BMSA’s 2016 Summer Conference was a record-breaking event! We had a terrific crowd of more than 300 members and their families, super-fun outdoor activities despite the heat, and more exhibitors than in the past several years. We added Topgolf, a fun, point-scoring golf game, and a Biking Tour of First Landing State Park to our Friday morning outings, and both were a big hit! Our education sessions were well-attended as our members are eager to stay up-to-date on issues relevant to the LBM industry.

On a poignant note, after 43 years, this was Cindy Hartley’s last summer conference; she plans to retire in February. Cindy was given a loving tribute Saturday night with a slide show and toasts from several members who have known Cindy for years. Jim VanLandingham, former SBMA Chairman of Petersburg, VA, said, “This conference has been her baby. She’s organized it and she loves doing it. And we all love coming to it.”

Because of the impact Cindy has had on the resort and its employees, Courtney Wydra, the Wyndham’s Director of Sales & Marketing, announced that Rooms 111 & 112 will be renamed the Hartley Hospitality Rooms. “No one knows how to do a hospitality room like Cindy Hartley!” she said.

For more on the Summer Conference, go to page 4.
## 2016 Calendar of Events

### September 2016
- 21-23  CFO Roundtable, Grimes, IA
- 29-30  Leadership Development Roundtable # 2, Roanoke, VA

### October 2016
- 2-4  Roundtable 3, Charleston, SC
- 9-11  Roundtable 1, Greenville, SC
- 20-21  Sales Managers Roundtable, Hickory, NC
- 24  Executive Committee Meeting, Charleston, SC
- 25  Board of Directors Meeting, Charleston, SC
- 25-27  NLBMDA ProDealer Industry Summit

### November 2016
- 2-4  Roundtable 7, Morehead City, NC
- 10-11  Leadership Development Roundtable #1, Charleston, SC

### January 2017
- 31  Executive Committee & Board of Directors Meetings, Hickory, NC

### February 2017
- 1-2  BMSA's Building Products Show, Hickory, NC

### March 2017
- 1-2  Installed Sales Roundtable, Charleston, SC
- 27-29  NLBMDA Legislative Conference, Washington, DC

### July 2017
- 27  Executive Committee & Board of Directors Meetings, Virginia Beach, VA
- 27-30  BMSA's Summer Conference, Virginia Beach, VA

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### Many Thanks to Our Spring Roundtable Sponsors

- BlueTarp Financial
- DMSi
- Federated Insurance
- Norbord
- Weyerhaeuser

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## 2016-2017 Executive Committee

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chairman of the Board</td>
<td>George S. Miser</td>
<td>Lumber Service, Inc., Carrollton, OH</td>
</tr>
<tr>
<td>First Vice Chairman</td>
<td>Thad Shuler</td>
<td>Southern Lumber &amp; Millwork, Charleston, SC</td>
</tr>
<tr>
<td>Second Vice Chairman</td>
<td>Jim O’Brien</td>
<td>The Lester Group, Martinsville, VA</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Chris Yenrick</td>
<td>Smith Phillips Building Supply, Winston-Salem, NC</td>
</tr>
<tr>
<td>Immediate Past Chairman</td>
<td>Joe Allen</td>
<td>Anderson Lumber, Alcoa, TN</td>
</tr>
<tr>
<td>BMSA President</td>
<td>Lynn Schwarz</td>
<td>Charlotte, NC</td>
</tr>
<tr>
<td>BMSA Vice President /Secretary</td>
<td>Cindy Hartley</td>
<td>Jamaica, VA</td>
</tr>
</tbody>
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## 2016-2017 Board of Directors

### North Carolina Directors
- Pete Vitola
- Beeson Hardware
- High Point, NC
- Bryan Strickland
- Guy C Lee Building Materials
- Shallotte, NC

### Ohio Directors
- Jeff Crowl
- Crowl Lumber Company
- Malvern, OH
- Evan Jones
- Jones Lumber & Millwork
- Columbus, OH

### South Carolina Directors
- Harley Yoder
- Yoder’s Building Supplies
- Fair Play, SC
- Rob Crawford
- Buck Lumber
- Charleston, SC

