BMSA’s popular summer conference is the perfect blend of business and family fun, and this year we are doing it up Jimmy Buffett-style! So put on your best tropical shirt, grab your straw hat and join us in Virginia Beach July 27-30.

This year’s summer conference features:

**Ken Wilbanks** – A leading speaker/consultant in the Lbm industry, Ken will lead two sessions on Friday afternoon. From Ken you’ll learn:

- How to build & retain a top-notch team.
- How to make your company a place where the best want to work.
- Best practices for retaining customers.
- How to match customer preferences with rewards programs that generate results.

**Dr. Ed Seifried** – If there is ever a person who can make sense of the economy it’s Dr. Ed. For years, BMSA members have relied on his insight into the economy, stock market and housing forecasts to steer their businesses. Come hear what Dr. Ed has to say about how the Lbm industry will fare under the Trump administration.

Besides these valuable sessions and the exhibit program, there is plenty of time for you to enjoy the beach, golf, water sports and a tropical refreshment or two!
BMSA Member News

**Locust Lumber** (Locust, NC) held its Customer Appreciation Day on May 4.

*Bradley Huneycutt (far left) and fellow Locust Lumber employees serve lunch at their Customer Appreciation Day.*

**Smith-Phillips Building Supply** (Winston-Salem, NC) held an Arndt & Herman Product Showcase featuring MoistureShield Decking on May 25.

**BMSA Board Member Bryan Strickland** (Guy C Lee, Shallotte, NC) is moving to Mt. Pleasant, SC to manage Guy C Lee’s Mt. Pleasant location. **Joe Hill** will take over managing Guy C Lee’s Shallotte location.

**Epicor Software Corporation**, a global provider of industry-specific enterprise software to promote business growth, announced the immediate availability of Epicor® BisTrack™ Delivery software for Apple iOS™ in North America. Designed to quickly and easily capture proof of delivery information for lumber and building materials (LBM) distributors and dealers, BisTrack Delivery software is now available for Apple handheld devices, such as the iPhone®, iPad® and iPod touch®.
Ohio Scholarship Recipients Named

Adam Champer and Brandon Leynaud were awarded BMSA’s Ohio Student Scholarships for the 2017-2018 academic year. Both of these outstanding students will receive $1,000 towards their education.

Adam Champer is the son of John Champer of BMSA member Crowl Lumber Company in Malvern, OH. Adam is studying business management at Rio Grande University, and was a BMSA scholarship recipient last year. Once he receives his degree, Adam plans to join his brothers in running the family business.

In high school, Adam was Class President for four years, as well as played football and ran track all four years. He served as Captain of the track team his junior and senior years, and Captain of the football team his senior year.

In recommending Adam for the scholarship, history teacher Matthew Chiurco said, “Adam was one of the best students I have had in my teaching career because of his willingness to learn. His work ethic could also be seen at his family’s business in Malvern. On days off of school and in the summer, I have seen Adam handling tasks from shoveling the sidewalk to delivering materials.”

Brandon Leynaud is the son of Tim Leynaud of BMSA member Boise Cascade in Marion, OH. Brandon is studying Sociology at Duke University in Durham, NC. Once he receives his degree, Brandon plans to attend Ohio University’s Sports Administration graduate program. Ultimately, Brandon hopes to be an Athletic director for a high school and eventually a university.

Brandon is a member of Duke’s Varsity Wrestling Team and was recently chosen as one of five students at Duke to volunteer for a three-week trip to a poverty-stricken area in southwest China where he will lead a youth camp and create projects and lesson plans incorporating sports with education.

Congratulations to both Adam & Brandon!

The scholarship selection committee evaluates applicants anonymously based on academic merit, extracurricular activities, work history, essays, and recommendations. Applications for next year’s Ohio Student Scholarship will be available in early January 2018.

Many Thanks To Our Spring Roundtable Sponsors!

