



Scene...in a flash

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Help Wanted

Lumberyard assistant manager for Rasmussen Lumber Co. in Manning, Iowa. Possible advancement to manager in a few years. Contact Jason Rasmussen (712)830-5918 for more details.

Yard For Sale

Medium Sized Lumberyard-Building Center in South Central Minnesota. Great ag and contractor clientele. Countryside Building

CONVENTIONS

2012 Conventions

Exhibitors: Remember to register NOW for your booth space at Expo, Wisconsin, Iowa and Nebraska Conventions. We have many new features at each of these shows including fun themes, buying/preview shows, new venues, new schedules, amazing speakers and more. Booth space is being assigned as reservations come in so do not assume you will get the same space as previous years. We'll do our absolute best to accommodate everyone but by getting your booth reservations in early, it helps us tremendously with booth assignments. Current floor plans are posted online twice per week at www.nlassn.org. Register today!

Dealers: Don't go another day without penciling in the trade shows on your calendar. We're filling up the trade show floors with exhibitors, planning some outstanding workshops and contractor education, and amping up the receptions with good food, good themes, and good fun. Registration for the Expo and Wisconsin conventions will be open by mid-October, while Iowa and Nebraska registration will be open in December. Watch your mailboxes for registration brochures and watch your email inboxes for updates on each show as we progress into fall and winter.

LEGISLATION NEWS

North Dakota Business Flood Update

The effects of the flooding in North Dakota are still being dealt with in rebuilding and calculating the costs. To see some of the photos from the flooded area, click [HERE](#).

Tax Commissioner Cory Fong extended the tax returns filings date for sales and use tax for businesses in Ward, McHenry, and Renville counties. Deadlines were also extended for individuals to help those affected. For questions or concerns, contact the State Commissioner's office at (877) 328-7088.

The Business Disaster Relief Loan Program is available to North Dakota businesses impacted by the 2011 weather-related events to provide financing to replace or repair equipment and real estate, and to replenish working capital. In addition, the program provides relief to affected businesses by lowering their interest rate and providing options for re-amortization of the loan term. The loans must be adequately secured and are available until December 31, 2011. Contact your local financial institution for more information or go to [Bank of ND](#).

(Source: North Dakota Retail Association, Summer newsletter, 2011)

PROFESSIONAL DEVELOPMENT

NLA Members Get a Taste of the Roundtable

In August NLA members from Iowa, Nebraska, and the Dakotas gathered in three cities in three days to hear from Ken Wilbanks on Market Share Potential Analysis at the "Taste of the Roundtable".

Guardian Building Products sponsored and hosted the first gathering on August 16 at their location in Marion, Iowa near Cedar Rapids. Participant Jim McGrew from Suburban Lumber said, "I thought everything was outstanding. . . . I left with several good thoughts within a short time."

The Omaha/Lincoln session on August 17 was sponsored by Central Lumber Sales and held at Mahoney State Park. Sponsor Jim Giesler appreciated the emphasis on sales analysis by customer type. Dan Illian from S. A. Foster concurred, taking away the need to "identify and zero in on customers [from whom] we're not getting the majority of their business."

Center, Madelia, MN.

Contact Wes Vogt Yard: (507) 642-3201
Cell: (507) 230-0064

For Sale

M & P retail lumberyard for sale in Northern Minnesota. For more information, please contact bstoll@nlassn.org and reference #112

What's Coming Up

September 16-17, 2011
NLA Executive Committee Meeting
NLA-NLI Board Meeting
Storm Lake, IA

September 19, 2011
Wisconsin Brown County Lumber Dealers/District II Golf Outing
Wrightstown, WI

September 27, 2011
Iowa Fall Golf Outing
Panora, IA

September 29, 2011
Nebraska Sporting Clay
Brainard, NE

October 5-17, 2011
GÄSI Mill Tour
Germany, Austria, Slovenia, Italy

October 21, 2011
FLL - Iowa Chapter
Cedar Rapids, IA

October 26-28, 2011
NLBMDA Industry Summit
San Antonio, TX

November 3, 2011
FLL - Wisconsin Chapter
Stevens Point, WI

January 9-10, 2012
Northwestern Building Products Expo
Hinckley, MN

February 8-9, 2012
Wisconsin Lumber Dealers Convention
Wisconsin Dells, WI

February 23-24, 2012
Iowa Lumber Convention
West Des Moines, IA

March 8, 2012
Nebraska Lumber Dealers Convention
La Vista, NE

NLA Staff

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David Rosenmeier

The Watertown meeting, held at the city's event center on August 18, was sponsored by Building Products, Inc. Jason Meester from Watertown Cashway Lumber said, "I had several 'light bulb' moments that I could take back to the store and use. Most of them focused around showing more appreciation towards the customer."