### Tennessee Directors
- Eddie Crosslin
- Crosslin Building Supply
- Eagleville, TN
- David Hunt
- Tindell’s, Inc.
- Knoxville, TN

### Virginia Directors
- Jim O’Brien
- The Lester Gorup
- Martinsville, VA
- Bruce Shelton
- Capps Home Building Center
- Moneta, VA

### National Director
- Mike Moore
- TW Perry
- Gaithersburg, MD

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BUILDING A BETTER ASSOCIATION THROUGH COMMUNICATION
A Special Thank You from Cindy Hartley

As many of you know, although I won’t actually retire from BMSA until February, after 40+ years this summer conference was my last one. I was truly surprised and honored by the beautiful tribute you gave me on Saturday evening. Those memories will always be a highlight in my life and I don’t have the words to say thank you properly. As you sang the song “Unforgettable” to me, I was singing it back to each of you. You all are a special blessing in my life. Thank you for being part of it.

Member News

Senator Richard Burr (R-NC) toured Smith Phillips Building Supply of Winston-Salem, NC and visited with employees on August 8.

Promo Items Help Boost Employee Health

With group health-care rates spiking, companies are promoting healthier workplaces to help cut down on health-care claims. Incorporating a successful wellness program is an important business strategy, impacting a company’s bottom line, as well as employee productivity and culture. Promoting wellness and enticing employees to participate is critical to success.

Encourage employees to be proactive in making positive changes in their lifestyle, rather than waiting until they develop serious health problems. Promotional products are important tools companies can use as perks, as well as effective items that will energize and motivate their workforces.

If you’re planning an employee wellness program, incentives no doubt are key. Something as simple as a water bottle or hat can help get an employee motivated. Contact Jane Gillespie at 800-849-1503 to order your perfect promotional products today.

(Source: Red Bolt Promotions)

NLBMDA Pro-Industry Summit

This year’s ProDealer Industry Summit is October 25-27 in BMSA’s footprint, Charleston, SC. BMSA’s own George Lester, of The Lester Group, Martinsville, VA, will be inducted as the 2017 Chairman of NLBMDA.

The ProDealer Industry Summit is an exclusive, three-day educational and networking forum designed to promote the growth of lumber & building product dealers, distributors, wholesalers, and the manufacturers who supply them. LBM dealers from all over the country will benefit from sharing insights and best practices with leaders in the industry in a relaxed, three-day format that encourages networking and personal interaction. For more information, and to register, go to www.prodealer.com.

SAVE THE DATE!

February 1-2, 2017
BMSA’s 2017 Building Products Show
Hickory, NC
Reserve your booth today!

Contact Jane Gillespie @ 800-849-1503 or janeg@mybmsa.org.

Building a Better Association Through Communication
And a GREAT Time Was Had By All!

2016 Summer Conference Exhibitors

Amelia Lumber  
Anchor/Sakrete  
BlueLinx  
BlueTarp Financial  
Century Group  
Cosella Dorken  
Cox Industries  
Culpeper Wood Preservers  
Dancik International  
Diamond Hill Plywood  
ECMD  
Emery Waterhouse  
Empire Company  
Federated Insurance  
Fortress Wood Products  
Hannah Sheridan Loughridge & Cochran  
Huttig Building Products  
IBSA  
Industrial Products/Service Partners  
LBM Advantage  
LMC  
Madison Wood Preservers  
Metwood Inc.  
Norbord  
PA & IN Lumbermens Mutual Insurance Cos.  
Parksite  
Rader Solutions  
Randolph Bundy  
Rocco Building Supplies  
Rogers & Associates  
Roxul  
Royal Building Products  
Smith Millwork  
Spruce Computer Systems  
Style Crest  
Superior Plastic Products  
UFPI Elizabeth City  
Ultralam – USA/Sound Structures  
Vann Attorneys  
Weyerhaeuser  
Wholesale Millwork

Michael Goodwyn (RC Goodwyn)  
Becky Stier and her dad, Jon Stier (Stier Supply)  
Brandon Barnes (ECMD) and Sean Ellis (Wholesale Millwork)  
Jeff Faircloth (Jim Carpenter Co.) helps his son at Topgolf  
Carole Waldrum & Don Norman of Industrial Products/Service Partners
Fall 2016