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Would you like to have pens, carpenter pencils, insulated cups or nail aprons to give to your customers? Lunch boxes and company shirts for employees? BMSA can help you with all of your branded, promotional needs! There’s no mark up or hidden costs for members. For more information or a free quote, please contact Jane Gillespie at 800-849-1503, janeg@mybmsa.org or Toby Newcomb, BMSA Member Red Bolt Promotions, at 844-RED-BOLT or toby@redboltpromotions.com.

ONE STOP SHOPPING!
The Many Faces of BMSA: Meet Your Fellow Members

In each issue of TimberTalk, we feature members to help you get to know the many faces of your Association.

David Bray – Hedgecock Builders Supply

**Tell us about your company.** We are an independently owned full service building supply. Opened in 1968 so we have seen the good times and the bad. We have 17 employees, 9 delivery trucks and 7 forklifts/moffets. We stand behind the belief that by going the extra mile and providing Outstanding Customer Service and Quality materials our customers will return time and time again.

**What is your current role/responsibility at the company?** General Manager…4th in line since 1968. Our owner retired in the early 80’s so I do it all and love doing it.

**How and when did you become involved with your company?** I have been coming in the store since I was a kid with my dad and had some family working there as well. So on January 11, 1996 I was hired as a salesman…I have been the GM since December 2015 and

I have to say it feels like I started yesterday…it is truly amazing how time flies by.

**What do you like most about your job? What do you like least?** I like the staying busy and the customer interaction. You never know what the day holds and I could be ordering lumber or mixing five gallons of paint for a customer one minute and then Boom I’m talking to the IRS or planning a Board meeting the next. When working for a privately owned company you have to wear a lot of hats and I’ve always been a hat guy!! As far as the least…well some days it truly is a “job”…enough said.

**Where are you from? Where did you grow up and go to school?** Born and raised right here in beautiful Stokes County, Walnut Cove, NC … I went to South Stokes High School. I never went to college although I have taken some accounting and business classes to help with my role here with the Company.

**What are your favorite books and movies?** Tough one, I don’t really do much of either on a regular basis. Would rather be outdoors hiking, camping or just spending time with my wife and kids…although the show Live PD is addictive.

**What are you most proud of?** Oh that’s an easy one…My wife and kids!! I believe all my accomplishments in the business world don’t hold a candle if I fail to pass on my knowledge and beliefs to my children, and that I am most proud of !!

**How would you like to be remembered?** As a great Dad, Husband, Friend and a pretty slick business man…hehe.

**What’s the one thing about you few people know?** I am an avid Sportsman/Hunter. I spend most of my “free” time in the woods or on the water with my wife and kids in tow. We all love to chase game or wet a hook and I believe it teaches patience and respect in today’s “right now” world.

**What are your pet peeves (in other words, the things that bug you the most)?** Misuse of cell phones, rudeness, not doing what you say and tardiness.

**Tell us about your family?** Christina, my beautiful wife, who keeps me on the straight and narrow (or so she thinks), and our kids Dallas (20), Jessica (17) and Allie (13).

**If you have pets, tell us about them?** One dog, Samuel. He is a beagle/blue tick hound mix.

**What is your favorite vacation location and why?** Well, I love the mountains but since I live in the foothills...
I’d have to say the coast. There isn’t anything better than being ankle deep in the crashing waves holding a fishing pole. Gosh!! That makes me want to go!

What is your favorite way to unwind after a hard day? Another easy one … taking my kayak out on the lake for an easy paddle or a full on, down and dirty 4-wheeler ride.

Based on what you’ve learned in your career, what advice would you give a young person entering the building products industry today? RUN!!! JUST RUN!!! No seriously I’m not sure I would change a thing in my career. I would say work hard, do all things to the best of your ability, never stop trying new things and learning all you can, don’t sweat the small stuff and enjoy what you do. Look at it as a career that you can build and expand through a lifetime of laughs and friendships.

What does belonging to BMSA mean to you? How have you & your company benefitted from membership in BMSA? BMSA Rocks!! From the Education, Shows, Roundtables, Dealer Questions (my favorite) or just the common ground we share and the information given to help make life a tad less hectic in the Retail/Building world.

