipment
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- Premier Select® business income
- Delivery Site Drop-Off Coverage
- Property in-transit
- Property off premises
- Borrowed or leased equipment coverage
- Railroad car legal liability
- Data Compromise
- Executive personal liability
- Workers compensation
- Commercial umbrella – including non-employment related harassment/discrimination
- Employment-related practices liability with support from in2vate®
- Federated's Self-Insured Retention programs for property and casualty and workers compensation
- Federated's Shield Network<sup>SM</sup> – online risk management support
- Group health
- Business succession and estate planning facilitation









Contact your local Federated Rep., or call Federated at 1-800-533-0472

Coverages subject to deductibles of the policy. All coverages and services may not be available in all states.

**FEDERATED INSURANCE**

## 2012 Expo Sponsorships

Please thank the following EXPO SPONSORS. Their generosity helps make these events possible!

Platinum Level		
	\$1000.00	Hospitality Station
 Indiana Lumbermens Mutual Ins. Co.	\$1000.00	Hospitality Station
Gold Level		
 Windows and Doors Built around you.®	\$750.00	Social Media Seminar
Pennsylvania Lumbermens Mutual Insurance	\$750.00	Educational Sessions
		
Silver Level		
 BAYER ULTRA INC.	\$500.00	Registration Desk
	\$500.00	Membership Lunch
Bronze Level		
 Manion's Wholesale Building Supplies	\$250.00	Reception Keg
 Weyerhaeuser	\$250.00	Reception Keg

### Classified Ads

#### Help Wanted

Experienced person in estimating, sales and general retail lumber yard operations.

Send resume to:  
 LEON'S BUILDING CENTER,  
 INC.  
 PO BOX R  
 PARK RIVER, ND 58270

#### Help Wanted

Lumberyard assistant manager for Rasmussen Lumber Co. in Manning, Iowa. Possible advancement to manager in a few years. Contact

### CONVENTION SPECIALS

V&H, Inc. Trucks & Equipment "All pre-owned piggyback forklifts on sale!"

### WHAT'S NEW

Weekes Forest Products  
 "We are distributing the camo hidden deck fastening system!" [www.camofasteners.com](http://www.camofasteners.com)

**GROUP RATE AT GRAND CASINO EXPIRES ON DECEMBER 18TH, 2012!!**

After this date, room rates are subject to change.

Reservations: (800) 468-3517  
 Negotiated Group Rate: \$55.20 + tax  
 Refer to Block: NOR0108

Grand Casino, Hinckley  
 777 Lady Luck Drive  
 Hinckley, MN 55037  
[www.grandcasinomn.com](http://www.grandcasinomn.com)

Jason Rasmussen  
(712)830-5918 for more  
details.

## What's Coming Up

December 8-9, 2011

Sales Boot Camp  
Marshfield, WI

January 9-10, 2012

Northwestern Building  
Products Expo  
Hinckley, MN

January 25-26, 2012

Project Estimating  
Wausau, WI

February 3, 2012

Future Lumber Leaders  
Manion's Wholesale Building  
Supplies  
St. Cloud, MN

February 8-9, 2012

Wisconsin Lumber Dealers  
Convention  
Wisconsin Dells, WI

February 17, 2012

Future Lumber Leaders  
Holiday Inn Express  
Lincoln, NE

February 18, 2012

Hockey  
Tri-City Storm vs.  
Lincon Stars  
Viaero Event Center  
Kearney, NE

February 23-24, 2012

Iowa Lumber Convention  
West Des Moines, IA

March 8, 2012

Nebraska Lumber Dealers  
Convention  
La Vista, NE

March 13-14, 2012

Project Estimating  
Bismarck, ND

March 17, 2012

Arena Football  
Iowa Barnstormers vs. Utah  
Blaze  
Wells Fargo Arena  
Des Moines, IA

March 20-21, 2012

Project Estimating  
Roseville (St. Paul), MN

## CONVENTIONS

### Exhibitors: Here's Your Opportunity To Stand Out

What better way to get your company's name out there than to be a sponsor at the conventions? You'll be listed in the Scene newsletter, on the NLA web site, and in the show program as an event sponsor. In addition, you'll have signage for the event you've sponsored (sign or banner) and special identification at your booth. Fill out and return the **CONVENTION SPONSORSHIP** form to sign up for sponsorships!

For more information, contact **Jodie** or **Connie**.

### Wisconsin Convention Right Around The Corner

Mark your calendars for February 8-9, 2012 and plan on being in the Wisconsin Dells for the Wisconsin Lumber Dealers Convention. Full details coming in the January Scene or **CLICK HERE** to read more.

## MEMBERSHIP

### Membership Renewals Are Now Due!

Thank you to all members who have sent in their dues or plan to do so shortly. We know that every time you write that check you acknowledge the value you find in membership, and we recognize our responsibility to enhance that value.

For those who have not yet submitted your dues renewal payment, we would like to remind you to do so as soon as possible. Please remember to submit your dues payments so as not to miss out on any of your member benefits. Click on a link below for dues form.

**Retail Single Yard Dues Form**

**Retail Multiple Dues Form**

**Associate Dues Form**

**Please Note: Your dues must be paid in full in order to register for conventions at the member price.**

Renewing your membership with NLA is an investment in your business and in our industry!

We look forward to working with you in 2012!

## PROFESSIONAL DEVELOPMENT

### Project Estimating Class Planned for Three Locations This Winter

NLA will be bringing Gary Thompson's 2-day Project Estimating class to three locations this winter:

January 25-26 in Wausau, Wisconsin

March 13-14 in Bismarck, North Dakota

March 20-21 in Roseville (suburban St. Paul), Minnesota

The first day covers traditional, by-hand estimating, and the second day includes discussion of sales skills, margin and markup, as well as the use of spreadsheets in estimating. The second day will also include a workshop segment where students will work in small groups on real projects brought by the students from their businesses. Laptops are not required, but the spreadsheet tools will be given to students and can be copied to a flash drive or emailed after the class is over.