TIMBER talk

BUILDING A BETTER ASSOCIATION THROUGH COMMUNICATION

Amelia Lumber
Anchor/Sakrete
BlueTarp Financial
Capps Home Building Center
Cox Industries
Culpeper Wood Preservers
Dancik International
Diamond Hill Plywood
ECMD
Empire Company
Epicor
Federated Insurance
Huttig Building Products
Industrial Products/Service Partners
Lamberth Bldg. Materials

LBM Advantage
Madison Wood Preservers
Parksite
PLM/ILM
Rader Solutions
Robbins Manufacturing
Rocco Building Supplies
Roxul, Inc.
Royal Building Products
Smith Millwork
Tindell’s
TW Perry
Vann Attorneys
Weyerhaeuser
Wholesale Millwork

THANK YOU
2016 Summer Conference Sponsors & Prize Donors

Eddy Longshore & David Peeler of Cox Industries
I won 50 Dollars!!

BMSA’s Executive Committee: Chris Yennick, Jim O’Brien, Lynn Schwarz, George Miser, Cindy Hartley, Joe Allen & Thad Shuler

Golf tournament 2nd Place Winners: Robert Clark (Empire Co.), Ryan Stier (Stier Supply), Scott McCarl (Huttig) & Keith Foxx (BlueTarp)

Jason Coleman, Shelby Beck (NB Goodwyn) & Danner Evans (Culpeper)

Bruce & Norma Jean Edwards of Lamberth Building Materials, their daughter Whitney and grand-daughter Mila

Whose legs are these? First person to guess correctly wins a $25 gift card! Call 800-849-1503!
The Many Faces of BMSA:
In each issue of TimberTalk, we feature members to help you get to know the many faces of your association.

Meet Your Chairman: George S. Miser – Lumber Service, Inc., Carrollton, OH

Tell us about your company. Lumber Service is a small, family-owned (I am third generation) lumber yard in a very rural area of Ohio.

What is your current role/responsibility at the company? I am the owner and manager of the day-to-day operations.

How and when did you become involved with your company? At age 15, I started working in the yard because I was told to do so. Besides college, I have been here ever since.

What do you like most about your job? I like seeing a project through from paper to finished building in my community.

Where are you from? I grew up here in Carrollton and went to Carrollton High School, and then on to Ohio State.


What are you reading now? ProSales, Rural Builder, Building Design & Construction and several other trade magazines.

What are you most proud of? My 16-year-old son, George “Alex” Miser.

What’s the one thing about you few people know? I was in a life-altering accident several years ago.

Tell us about your family. I am a single parent of a 16-year-old boy. My Dad still comes in to work every day. I have an older sister, Karen, who does the accounting and billing for us.

If you have pets, tell us about them. We have one outside cat and one inside cat. We had a dog for 13 years but we recently had to put him down due to illness.

What is your favorite vacation location? #1: Annual fishing trip with my son to the remote wilderness of Canada. #2: BMSA Summer Conference in Virginia Beach.

What is your favorite way to unwind after a hard day? I grow a garden every year and go fishing at some quiet local lakes.

Based on what you’ve learned in your career, what advice would you give a young person entering the building products industry today? Never stop learning and networking with others in the industry.

What does belonging to BMSA mean to you? How have you & your company benefitted from membership in BMSA? I have benefitted from the many education classes that are always offered. But more so from talking with the many different dealers from five states about how they have solved many of the same issues that all dealers face every day.

I have also benefitted from the trips to D.C. to help our industry in the legislative side of business that can affect us all. Every dealer should at some time go to Washington D.C. to lobby with their congressmen and senators to see how exactly our government works.

Meet Matt Black – President, Arndt & Herman Building Products

Tell us about your company. Arndt and Herman Building Products is a division of ECMD. We distribute value added building products in nine Southeastern states and most of Texas.

What is your current role/responsibility at the company? I am Division President.