Ken Wilbanks has been facilitating NLA roundtables for the past two years, so those who attended got a good taste of what happens there.

Reach out to 1,200 monthly with your ad here!
Contact Betsy today! Call (763) 295-5420.

MEMBER SERVICES

National A/R Survey Results

This is the fifth year that ProSales magazine has conducted this survey (a poll that was instigated because of a reader request, by the way). Among the highlights from this year's results:

- Average A/R days have pretty much held steady over the past year. That's a sharp contrast to previous polls, when A/R days rose as much as four days between one year and the next.
- The level of bad debt write-offs has decreased or stayed the same, and more dealers report sending out fewer liens this year than do those reporting an increase in liens.
- There's a general sense that just about all the bad, non-paying customers are either out of the business or have had their credit privileges pulled. But dealers also indicate that one reason things haven't gotten worse is because they remain so diligent about avoiding future problems.
- Close to half the dealers responding said they dealt with just one bank.
- Unlike with the A/R section, there's more variety in the responses about bank relations. Some are getting along quite well, while others are actively looking for a new relationship. That makes sense, given that close to one-fifth report having to put up more collateral and one-tenth have seen their credit line reduced.

Click [HERE](#) to read the results. If you would like a copy of just the Midwest regional results, please contact Cody at cuernberg@nlassn.org or (888)544-6822.

2012 Dealer Reference Manual & Buyer's Guide

All company profile information was mailed out to retailers and suppliers in late July. Please review and return this information via mail or fax to NLA as soon as possible if you have not done so. Submissions for the directory are due no later than September 30, 2011.

If you have not received your company profile information or if you would like an additional copy, please contact Cody Nuernberg at cuernberg@nlassn.org and he will be happy to send out another copy.

Suppliers - Listing and advertising opportunities are available. Do not miss out on this unique opportunity to promote your company and the products and trade names you represent. A copy of the advertising rate card and agreement were mailed with your company profile information. If you would like another copy of the agreement, or if you have questions about these unique and affordable advertising options, please contact Cody Nuernberg at (800) 896-5130 or Betsy Pierre at (763) 295-5420.

Assurant Voluntary Dental PPO Program - Open Enrollment

Are all of your qualified employees and their dependents enrolled in a dental insurance program? If you have any qualified employees wishing to participate in NLA's dental program, or dependents who need to be added, this is the time to take advantage of the open enrollment period which is available once a year.

Qualified employees should complete a dental enrollment form and mail or fax the enrollment form to the NLA office by October 1, 2011.

If your company is interested in the learning more about the Assurant Voluntary Dental program, please contact Connie Johnson, cjohnson@nlassn.org.

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Member Services Featured Product Life & Disability Insurance

Provide yourself and your employees with peace of mind by participating in NLA's life and disability program. For as little as \$16.50 per month for individual coverage, you can provide your employees with the following benefits:

- \$20,000 Life Insurance Benefit
- \$20,000 Accidental Death & Disability Coverage
- \$250/week Short Term Disability Coverage

Additional Options Available:

- \$15,000 Supplemental Life Insurance Benefit
- \$15,000 Supplemental Accidental Death & Disability Coverage
- \$1,000 Dependent Life Insurance Coverage

For more information or to enroll, please contact Cody Nuernberg at (800) 896-5130 or cnuernberg@nlassn.org.

SPECIAL EVENTS

The NLA Scholarship Fundraiser Cancelled

The Minnesota Twins outing on Wednesday, September 21st has been cancelled. For questions, contact Guy Marzano at (800) 896-5140 or gmarzano@nlassn.org.

Upcoming Special Events

48th Annual Brown County Lumber Dealer & Wisconsin District II Golf Outing

Monday, September 19 at the Royal St. Patrick Golf Link, Wrightstown, Wisconsin
Tee Time: 12:00 pm/Noon (Individual Play)
Includes 18 holes with cart and BBQ dinner
\$55.00 per person

For more information, contact Tom Glaser, Equalizer Products Division of Bay Lakes Mfg. Inc. at (920) 434-0881.

