Business is strong; everyone is busy. Still, challenges remain, including understanding government regulations and keeping up with ever-changing technology. The fitting theme for the 2018 show is “Go the Distance”. Register for BMSA's Annual Building Products Show, where we will help you tackle these challenges and also showcase products from leading industry suppliers. Plan to come run with us!

Join us at the starting line Wednesday morning for two seminars that will help your business Go The Distance. First, industry expert Todd Olney will provide an in-depth look, and hands-on approach, to some of the toughest Department of Transportation topics, such as driver qualification records, hours of service, vehicle maintenance, and accident recordkeeping.

The relay will continue with industry updates from Coach Craig Webb, Editor-in-Chief of ProSales magazine. Craig will discuss key updates on the economy, the lbm industry, labor issues, as well as technology foresights. Then, the baton will be handed off to Coach Chase Shiel to present “Tortoise or Hare. Which will you be?” With a massive shift in customer buying behavior in recent years, Stock Systems CEO Chase Shiel will show us how to take advantage of the opportunity while others are asleep on the sidelines.

Our annual Membership Breakfast is on Thursday morning, February 8, where National Association of Homebuilders (NAHB) Chief Economist Robert Dietz will give a presentation on “The Economy & The Housing Market in 2018.” Come “go the distance” with us February 7 & 8 in Hickory, NC for essential training and great opportunities to network at our Building Products Show. Enter the race today! For more information, go to www.mybmsa.org, Events Tab/Building Products Show.
2018 Show Exhibitors (as of 11/30/2017)

Allura
Anchor/Sakrete
BlueLinx
BlueTarp Financial
Boise Cascade
Carolina Atlantic
Cedar Creek
Center Line Trailers
Cox Industries
Crumpler Plastic Pipe
Culpeper Wood Preservers
Diamond Hill Plywood
DMSi
ECMD
Emery Waterhouse
Epicor Software
Federated Insurance
Flex Trim/Carter Millwork
Fortress Wood Products
Georgia Pacific
Guardian Building Products
Huttig Building Products
Kerridge Commercial Systems
LBM Advantage
LJS Solutions
LMC
Norbord
PA Lumbermens Insurance
Parksite
Ponderosa Software
Rick Johnson Insurance
Robbins Manufacturing (UFpi)
Screeneze
Simpson Strong-Tie
Smith Millwork
Snavely Forest Products
Spruce Computers/ECi Solutions
Sun Windows
Sunbelt Rack/Clint Darnell Construction
TAMKO
US Lumber
V&H Trucks
Weyerhaeuser

Calendar of Events

December 12: Game Changing Sales Seminar, Knoxville, TN
February 5: Introduction to Building Material Sales, Hickory, NC
February 6-7: 2-Day Estimating Seminar, Hickory, NC
February 7-8: BMSA’s Annual Building Products Show, Hickory, NC
February 8: Advanced Estimating Seminar, Hickory, NC
Feb 27-Mar 1: Installed Sales Roundtable, Asheville, NC
March 19-21: NLBMDA Legislative Conference, Washington, DC
March 25-27: Roundtable # 1, Charlotte, NC
April 18-20: CFO Roundtable, Kansas City, MO
April 19-20: Leadership Development Roundtable #2, Nashville, TN
April 22-24: Roundtable #3, Location TBD
April 26-27: Sales Managers Roundtable, Charleston, SC
May 3-4: Leadership Development Roundtable #1, Asheville, NC
May 16-18: Roundtable #7, Nashville, TN
July 26-29: BMSA’s Summer Conference, Virginia Beach, VA
Employee Dying to Make Our Workplace More Colorful

Question
We have a staff member who has dyed her hair bright blue, purple, red, yellow (up to and including her eyebrows). How acceptable is this in the work place?

Response
Whether or not “rainbow-colored” hair and eyebrows are acceptable in the workplace is generally a matter of individual employer preference. For some more casual employers, different-colored dyed hair may not be an issue, particularly if employees do not interface with the public at large and/or if it is otherwise not a distraction. Other employers, however, may not find such styles to be compatible with, or suitable for, their professional image. Employers generally have the right to establish reasonable grooming and dress codes for employees, including reasonable rules on hairstyles, though nothing in the dress code should impose a greater burden on a protected class, such as a particular race, gender, etc. And while there is nothing expressly prohibiting an employer from banning outlandish hair coloring in particular, keep in mind that some employees wear or style their hair a certain way for religious reasons. Under Title VII of the Civil Rights Act of 1964, employers are required to accommodate the sincerely held religious beliefs and practices of employees (including allowing shaved heads or long hair or changing grooming requirements, etc.), unless doing so would impose an undue hardship on the employer.