The member price is \$425 per person, or \$400 each for three or more from one company.

Click **HERE** for the education brochure or contact Suzanne Lechtman, (800)469-8744, **[slechtman@nlassn.org](mailto:slechtman@nlassn.org)**, to have the information sent by mail.

## LEGISLATION & REGULATORY NEWS

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www.nlassn.org  
(888) 544-6822  
Fax (763) 595-4060

### NLBMDA Legislative Conference

Save the date! The 2012 NLBMDA Spring Meeting & Legislative Conference has been scheduled for March 5-7, 2012 at the Washington Marriott in Washington, DC. The NLA Board supports this conference and urges members to consider joining people from our area and across the country to attend. A stipend will be offered to help offset your expenses.

### New Posting Requirement by NLRB

There has been a lot of information published about the new posting requirements issued by the National Labor Relations Board (NLRB). This reminder is to be sure you have not missed it. In a nutshell, whether you are unionized or not, the new rule requires you post the new official Notice of Employee Rights under the National Labor Relations Act by January 31, 2012.

Small businesses may not be covered under this rule. According to the NLRB web site, "The Board has chosen not to assert its jurisdiction over very small employers whose annual volume of business is not large enough to have more than a slight effect on interstate commerce."

Click [HERE](#) for the fact sheet from NLRB to understand the purpose of the new rule.

Click [HERE](#) for the web site link to NLRB's web site to print a copy of the poster.

### Help Build Good Government

NLA works with many partners to keep you up-to-date on the state and federal legislation and regulations that affect your industry. Being a country built on a representative government, your input does make a difference. That may mean sending an email to your elected officials, a phone call to a regulatory agency, talking to peers about the issues to gather their support or contributing money to causes that can gain the ear of influential people.

Soon you will receive an invitation to subscribe to the state legislative bulletins. Currently you should already receive the news from National Lumber and Building Material Dealers Association (NLBMDA). If not, click [HERE](#) to tell us you want to be added to the list.

Political Action Committees (PACs) get a lot of bad press. Certainly, there are some very powerful, well funded PACs and lobbyists, however, those are a small percentage of the total number. NLBMDA had volunteers who actively work on LuDPAC to bring our issues to Congress people. Their newsletter provides voting records and interesting stories on how people are getting involved. To get the newsletter, click [HERE](#) to complete a sign-up form. Federal law requires your signature each year to receive the information and solicitation. Yes, they will ask for money. Their goal is to raise \$40,000 but if just 400 people in our six states send in \$25 we would raise 25% of their goal! (s/NLBMDA/LuDPAC/2011 authorization form)

Also on your dues statement, there is a space included to contribute additional funds to NLBMDA for the government affairs program. In the state of Iowa, a hired lobbyist is needed to protect dealers' mechanic's lien rights. Year after year, someone tries to adversely change the law. A check-off is on the dues statement to help offset the additional cost of a lobbyist.

All of these efforts are to help build a good government so you can operate a good business. Join us in the efforts to make this a reality!

### MN Contractor Licensing Changes

The Minn. Dept. of Labor & Industry (DLI) announced that all construction license numbers have changed effective immediately. The change comes as the DLI launches a new online licensing system, a transition that is expected to simplify application and (online) renewal processes for all licenses, certifications and registrations. Builders can now renew all of these documents online when they expire.

New license numbers take effect immediately and must therefore be used on all contracts and dealings with the DLI. However, because expenses related to the new system could occur, the DLI has provided a suggested timeline for changes to letterhead, business cards and other printed materials, advertising, and vehicle and equipment changes.

Click [HERE](#) to view all of the changes made by the DLI.

## SPECIAL EVENTS

### Special Events - Save The Date

#### Hockey in Nebraska

Saturday, February 18 at Viaero Event Center, Kearney, Nebraska

See an exciting hockey game from a luxury suite! The Tri-City Storm is hosting the Lincoln Stars at 7:05 pm. Plan to bring your family, friends, customers, and key employees. By the way, it's NASCAR night at Viaero Arena!

#### Arena Football in Iowa

Saturday, March 17 at Wells Fargo Arena, Des Moines, Iowa

See the first home game of the season for arena football from great seats! The Iowa Barnstormers are hosting the Utah Blaze at 7:05 pm. There will be tailgating prior so plan to bring your family, friends, customers, and key employees.

More details and registration information coming soon.

## MISCELLANEOUS

### New Distracted Driving Safety Program

Distracted driving continues to be a public safety issue that costs business owners millions of dollars each year. A 2011 study by Federated Mutual Insurance Company, NLA's endorsed carrier, revealed that 50 percent of commercial driving accidents included distraction as a contributing factor-more than weather, failure to yield, and following too closely combined.

Federated has created a new, comprehensive program called "Distracted Driving-In the Blink of an Eye" to help businesses address the risk exposure distracted driving can have on their companies. The program is designed to help Federated clients reduce claims and the related costs of distracted driving by setting high standards for driving company vehicles.

This program includes a compelling DVD and packet of materials with everything a business needs to conduct an impressive employee distracted driving safety meeting and new employee orientation. Federated marketing representatives will deliver a copy of the DVD and support materials to insured clients beginning in early 2012.

### Construction Supply Data

Industry consultant Greg Brooks publishes a monthly circular *This Month in Construction Supply*. Click [HERE](#) for the latest edition.

*Finding a way to live the simple  
life today is man's most complicated task.*  
Henry A. Courtney