

Bulletin



NAWLA.....PROFESSIONALISM • INTEGRITY • HONESTY • INNOVATION

The September 2007
NAWLA *Bulletin* is
sponsored by:

NAWLA Buyers' School
December 10-13, 2007
Hyatt Regency Chicago
On The River Walk

NAWLA Traders Market
November 15-17, 2007
Hilton Anatole Hotel • Dallas, TX

NAWLA Extends it's Partnership With Caliper

As many of our members already know, Caliper is a long-standing NAWLA partner in the area of human resources. We are proud to announce that we have extended our partnership with Caliper.

As you know, Caliper is an industry leader in providing tools to screen new job applicants and to develop existing employees. Caliper does so through the use of the Caliper Profile. The Profile has been used by 28,000 companies and has been administered to over two million people.

In addition to the Caliper profile for hiring and selection, Caliper also provides consulting services including:

- Team Building
- Employee Development
- 360 Feedback Tools
- Succession Planing
- Leadership Development
- Performance Management

If you would like to speak with Caliper about these or other workforce related topics, please feel free to contact Jodi Tolman, your NAWLA-Specific Caliper Representative at 609-524-1308 or email her at jtolman@calipercorp.com.

There's Room at the Inn for YOU! **2007 NAWLA Traders Market®** **November 15-17 • Dallas, TX**

It's time to "tie up those loose ends" for your 2007 NAWLA Traders Market® experience. The guestroom block at the Hilton Anatole Hotel is nearly sold out. Please be a "good neighbor" by making room at the inn for your colleagues and customers.

- Cancel any guestroom reservations that your organization will not use.
- Place individual attendee names on guestroom reservations that will in fact be used.
- If you have not done so, make your guestroom reservations now!

The phone number for the Hilton Anatole Hotel is (214) 761-7500. And, last but not least, please register your personnel with NAWLA via the registration forms at www.nawlatradersmarket.com.

Bulletin 9-07
September 21, 2007

Don't Miss John Wadsworth at Saturday's Magellan Club Breakfast!

Plan on attending the Magellan Club Breakfast & Program at the NAWLA Traders Market®! John Wadsworth, Managing Director, Intermark Limited will present "Global Timber Trade: A World of Opportunity."

Mr. Wadsworth, an Englishman, has invested most of his highly substantive career studying, researching and commenting on global timber trade including sawn wood, panel products and paper. As a much sought after consultant, he has completed over 350 projects in 60 countries typically concerned with export markets, new investments, acquisitions and new product development. His Magellan Club message for us will be that there is nothing new about Global Timber Trade. It is just new to those of us in North America!

The Magellan Club Breakfast & Program begins at 8:30 a.m. on Saturday, November 17th. All attendees are welcome, however pre-registration is required and space is limited! For further registration details and to purchase tickets, please visit www.nawlatradersmarket.com.

Housing Starts Fall Yet Again ...

Builders are looking for a break in the clouds as housing starts fall yet again as reported in a joint release by the U.S. Census Bureau and the Department of Housing and Urban Development.

Housing starts declined 2.6% in August from the previous month to an annual adjusted rate of 1.331 million from 1.367 million in July. Building permits, a sign of future construction, fell even deeper, 5.9 percent to an annual rate of 1.307million from 1.389 million in July.

Source: U.S Census Bureau and the Department of Housing and Urban Development

Included in the September NAWLA Bulletin:

- **NAWLA Traders Market® Sales Blast Seminar Info**
- **University of Industrial Distribution (UID) Info**

NAWLA Buyers' School December 10-13, 2007 Hyatt Regency Chicago On The Riverwalk Downtown location right off the Magnificent Mile!

Join us on Chicago's Magnificent Mile for the NAWLA Buyers' School. Don't miss the program updates and recent enhancements to the School as designed by the NAWLA Education Committee. This 3 ½ - day School includes several expanded offerings: sessions on Inventory Management and Hedging Strategies for Office Wholesalers, a Transportation & Logistics Panel of industry experts (office wholesaler, stocking distributor, manufacturer, railroad company, and a logistics manager), numerous industry-specific case studies and an ethics program.