If the employer wishes to address employees’ or applicants’ hair to be consistent with a company policy that requires employees to maintain a professional, neat, clean or similar appearance, the best practice is typically to provide more general guidelines in the policy, which gives the employer greater flexibility, rather than precluding a particular hair style or color. In other words, in this situation, we are not aware of any reason the employer could not simply inform the staff member of its standards with regard to professionalism and expectations when it comes to appearance and presentation of oneself, and that her hair and eyebrow color in its present state does not comport with the employer’s expectations. In either case, the employer should address professionalism, appearance, and dress code issues, if any, in its Employee Handbook.

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

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◊ Pennsylvania Lumbermens Mutual Insurance Company

SAVE THE DATE!
February 7-8, 2018
BMSA’s 2018 Building Products Show
Hickory, NC
Reserve your booth today!
Contact Jane Gillespie @ 800-849-1503 or janeg@mybmsa.org.

BMSA Mission:
To strengthen independent building material dealers through advocacy, communication & education.
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.

Delane Dacus – Valley Building Supply

Tell us about your company. Valley Building Supply, Inc. in Sweetwater, TN has been family-owned and operated since we purchased it in 1994. The store sits on eight acres of land housing a 23,000 square foot store, an additional 47,000 square feet of warehouse space, many storage buildings on display, and a fleet of trucks ready to deliver products. Our vision is to provide “Good Service” through our trained and knowledgeable staff by providing a wide variety of products and services at a “Great Price” to our customers, from the professional builder to the do-it-yourselfer. We are open Monday through Saturday to serve our customers, and we choose to close on Sunday to give our team a day of much deserved rest. We are all fortunate to live in a country offering these freedoms. We believe it is important to have time with your family and to recharge spiritually, mentally, and physically for a new week of business. This day of rest leaves us refreshed and ready to give 100% and focus on our customers.

What is your current role/responsibility at the company? I serve as President of Valley Building Supply, Inc. In this capacity I am responsible for the overall business, from seeing our customers are served well and provided with the right supplies and service to care for their home. Having good customers, wide sources of dependable suppliers with work- and service-oriented employees, are all vital parts to this scenario. When you contribute to your community and see improvements, it is very satisfying. We have many good customers, but what I like least is one who does not do what they say they are going to do. Much of the government paperwork, forms and taxes surrounding a business is overwhelming at times, especially for a small business.

How and when did you become involved with your company? At the time we became involved with this business, overwhelming at times, especially for a small business. We did not want to leave Sweetwater. As a family, we decided to tackle the opportunity to buy a business to improve and grow in the community where we live.

Tell us about your family. I am most proud of my family and the time we spend with our grandchildren.

How would you like to be remembered? Most importantly, I want to be remembered as one who accepted the grace, love, and forgiveness of Jesus Christ our Lord and Savior. My desire is to live as a God-fearing man, family man, and as one committed to never giving up. I also want to be remembered as someone who never took advantage of another person, who listens, and accepts change.

What’s the one thing about you few people know? I am shy.

What are your pet peeves (in other words, the things that bug you the most)? The things that bother me the most are when someone does not do what they say they are going to do, when someone is not thankful or grateful, or when someone blames others for their problems.

Tell us about your family. I have two younger sisters and a brother. My wife Janie and I have been married for 43 years. She helps us out at the store on a part-time basis. All three of our children worked at the store growing up. My son Jason has been in the business with me since we started. He is married to Jennifer, and they have four children ranging in ages from two to nine. My daughter Sarah lives in Knoxville and is a medical sales rep for spine equipment. I tell her she is actually in the hardware business, but her screws are much more expensive than ours. Our youngest, Paul, is a pharmacist and is married to Sonya who is a veterinarian. My wife & I thank God every day for our family, and feel humbled and blessed to have each one of them close to us.