Rene Clark – Empire Moulding

Tell us about your company. Empire Moulding is a Millwork Distributor based in Zeeland, MI. We have five distribution locations including Michigan, Pennsylvania, Virginia, Florida and Texas. We are a wholesale distributor of mouldings and boards, Creative Stairparts, and Turncraft Columns.

What is your current role/responsibility at the company? Director of Sales/General Manager.

How and when did you become involved with your company? I worked for Morgan Distribution in Chesapeake as an inside sales rep for 12 years. That location was closed in June 2000. I was offered an inside sales position with Empire in October 2000 and became an outside rep in 2002.

What do you like most about your job? What do you like least? The customers are what I love most about my job. I am passionate about customer service. It is what drives me to love what I do. Managing people has been harder for me than I expected. I am a people pleaser and it’s hard to make everyone happy.

What are your favorite books and movies? Right now they are one in the same: The Help by Kathryn Stockett.

What are you reading now? Emotional Intelligence 2.0.

What are you most proud of? My children, Adam and Delaney.

How would you like to be remembered? I would like to be remembered as a good person.

What are your pet peeves (in other words, the things that bug you the most)? People with closed minds. I think everyone should respect the fact that people have different ideas and opinions.

Tell us about your family? I have been married to Robert Clark for 28 years. Robert works for Universal Forest Products, so we have always shared this industry. My son Adam is 25 and works in marine construction. My daughter Delaney is 19 and just finished her sophomore year at Christopher Newport University.

If you have pets, tell us about them? We have a dog, Scrappy and three cats, Sox, Millie and Darla.

What is your favorite vacation location and why? South Seas Resort, Captiva Island in Florida. It is beautiful and I am completely relaxed when I’m there.

What is your favorite way to unwind after a hard day? I love to cook. It helps me relax after a hard day.

Based on what you’ve learned in your career, what advice would you give a young person entering the building products industry today? The same advice that someone gave me years ago. “We don’t sell pacemakers. It’s just wood.” Don’t let this business stress you out.

What does belonging to BMSA mean to you? How have you & your company benefitted from membership in BMSA? Belonging to the BMSA is beneficial both professionally and personally. It is a great resource for meeting and exchanging ideas with customers and vendors. Our biggest benefit has been the opportunity to have our entire sales team together to interact with the customers of BMSA.
Softwood Lumber Dispute Escalates Between U.S. and Canada

By Ben Gann, NLBMDA’s VP of Legislative & Political Affairs

In April, the U.S. Department of Commerce announced it is placing countervailing duties (CVD) on softwood lumber imports from Canada to the U.S. Levies ranging from 3 to 24 percent are being applied on softwood lumber from five Canadian companies. As part of the preliminary decision, all other Canadian softwood lumber producers and exporters will pay a rate of 19.88 percent.

A preliminary decision by the Department of Commerce on antidumping duties (AD) is scheduled for June 23. A final CVD and AD determination is scheduled to be issued no later than September 6.

The action taken by the federal government is in response to a petition filed by the U.S. Lumber Coalition, a group representing American softwood lumber producers, alleging harm caused by unfair subsidies for the Canadian softwood lumber industry. As part of the petition, the coalition seeks to restore what it considers to be fair trade conditions in softwood lumber between the U.S. and Canada.

At the heart of the disagreement is the claim that Canadian provincial governments are unfairly subsidizing the softwood lumber industry, thereby causing harm to the U.S. producers. The U.S. Lumber Coalition wants duties imposed on Canadian imports to offset what it sees as the harm caused by those subsidies.

The Softwood Lumber Agreement (SLA) between the United States (U.S.) and Canada expired on October 12, 2015, and was in effect from 2006 to 2015. There was a one-year cooling off period following expiration of the agreement. Lumber prices have increased over the past year in anticipation of duties being placed on Canadian softwood lumber imports into the U.S.