This years top-notch programming and instructors:

John McKeller, D.B.A., C.P.M., President of McKeller Company, LLC, and assistant professor at the University of Wisconsin – Madison School of Business 2-days on supply chain management and organizational negotiations

Concurrent Sessions: attendees choice

Jason Bader, The Distribution Team, Portland, Oregon session on Distribution and Inventory Management

- or -

Errol Baxter, Associate Director of Commodity Products, CME – Chicago Mercantile Exchange – session on hedging strategies for Office Wholesalers

Frank Bucaro, Frank C. Bucaro & Associates, Inc., Bartlett, Illinois – ½-day session on ethical leadership, the “ethics gap” and succeeding when others bend the rules

A line-up of industry experts will address issues regarding transportation and logistics from their respective constituencies. This five-person panel includes: John Hark, President (Bertling Logistics); Thomas Jacobowski, General Director, Sales (BNSF); Mike Phillips, President and COO (Hampton Lumber Sales); Lew Taylor, Division General Manager, Chicago Division (Weekes Forest Products); and Sean Higgins, Vice President of Sales (Empire Wholesale Lumber).

The School will close with the Graduation Luncheon on Thursday, December 13. For further questions regarding the program, please contact NAWLA at (847) 870-7470 or check out the NAWLA Website at www.nawla.org.

NAWLA Traders Market® Update

The 2007 NAWLA Traders Market is quickly approaching! It will be held November 15-17, 2007 at the Hilton Anatole Hotel in Dallas, TX. If you haven't registered already, please do so today by downloading forms from the NAWLA Website at www.nawlatradersmarket.com. Also available are updated lists of registered attendees and exhibiting companies.

A Don't Miss Program Update!

Friday, November 16 — 10:40 - 11:30 a.m.

On Friday morning a new, can't miss educational program has been added to the already incredible Traders Market schedule of events, FREE of CHARGE to all registered delegates!

How the Softwood Lumber Agreement is Helping to Grow the Market.

The softwood lumber dispute was a huge challenge for our entire industry. But it did result in one good thing: funding to grow the market for wood products and address some key issues. Via the Binational Softwood Lumber Council, investments made to date include the Wood Product Council's non-residential program (WoodWorks), promotion of raised wood floor systems and work to support wood's interests given green building trends and climate change.

Presenters Dennis Hardman, president APA the Engineered Wood Association; president of the Wood Products Council; and Kelly McCloskey, president Kelly McKloskey & Associates and executive director of Wood Works will provide valuable insight regarding the new initiatives in the areas of green building and climate change. Find out what's being done to promote raised floor systems over slab on grade. Get the inside scoop on a brand new multi-million dollar program — Wood Works—designed to grow the non-residential market for wood. We look forward to seeing you in Dallas!

NAWLA Traders Market® Correction

“The Corporate Don” Don Friesen will provide this years entertainment at the NAWLA Traders Market® Grand Opening Luncheon on Friday, November 16th from 11:45 - 1:15 p.m.

The August issue of the NAWLA Bulletin incorrectly listed Saturday as the Grand Opening Luncheon ...please accept our apologies.

Please Welcome NAWLA's Newest Members!

BASF (SA)

427 Spruce Street
Hawley, PA 18428
Contact: Ken Trainor
Phone: (570) 228-5605
Fax: (570) 226-5071

Website: www.protectolcx.com

Recruited by: *Gary Vitale, T.W. Hager*

BASF is a chemical manufacturer supplying many companies in the building materials industry.

Bridger Forest Products (W)

2267 Amsterday Road
Belgrade, MT 59714
Contact: Mike Hull
Phone: (406) 388-3383
Fax: (406) 388-3440

Website: www.bridgerforestproducts.com

Recruited by: *Bob Mai, Potlatch Forest Products* and *Perry Schlitt, Disdero Lumber*

Bridger Forest Products wholesales mouldings, architectural lumber, asphalt shingles, roofing, stains, decking and many other carefully selected products.

Dansu International (W - Division)

P.O. Box 2030
Sherwood, OR 97140
Contact: Dana Jansen
Phone: (503) 925-2090
Fax: (503) 625-7753

Website: www.dansuinternational.com

Recruited by: *Pete Hall, Lumber Products* and *OrePac*

Dansu International is an importing company selling wholesale throughout the U.S. and Canada. They are a division of Lumber Products.

Distribution Open Joist 2000 - (M)

1970 Rue Des Toitures
Trois Rivieres, PQ G8V 1V9
Contact: Mike Beaucamp
Phone: (800) 262-7265
Fax: (514) 990-0078

Website: www.openjoist2000.com

Recruited by: *Jim White, Capital Lumber* and *John DiGnazio, Snavelly Forest Products*

Distribution Open Joist 2000, manufactures an all wood finger jointed open webbed trimmable floor truss.