What do you like most about your job? What do you like least? Your home is your most prized material possession. We take very seriously the ability to help people with the right supplies and service to care for their home. Having good customers, wide sources of dependable suppliers with work- and service-oriented employees, are all vital parts to this scenario. When you contribute to your community and see improvements, it is very satisfying. We have many good customers, but what I like least is one who does not do what they say they are going to do. Much of the government paperwork, forms and taxes surrounding a business is overwhelming at times, especially for a small business.

Where are you from? Where did you grow up and go to school? I was born in Richland, GA, then moved as a small child to Phenix City, AL. Following high school graduation, I attended Brewton Parker College and graduated with a degree in Business Administration from Valdosta University. Sweetwater has been our home since 1977. We raised our family here. This is home.

What are your favorite books and movies? I enjoy reading about history and religious study books. Proverbs and James are my favorite books of the Bible because they teach us how to live. In general, I prefer movies where good wins over evil, and my favorite movie is “Forrest Gump.”

What are you most proud of? I am most proud of my family and the time we spend with our grandchildren.

How would you like to be remembered? Most importantly, I want to be remembered as one who accepted the grace, love, and forgiveness of Jesus Christ our Lord and Savior. My desire is to live as a God-fearing man, family man, and as one committed to never giving up. I also want to be remembered as someone who never took advantage of another person, who listens, and accepts change.

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The 2018 Vacation Calendars have arrived! Contact Jane at the BMSA office to obtain your copy(ies): 800-849-1503 or janeg@mybmsa.org. You can also pick up a Vacation Calendar at the BMSA Booth at our building products show in February.
If you have pets, tell us about them. I love animals, especially dogs. At Valley Building Supply, Inc. we have three guard dogs that patrol the yard at night: Jesse, Roscoe and Bronx. They are my pets.

What is your favorite vacation location and why. My favorite vacation destination is anywhere with my family. I will say I prefer somewhere at the beach or lake.

What is your favorite way to unwind after a hard day? After a hard day, I can easily unwind in my favorite chair and watch a good old western where the good guy usually wins.

Based on what you’ve learned in your career, what advice would you give a young person entering the building products industry today? My advice is to be prepared to always change, and be diversified.

What does belonging to BMA mean to you? How have you and your company benefitted from membership in BMSA? While we want our employees to continue to learn and improve, BMSA has provided a blueprint class and other online training programs for additional education. As a businessman concentrating on running our store, there is not enough time to lobby our government leaders. This is where BMSA can concentrate and do that for us. I appreciate the surveys they have to get a feel for our concerns. Anytime we have a question, they quickly respond to a phone call or email, which I appreciate.

Chase Shiels – Stock Systems

Tell us about your company. Stock Systems is the modern software platform for modern LBM dealers. Our cloud platform is industry specific and covers CRM & sales, inventory & order management, as well as trucking & customer-facing shipment tracking.

What is your current role/responsibility at the company? I currently serve as the CEO and am responsible for the product, investor relations and oversee sales.

How and when did you become involved with your company? I’m actually one of the co-founders, so it’s been a few years now! We saw a need for a modern, cloud based platform for modern LBM businesses.

What do you like most about your job? Building something that helps businesses modernize and stay up with how the customer has and continues to evolve.

Where are you from? Where did you grow up and go to school? I grew up in Cincinnati, OH, and went to Xavier University, also in Cincinnati. I have a BA in Economics.


What are you reading now? The Obstacle is The Way by Ryan Holiday.

What are you most proud of? My team, that’s helped us build a business from an idea into a viable company.

How would you like to be remembered? I’d love for all of us to be remembered by helping great family and independent businesses evolve and continue to thrive for the next 50-100+ years.

What are your pet peeves (in other words, the things that bug you the most)? People who deny the reality of customer change and the market. The market always wins – you can only fight evolution for so long before it runs you over.

What is your favorite way to unwind after a hard day? Either spending time with my good friends or going to the gym. The gym has an outdoor area which backs up to a wrecking yard. I like listening to the loaders and trucks – it reminds me of when I worked on my dad’s yards.

