

NAWLA

Membership

Prospectus



*The global network of channel-partners in the lumber
and building materials industry, bringing value to
the distribution function through
networking, education and leadership*

Established 1893

About NAWLA

The **North American Wholesale Lumber Association (NAWLA)** is an international trade association of over 650 leading forest products and building materials industry wholesalers, manufacturers and industry affiliated companies. NAWLA, whose wholesaler members' combined annual sales exceed \$30 billion, is dedicated to enhancing professionalism and efficiency throughout the lumber and building materials distribution channel.



The Contact Session during the Executive Conference

North American lumber and building products distributors have evolved the most efficient distribution system in the world. NAWLA's role is to aid wholesale distributors and their channel partners in addressing and solving common industry challenges. NAWLA strives to provide superior publications, learning tools, networking events, and industry resources to its membership to enable them to remain informed and respond effectively to current trends and opportunities in this dynamic industry.



The NAWLA Traders Market®

Structure

Governance

NAWLA is governed by a volunteer Board of Directors comprised of individuals from within the Wholesaler membership. The board meets regularly to direct all association activities.

Staff

NAWLA's volunteer leaders are supported by a full-time headquarters staff comprised of association professionals specializing in all aspects of association management. The association headquarters is located in the suburbs of Chicago, Illinois.

Committees

Committees are the life-blood of NAWLA. Committees and task forces are comprised of wholesaler, manufacturer and service affiliate member volunteers and address timely issues and topics impacting the association and industry. Nearly 70 industry professionals are involved in NAWLA committees.

- **NAWLA Traders Market®**
- **Information Services**
- **Education**
- **Membership**
- **Meetings**
- **Finance**



“NAWLA offers many ways to make new contacts and meet face-to-face with the people we do business with all year long!”

**-Prisco DiPrizio
DiPrizio Pine Sales**

Education

NAWLA Wood Basics Course

This course is formerly known as the NAWLA Wood Marketing Seminar. It is highly respected in the industry as a great all-around training seminar for new hires in all departments. Students with limited industry experience and veterans alike experience great benefits from the program. Course topics include forest ecology, engineered products, transportation, grading, structural panels, lumber manufacturing, dimension lumber, specialty products, environmental issues, and much more.

University of Industrial Distribution

The University of Industrial Distribution is held annually at Indiana University/Purdue University Indianapolis. It is a concentrated educational program focused on the unique needs of the industrial wholesale distribution industry. Several NAWLA members take part in the event every year.

NAWLA Buyers' School

The very first NAWLA Buyers' School was held in 2006 and was a tremendous success. The event is now held regularly and is crafted specifically for our industry. The course begins with key concepts underlying a world-class purchasing and supply organization and moves right through leading-edge issues, including e-commerce.

NAWLA Webinars

NAWLA conducts monthly educational webinars which cover a variety of industry "hot topics". The NAWLA webinar schedule is regularly updated at www.nawla.org.



Executive Management Institute

This powerful and comprehensive five-day program is geared to senior level managers, officers and CEO's of forest product wholesalers, manufacturers and NAWLA service affiliate companies. The EMI was developed from the ground up by the NAWLA Education Committee in consultation with the graduate school faculty of Southern Methodist University Cox School of Business, ranked in the top ten business schools in the United States.

Sales Training Workshop

These regularly scheduled workshops are held in various locations throughout the year, and are an important addition to your own in-house training and educational programs. The workshops are based on the recently-updated NAWLA Sales Training Course manual and have been designed to benefit the newer sales associate and the seasoned veteran.

Communication

NAWLA Website - www.nawla.org

Designed to facilitate business, increase communication, and keep members informed, the NAWLA website at www.nawla.org is an ever-evolving communication tool that is geared toward not only NAWLA members, but the entire industry. NAWLA makes frequent website updates and consistently maintains a contemporary look.

NAWLA Bulletin

NAWLA's monthly publication, the NAWLA Bulletin, helps members stay informed on the latest association, legal, legislative, member company and industry news. The Bulletin also provides general business tips, event updates, an updated calendar of events, results of the quarterly NAWLA wholesaler survey, and much more.

NAWLA Membership Directory

The annual NAWLA Membership Directory contains comprehensive information on NAWLA member companies, including addresses, personnel, product and species mix, distribution locations, methods used, and much more. This resource guide is a valuable tool that is used year-round.