What do you like most about your job? What do you like least? Working with my co-workers and our customers is the best. Our company, and this industry, is filled with great people. The MASSIVE amount of e-mails we have to address in today’s world would be the least.

Where are you from? Where did you grow up and go to school? I was born in Wilkes County NC, but raised in Alleghany County NC. A proud graduate of Alleghany High in Sparta and a very proud 3rd generation graduate of North Carolina State University.


What are you reading now? “Got Your Attention?” by Sam Horn and “The Boston Mob Guide” by Beverly Ford and Stephanie Schorow.
**What are you most proud of?** My family.

**How would you like to be remembered?** Someone who lived by, and exemplified, the "Golden Rule".

**What’s the one thing about you few people know?** I really love mafia stuff...movies, documentaries, biographies, etc.

**What are your pet peeves (in other words, the things that bug you the most)?** Impatient people and people who are all about the sizzle and not about the steak.

**Tell us about your family.** I’m the youngest of 5 kids. I’ve been married to Pattie, a preschool teacher, since 1992. We have one son, Bobby, who is a Senior at Wilkes Central High School.

**If you have pets, tell us about them?** We have two small black dogs. One is a pound rescue and the other is a teacup poodle. I didn’t want either one of ‘em, but love them both to death!

**What is your favorite vacation location and why?** Kauai. It’s the most beautiful place I’ve ever been and the weather is remarkable.

**What is your favorite way to unwind after a hard day?** Vegetate in front of the TV watching Seinfeld or SportsCenter or push mow my lawn.

**Based on what you’ve learned in your career, what advice would you give a young person entering the building products industry today?** Ask questions about EVERYTHING...even if it’s not your current category, product, or position. You never know what, or who, you will be dealing with next. This business changes constantly and a broad base of knowledge will pay dividends.

**What does belonging to BMSA mean to you? How have you & your company benefitted from membership in BMSA?** It means being a part of a business family. We may not all be on the same team, but as an organization, we all strive to raise the tide for all our ships! BMSA has provided numerous benefits to ECMD over the years. From venues to showcase new products, to educational and training opportunities, to forums where ideas can be shared, to situations where we can simply grow our relationships with others in the industry.

**BMSA Online Services**

Our Digital Buyers’ Guide is now live! Dealers, if you are looking for a specific product and don’t know where to find it? Start here! Go to [www.mybmsa.org](http://www.mybmsa.org) and click on the button on the home page to check it out.

Several members have already taken advantage of our online Learning Management System. Go to [www.bmsatraining.com](http://www.bmsatraining.com) to learn more.

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**Forces of Nature**

Natural disasters can occur anytime, anywhere and can destroy years of hard work in an instant. With proper planning, their impact on your livelihood can be minimized. If you haven’t developed a disaster plan for your business, or need to update your current plan, the following steps may help.*

**Step 1** – Research your business’ exposures and the options available to minimize them.

**Step 2** – Create a disaster recovery plan.

- Identify risks from natural and man-made disasters.
- Classify operations critical to your business’s survival.
- Document current employee contact information.
- Know your key customers, suppliers, contacts, and vendors.
- Establish information technology needs.
- Determine your business’s financial needs following a disaster.

**Step 3** – Back up your plan.

- Make it available anytime, anywhere.
- Be sure it’s accessible even when you can’t enter your facility.
- Print a copy, and also store it electronically.
- Regularly back up vital data and records and store a copy off-site.

**Step 4** – Educate employees on the plan, and keep them informed of their responsibilities.

- Test the business continuity plan periodically.
- Encourage employees to also prepare themselves and their families for disasters.

**Step 5** – Periodically review, practice, and update your plan.

A community cannot survive a disaster unless businesses survive, and businesses cannot survive unless their employees survive. Mother Nature doesn’t care who’s in her way. Developing a functional, practical disaster plan can help protect your business, your employees, and your future, and help you manage potential disasters with the confidence of knowing your business has prepared to carry on.

*List is not all-inclusive. Your unique needs and business requirements must be considered when developing a disaster recovery plan.

This article provided courtesy of Federated Mutual Insurance Company, your association’s recommended insurer for property & casualty.

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