Iowa Fall Golf Outing

Tuesday, September 27 at Lake Panorama National Golf Course
5071 Clover Ridge Road, Panora, Iowa (800) 879-1917
www.lakepanoramanational.com
Tee Time: 12:30 pm
Includes green fees with cart, drink tickets, dinner, awards, and prizes
Members: \$70.00 per person (\$260.00 per four person team)
Click [HERE](#) for registration form.

For more information, contact Guy Marzano, Northwestern Lumber Association, (800) 896-5140 or gmarzano@nlassn.org.

Nebraska Sporting Clay

Thursday, September 29 at Oak Creek Sporting Club
2890 W Road, Brainard, NE (402) 545-3111
www.oak-creek-club.com
Start Time: 9:00 am
Includes 100 targets, coffee and rolls, lunch, shotgun raffle, side games, awards, and prizes
Members: \$60.00 per person
Click [HERE](#) for registration form.

For more information, contact Guy Marzano, Northwestern Lumber Association, (800) 896-5140 or gmarzano@nlassn.org.

Thank You to Our Sponsors for Both the Iowa and Nebraska Events:

[Bayer Built Woodworks, Inc.](#)
[Builders Insurance Group, Inc.](#)
[Building Products, Inc.](#)
[The Empire Company, Inc.](#)
[Federated Insurance](#)
[Guardian Building Products](#)

[Hawkeye Building Distributors](#)
[Midland Garage Door Manufacturing Co.](#)

Thank You to Our Additional Sponsors for the Iowa Fall Golf Outing:

[J. B. O'Meara Company](#)
[Key Wholesale Building Products, Inc.](#)

Thank You to Our Additional Sponsors for the Nebraska Sporting Clay:

[Central Lumber Sales, Inc.](#)
[Hardman Wholesale Company](#)
[Roberts & Dybdahl, Inc.](#)
[Shelter Distribution, Inc.](#)
[Sprenger Midwest, Inc.](#)

TIPS AND TIDBITS

NADRA's Deck Safety Program

North American Deck and Railing Association (NADRA) released its Deck Inspection Checklist and it is free for you and your builders/remodelers. Concerned about public safety as its members saw the increasing number of injuries and deaths caused by deck collapses, they designed this checklist as a quick way to point out any issues with a homeowner's deck. Click [HERE](#) to download, print and distribute to your customers, builders and remodelers.

Tips for a Pain-Free Back

Activity is one of the best ways to combat back pain according to Dr. Brian Nelson. "Activity helps your back heal, while rest can actually slow the healing process." Learn to manage and avoid back pain with these simple tips:

- Breathe. Learn deep breathing exercises to relieve pain.
- Get moving. Take 3-5 minute walks every three hours. Practice strengthening exercises to relax and strengthen the back.
- Stretch your back. Do back stretches like the back extension. Lie face down on the floor and arch backwards using your arms to push yourself up. Keep your legs and feet on the floor.
- Start slowly. If you haven't been very active, ease into your activities.
- Take breaks. Take small breaks from sitting every 20 minutes to help release tension in your back. If you're at a baseball game, get up and walk around. During car trips, stop at fun tourist places along the way and walk around.

FEATURED PRODUCT

Lumber and Building Material Reference Manual

By Ken Wilbanks

I first encountered the Lumber and Building Material Reference Manual by Guy Fowler as a branch manager for the Lowe's Companies. Each and every sales person at Lowe's was given one of the invaluable tools upon employment. I used mine both in direct selling to customers and as a resource for training my employees to sell better to both professional and consumer customers alike. Guy put virtually every estimating detail from framing to trim, foundations to roof in every product category into a clear, easily accessible format simple enough for even the rank beginner to the building materials industry.

Even now a couple decades after receiving my reference manual - then called the Sales Pocket Manual because it so easily fits into your pants pocket! - I still reach for it both at work and at home with my own projects. My worn out original copy is held together with tape, staples and paper clips as a testimony of how often it has been used. I enthusiastically endorse the Lumber and Building Material Reference Manual for ALL your sales staff no matter how new or experienced in their jobs. To order, contact Amber Balts at the NLA office at (888) 544-6822 or emailabalts@nlassn.org. Member price is \$10.00 per manual.

Ken Wilbanks, Educator Advisor Coach, Serving the LBM and Home Center Industry (207) 798-0905, Ken@KenWilbanks.com

Every sale has five basic obstacles: no need, no money, no hurry, no desire, no trust. Zig Zigler