Networking

NAWLA Traders Market

The NAWLA Traders Market, which began in 1996, has grown into the most important industry event of the year. This annual event boasts over 300 exhibiting companies and 2,000 attendees, all of whom supply and distribute products and services throughout our industry. The event is a must-attend event and has become very popular not only in North America, but on a global level as well.

NAWLA Executive Conference

The NAWLA Executive Conference, held each spring, attracts the decision-makers of the many NAWLA member companies. Begin new friendships and network with established business colleagues. The meeting's Contact Session (a mini exhibit hall) is often described as the ideal complement to the NAWLA Traders Market.

NAWLA Regional Meetings

NAWLA's Regional Meetings are highly popular and provide a cost-effective networking event on a local level for both NAWLA members and non-members alike. Timely topics are addressed by experts in the areas of distribution, manufacturing, information technology, environmental education, transportation, economics, international trade and much more.

NAWLA 10 Groups

NAWLA introduced the idea of 10-Groups to its membership in the fall of 2005. The concept is to provide a mechanism which permits individual NAWLA wholesaler member owner/managers to maintain an informal, continuing relationship with ten or so owners of other non-competing, similar-sized NAWLA companies in different parts of the country. Representatives from over 50 companies are currently involved with NAWLA 10 Groups.

“NAWLA offers terrific resources for staying on top of changes and dynamics affecting wholesalers, distributors and manufacturers. Participating at the NAWLA Traders Market and the NAWLA Executive Conference are great opportunities to network with customers and prospective customers alike.”

-Monte Jensen, DMSI Software

Business Services

NAWLA Storage Equipment & Yard Design Services

Sunbelt Storage Systems specializes in rack-supported buildings, bulk storage sheds, pre-engineered warehouses, and racking systems for the lumber industry. NAWLA members receive complete yard and building planning services that reflect traffic flow, yard safety, and inventory to determine the best design.

NAWLA TeleLink Long Distance Telephone Program

NAWLA TeleLink has the formula to meet your long distance telephone needs...low, low prices, outstanding customer service, stability, simplicity and an understanding of the forest products industry.

NAWLA Member's Advantage Insurance Program

NAWLA Member's Advantage Insurance Program is committed to serving the unique needs of the lumber industry, by offering a custom-tailored program underwritten by Pennsylvania Lumbermens Mutual Insurance Company (PLM).

NAWLA Long Term Care Insurance Program

NAWLA Long Term Care Insurance Program, endorsed by John Hancock, offers employer-paid long-term care insurance (LTCI) with significant tax advantages for employers and employees. By endorsing John Hancock, NAWLA is able to provide a five percent (5%) premium savings to members, and for certain employers, simplified underwriting.

Human Resources Consulting

Caliper Management, Inc. is a human resources consulting firm whose psychological testing services are endorsed and discounted for NAWLA members. For three decades, Caliper's approach has helped more than 15,000 companies to hire the best managers, salespeople and service personnel.

Travel and Car Rental Discounts

NAWLA members have the benefit of discounted airline travel to all NAWLA events through specially arranged discounts with a designated provider. NAWLA members are eligible to enroll in the program online at www.naw.org/business.html by clicking on the Hertz link, or by calling Hertz toll free at 800-654-4405.

Information

NAWLA Past Due Accounts Report

As a participating NAWLA member, this free monthly report compiles the past due account experiences of NAWLA Wholesaler and Manufacturer members, listing Canadian and U.S. debtor company names, locations, dollar amounts and number of days past due. Credit management has never been easier!

NAWLA Sales Training Course

A self-study workbook, the recently updated *NAWLA Sales Training Course* is for forest products salespeople at all levels of experience. Using industry-specific examples, this useful tool covers the basic components and subtle nuances of the lumber and building materials sales process. A manager's guide is also included for those interested in administering the course to their staff.

Dispute Resolution

Part of NAWLA's long-standing charter has been to facilitate dispute resolution within the industry. It is an economical way to solve problems. It is industry people solving industry problems.

**“NAWLA supports the needs of its
members and offers us a voice in the
forest products industry.”**

-Jim Stuckey, Wholesale Wood Products



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