Klumb Lumber Company (W - Branch)

1611 Industrial Road
Greenville, TN 37745
Contact: Roy Klumb
Phone: (423) 639-5501
Fax: (423) 639-5373

Koma Trim Products (M)

3402 Stanwood Boulevard
Huntsville, AL 35811
Contact: Patrick Schabel
Phone: (256) 851-4099
Fax: (256) 859-7562

Website: www.komatrimboards.com

Recruited by: *Jim Epperson, Epperson Lumber* and *Dennis Allen, Klumb Lumber*

Koma Trim Products Company, also called Kommerling USA is a specialty PVC trim product business unit. They also manufacture sheet, linear boards, components, corners and extruded profiles and mouldings.

Metro West Transload (SA)

2400 North Cresson Highway
Cresson, TX 76035
Contact: Keith Kirk
Phone: (866) 500-1322
Fax: (817) 594-0701

Website: www.metrowesttransload.com

Recruited by: Steve Parkinson, **South Beach Trading**

Metro West is a transload company on 22 acres open to BNSF and UP via FWWR.

Mid Valley Lumber Specialties Ltd. (M)

3884 275th Street
Aldergrove, BC V4W 3L4
Contact: Al Fortune
Phone: (604) 856-6072
Fax: (604) 856-6043

Website: www.midvalleylbr.com

Recruited by: *Rob Cook, Powerwood* and *Rick Middleton, Shawood Lumber*

Mid Valley Lumber is a re-manufacturer of Western Red Cedar products including fascia, decking, timbers, fence boards and rails.

Samuel Strapping Systems (SA)

1365 Derwent Way
New Westminster BC V3W 5V9
Contact: Wayne Van Tassel
Phone: (604) 521-3700
Fax: (604) 521-8181

Website: www.samuelsystems.com

Samuel Strapping Systems Coding & Labeling Group provides a complete range of products and services to assist you in your ink jet coding, labeling and laser coding applications.

Shamrock Building Materials (W)

90422 Highway 99 North
Eugene, OR 97402
Contact: Greg Gambee
Phone: (503) 643-8800
Website: www.shamrockbm.com

Recruited by: *Bob Lavelle, Lavelle Company* and *Mike McLaughlin, M.F.P. of Oregon*

Shamrock Building Materials is a wholesaler handling a wide range of building products for residential and commercial building such as lumber, mouldings, plywood, roofing and steel.



INDIANA UNIVERSITY/PURDUE UNIVERSITY
Indianapolis, Indiana
March 2 - 5, 2008

**SOLD
LAST 3 YEARS
OUT**

Save the Dates!

March 2-5, 2008

**University of Industrial Distribution
IUPUI Conference Center, Indianapolis, IN**

Attention, distribution professionals committed to ongoing education and professional development: plan to attend the 2008 University of Industrial Distribution, the industry's premier distribution-specific education program.

Presented by leading experts with distribution-based backgrounds, and is in its 15th year, the UID program has been recognized as "the source for distribution management education and cross-industry networking." New for 2008: expanded coursework: eight concurrent sessions to choose from; new, advanced course material; new speakers with fresh insights and take-home value! Class topics range from sales planning, negotiating skills, leadership, delegation, and inventory management to branch management.

Early Registration Deadline: February 1, 2008 or at program sellout*

*The past 4 UID programs have sold out before the Registration Deadline mark your calendar for online registration on October 15th!

"The facilities were incredible, the programs were very professionally run, the speakers and topics were 'right on' with a lot of the ideas that I can implement right away."

"I was able to see how other professionals overcome their issues and objections. "

"UID served as a reminder/refreshers of the basics of distribution but also expanded my knowledge base and challenged me to improve."

2007 NAWLA Traders Market®

Sponsors

Please join NAWLA in thanking the following companies for their sponsorships at the upcoming 2007 NAWLA Traders Market® in Dallas:

Boise - Thursday Early Bird Reception and Hors d'oeuvres

Forest City Trading Group - In-part sponsor of Friday Ice Breaker Reception

ForesTel LLC - Sponsor Shoe Shine Booth

ForestWeb - Co-sponsor Friday Ice Breaker Reception Hors d'oeuvres

Hutchison Lumber & Building Products - In-part sponsor of Friday Grand Opening Luncheon

Marathon Forest Products - In-part sponsor of Friday Grand Opening Luncheon

North Pacific - Sponsor Friday Exhibit Hall Refreshments

Pennsylvania Lumbermens Mutual Insurance (PLM) - In-part sponsor of Friday Educational Program Refreshments

Rosboro - Co-sponsor Saturday Magellan Club Breakfast

Skana Forest Products Ltd. - Sponsor Official Name Badges

Softwood Forest Products Buyer - Co-sponsor Ice Breaker Reception Hors d'oeuvres

Stimson Lumber Company - In-part sponsor of Friday Grand Opening Luncheon

Sunbelt Storage Systems - Co-sponsor Saturday Magellan Club Breakfast

The Waldun Group - Sponsor Official Delegate Tote Bag

Welco Lumber Corp. - In-part sponsor of Friday Grand Opening Luncheon

There are still some high visibility sponsorships available for the 2007 NAWLA Traders Market® starting at \$2,000. Custom sponsorship opportunities are also available. Please contact Susan Skorich at (847) 870-7470 or email her at sskorich@nawla.org for more details.