Political events in the U.S. and Canada have only made negotiating a new agreement more challenging. Expiration of the agreement occurred just prior to the Canadian federal election that saw Justin Trudeau elected as the new Prime Minister. That was followed by the U.S presidential election, which took place several weeks after the end of the one-year cooling off period.

Moreover, the issue of trade was prominent during last year’s presidential election and defied traditional political norms held by Republicans and Democrats. President Donald Trump was able to resonate with voters, and ultimately win the election last fall, in part by bashing U.S. trade deals as overly friendly to other countries. The president has continued his strong criticism of past trade deals, and has threatened to withdraw the U.S. from the North American Free Trade Agreement (NAFTA).

Efforts toward a new softwood lumber agreement have been further complicated by the slow pace in staffing federal agencies by the Trump Administration, including the Office of the U.S. Trade Representative (USTR) that negotiates trade agreements. Properly staffing USTR is important in moving forward to a new SLA.

Reports suggest that Commerce Secretary Wilbur Ross will play a larger role in trade policy than is traditionally the case for someone in his position. President Trump’s economic advisers overall support a trade policy approach that is more protectionist than under President Obama.

NLBMDA members report they have seen significant increases in Canadian softwood lumber prices in recent months. The Random Lengths Framing Lumber Composite price corroborates that with the index up over 25 percent in the past year—likely in anticipation of new duties on Canadian imports.

American and Canadian softwood lumber producers have nearly all of the U.S. softwood lumber market. U.S. lumber producers have approximately 65 to 71 percent of the U.S. softwood lumber market, and Canadian producers’ market share fluctuates between 28 and 34 percent. There is relatively little softwood lumber imported into the U.S. from countries other than Canada, although there have been efforts to encourage imports into the U.S. from other countries.

NLBMDA supports the U.S. and Canada reaching a new softwood lumber agreement that helps meet domestic demand for softwood lumber, does not put U.S. lumber producers at a competitive disadvantage, unnecessarily restrict the availability of products, or increase the cost of housing to the detriment of prospective homebuyers and U.S. consumers.

In addition, the association has not taken a position regarding any export taxes or market quotas as part of a new agreement. NLBMDA continues to meet with government officials regarding the need for a new softwood lumber agreement to avoid a prolonged trade dispute.
**Do you “Drive S.A.F.E.”?**

How often do you consider that there are far more serious consequences to unsafe driving than just getting ticketed? In most states, if you killed or injured someone because of distracted driving or playing a role in a road rage incident, you could be criminally charged. If that’s not bad enough, these risky driving behaviors also put your loved ones in harm’s way, whether or not they are even in the vehicle with you. Think about it: What would your loved ones do if your behind-the-wheel conduct resulted in your being seriously injured or killed in a car crash, or you are sent to prison because your actions contributed to another’s injury or death? Bottom line: Poor driving decisions could ruin your freedom and tear your family apart.

At some point, everyone has made a poor driving decision: speeding to make up for lost time, reading an incoming text message, driving when too tired, or letting emotions take over when encountering a “crazy” driver.

The majority of all auto crashes can be traced back to four driving behaviors: Speed, Attention, Fatigue, and Emotion. Branded “Drive S.A.F.E.,” Federated Insurance’s driver awareness program helps business owners and risk managers call attention to these behaviors to help their employee drivers understand the risks each can present, and their resulting consequences.

Risky driving habits typically develop over time and can be hard to break. Keeping the S.A.F.E. factors in mind may help you overcome the temptation to engage in behind-the-wheel conduct that puts you and others in danger. Before each trip:

- Give yourself ample time to get where you’re going. Not only does it feel good to be early and not rushed, you can significantly reduce your chances of being involved in a crash.
- Make a commitment to pay attention to the task at hand, mentally and physically. Be on the lookout for inattentive drivers and drive defensively.
- Get enough rest to help ensure peak mental awareness so you can react to hazards that may require split-second maneuvers.
- Remain in control of your emotions and act responsibly. Put space between you and motorists whose actions aren’t sensible.

Drive S.A.F.E. has one goal: to help keep you and your loved ones out of harm’s way. Please make it home safely today!

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

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