Industry News

H. Craig Gray has been appointed general manager of **Klumb Lumber Company's** Mobile Remanufacturing Center.

Capital Lumber Company's Healdsburg distribution facility has been selected as one of the Best Places to Work by the *North Bay Business Journal*.

Hager Distribution announces the formation of a new centralized purchasing department operating out of Hager's Grand Rapids Michigan headquarters. The new department will be lead by *Ed Westlake*, director of purchasing. *Lee Scott*, *Tim McDaniel* and *Matt Broton* will serve as product line sales managers of the new department.

James Fleming has been appointed account manager of **Capital Lumber Company's** Stockton Division.

Mike Burns, deputy director of the **Empire State Forest Products Association** was recently presented with the Distinguished Service Award from the **Temperate Forest Foundation**.

Jared Melocco has joined **Snavely Forest Products** - Denver, Colorado division as product manager-composites.

Capital Lumber welcomes *David Edwards* as account manager for its Albuquerque division.

Congratulations to *Mark Kasper*, ceo/president of **Amerhart** and a member of **NAWLA's** Board of Directors, for the wonderful company write-up in the Green Bay Area Chamber of Commerce newspaper.

Tom Chase has been appointed account manager of **Capital Lumber Company's** Denver division.

The **Southern Forest Products Association (SFPA)** recently launched a new version of its Website at www.sfpa.org.

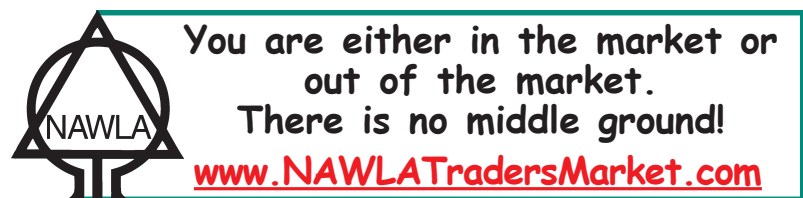
The Architectural Woodwork Institute (AWI), Potomac Falls, Virginia has been selected as the Secretariat for an industry-wide Alliance devoted to developing and setting skill standards for woodworkers.

RISI has selected Domtar president/ceo *Raymond Royer*, as the North American CEO of the Year for the forest products industry for the second year in a row.

Weekes Forest Products has reached an agreement with Northern Crossarm Co., Inc. to distribute **BLUWOOD®** within MN, WI, IA, ND, SD and NE.

John Jayne, president of **Disdero Lumber Co.**, and a member of the NAWLA Board of Directors, has announced his retirement, effective October, 31, 2007, after a 38-year industry career.

Holbrook Lumber Company welcomes *Tony Trubiano* as vice president of sales.



Don't Forget To Mark Your Calendars For These Upcoming Industry Events

September 22-24, 2007

International Wood Markets Group

Shangri-La Hotel - *Qingdao, China*
(604) 801-5996 www.woodmarkets.com
China International Wood Products Summit

September 29-October 2, 2007

Southern Forest Products Association

Francis Marion Hotel - *Charleston, SC*
(504) 443-4464 www.sfpa.org
Annual Meeting

October 3-5, 2007

Wood Truss Council of America

Greater Columbus Convention Center - *Columbus, OH*
(608) 274-4849 www.bcmeshow.com
Building Component Manufacturers Conference

October 23-27, 2007

Society of American Foresters - *Portland, OR*

(301) 897-8720 www.safnet.org
National Convention

October 4-6, 2007

National Lumber & Building Material Dealers Association

JW Marriott Resort & Spa - *Las Vegas, NV*
(202) 547-2230 www.dealer.org
Pro Sales Industry Summit

November 1-6, 2007

Association of Millwork Distributors

Colorado Convention Center - *Denver, CO*
(727) 372-3665 www.amdweb.com
Annual Convention

November 7-9, 2007

South Carolina Forestry Association

Embassy Suites Hotel/Airport Convention Center - *N. Charleston, SC*
(803) 798-4170 www.scforestry.org
Annual Meeting

November 10-13, 2007

APA - The Engineered Wood Association

Hyatt Grand Champions Resort & Spa - *Indian Wells, CA*
(253) 565-6600 www.apawood.org
Annual Meeting

November 15-17, 2007

North American Wholesale Lumber Association (NAWLA)

Hilton Anatole Hotel - *Dallas, TX*
(800) 527-8258 www.nawla.org
NAWLA Traders Market®

December 10-13, 2007

North American Wholesale Lumber Association (NAWLA)

Hyatt Regency Chicago On The River Walk - *Chicago, IL*
(800) 527-8258 www.nawla.org
NAWLA Buyers' School

March 2-5, 2008

North American Wholesale Lumber Association (NAWLA)

Indiana University/Purdue University - *Indianapolis, IN*
(800) 527-8258 www.nawla.org
University of Industrial Distribution

April 20-22, 2008

North American Wholesale Lumber Association (NAWLA)

Loews Ventana Canyon Resort & Spa - *Tucson, AZ*
(800) 527-8258 www.nawla.org
NAWLA Executive Conference



Snooze you Lose!

www.NAWLATradersMarket.com

Quote of the month

"The high road is always respected. Honesty and integrity are always rewarded"

Scott Hamilton

Keep The News Coming!

Contact us at:

NAWLA

3601 Algonquin Road, Suite 400

Rolling Meadows, IL 60008

Tel: (847) 870-7470 or (800) 527-8258

Fax: (847) 870-0201

Website Address: www.nawla.org

Editorial ideas, quotes, and news stories go to

lrowe@nawla.org



2007 NAWLA Traders Market® Educational Programming



NAWLA Sales Blast!

Need to energize your Sales Force?
Send them to the Sales Blast Training Workshop
at the 2007 NAWLA Traders Market®.

Don't Miss Out — Register Today

Instructor: James Olsen, president, Reality Sales Training and Author of
Selling Lumber, Sales Secrets of a Lumber Broker

Date: Thursday, November 15

Time: 8:00 a.m. — 5:00 p.m.

Place: The NAWLA Traders Market — Metropolitan Ballroom

Cost: \$395/person • \$595/person (Non-Member)

RSVP: NAWLA — 1-800-527-8258 or www.nawla.org

Your team will be given a full day of business producing sales training by James Olsen. James works nationwide with all types of sellers in the lumber industry: individual suppliers, wholesale distributors, office wholesalers and multi-family specialists. Having spent twenty-five years selling and training in the industry, James understands the buyers and sellers within our industry. He brings high energy value to all his seminars. You will learn something and you won't fall asleep!

In this seminar, attendees will learn the following:

- Prospecting
 - Full Disclosure Selling
 - Leadership Speech
 - Needs Analysis
 - Closing
 - Goal Setting
- And much, much more!

Your sales force will not want to miss the discussion, role playing and hands-on practice with James Olsen in this one-day seminar. They will learn and practice selling techniques and attitudes they can apply to their own sales the following selling day!



2007 NAWLA Traders Market® Educational Programming



NAWLA Sales Blast!

What are you waiting for ... Register Today!

"With James background in lumber sales, he has brought credibility to our younger traders as well as traders with 3 to 4 years experience, we have seen marked improvement with our traders over the years. He is direct and to the point ... he creates a sense of urgency with the traders, which is what I like. His presentation is energy packed."

Frank Johnston, senior vice president - North Pacific

"I had the opportunity to see James make a presentation at a SLMA meeting and immediately knew he could help our company. Not only is he the best of the best in training, he brings with him his many years in the industry as a lumber trader.

The only way to justify spending the money on training is to see improved sales. James was certainly successful in that regard.

We have had James in on a quarterly basis for over a year and he continues to have a positive impact on our sales team. Without any reservation, I can recommend James Olsen to you for improving your sales volume."

Thomas R. Rice, president - Conner Industries, Inc.

Here's How to Register

Fax your completed registration form to NAWLA at (847) 870-0201

The cost is \$395/person • \$595/person (Non-Member)

Complete the form below and return to NAWLA for the **Sales Blast Seminar**
NAWLA Traders Market®

Thursday, November 15th • 8:00 a.m. — 5:00 p.m.

Seminar includes materials and luncheon

(This is a stand-alone program. Traders Market® registration is not required.)

Name _____ Company _____
 Phone _____ E-mail Address _____
 Credit Card Number _____ Expiration Date _____
 Cardholder's Name on Card _____
 Cardholder's Signature _____
 Billing Address _____