Based on what you’ve learned in your career, what advice would you give a young person entering the building products industry today? Think long term not short term - too many businesses are reluctant to accept the way the world has changed because they romanticize the way things “were”. Challenge the status quo: don’t talk about it, do it.

What does belonging to BMSA mean to you? How have you & your company benefitted from membership in BMSA? It means a lot to us because our family has a 130+ year history of operating manufacturing and distribution yards in the region. The greatest benefit we’ve had is reconnecting with friends and being totally re-immersed in the industry we love most.

Welcome New Members

BMSA is pleased to welcome back the following Dealer Member:

Mebane Lumber Building Supply
7401 Highway 70 East
Mebane, NC 27302
Everette Greene
919-563-9271

BMSA is pleased to welcome the following new Associate Member:

Southeast Insurance Group, Inc.
2340 Hard Scrabble Road
Columbia, SC 29223
Roc Swindler, Stephen Parrish
803-419-4730
MEMBER NEWS

Culpeper Wood Preservers has a new treating facility in Roanoke Rapids, NC. Production began in late September and the plant now offers a full line of MCA products treated with Kopper’s Performance Chemicals, and CCA treated products.

Mike Elmore has joined the Goldsboro Builders Supply family of companies as Chief Operating Officer. Goldsboro operates five locations with plans to open a sixth location in Wendell, NC in the spring of 2018.

Steve Riggs has joined The Lester Group as Vice President of the Building Materials Division.

The Marwin Company is celebrating 70 years of business this year. The West Columbia, SC company has been family owned and operated since 1947.

Congratulations to Shelby Beck Coleman, N.B. Goodwyn & Sons, and her husband Jason on the birth of their daughter, Evely Anne.

Smith Phillips Building Supply hosted a Katz Roadshow Frame to Finish Carpentry Clinic November 1 in Winston-Salem, NC.

Dan Burns and Bryan Hyder have joined Schaffer & Associates as Account Executives. Headquartered in Charlotte, NC, Schaffer & Associates is a management consulting and executive search firm that specializes in the hardware, home improvement and building materials industry.

Lead Tool and 4me Group have announced a corporate name change to Stock Systems, effective Nov. 1. The name change reflects the company’s growth and future direction from a cloud-based platform offering lead management and CRM to a company also offering Stock Inventory and Stock Logistics. Their product, Lead Tool CRM, is now Stock Sales. Company leaders include Chase Shiels, Joakim Stensson and Dan Shiels. (See page 5 for a special profile of Chase Shiels.)

Ohio Employment Law Update – Minimum Wage Increase

The Ohio Department of Commerce recently announced that the state’s minimum wage will increase from $8.15 to $8.30 per hour on January 1, 2018. The wage for tipped employees will also increase from $4.08 to $4.15 per hour.

Ohio’s minimum wage is adjusted annually based on the Consumer Price Index for Urban Wage Earners and Clericals (CPI-W).


ESTIMATING ...
It’s As Easy As 1, 2, 3!

Introduction to Building Material Sales – Monday, February 5, 2018

Basic Blueprint Reading & Material Take-Off – Tuesday & Wednesday, February 6 & 7, 2018

Advanced Estimating – (Estimating Experience Required), Thursday, February 8, 2018

These popular classes will be held in Hickory, NC in conjunction with our annual Building Products Show.

For more information, contact Susie VanLandingham at 800-849-1503 or susiev@mybmsa.org.

ONE STOP SHOPPING...

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.
Resume Fraud is Important to You and Your Organization

Résumé fraud comes in all shapes and sizes, and each version can significantly impact your organization. It is found in résumés representing all levels of individuals—entry-level, mid-management, and executive, whether seeking white- or blue-collar positions. It is a reality of the recruiting world, and employers, even when using outside placement sources, need to be aware.

Résumé fraud exists in various areas:

• False academic and professional achievements (college attendance, college degrees, high school diplomas, professional certifications such as a CPA designation);
• False diplomas obtained from diploma mills or schools lacking accreditation;
• Falsification of employment history (unreported employment in a company where the candidate was not successful, or gaps in employment covered by fudged dates of employment);
• Embellishment of titles and responsibility.

Employer Beware

There are many highly visible cases of résumé fraud, such as that of Scott Thompson, who in 2012 was hired as the CEO of Yahoo. According to Newsweek, Thompson claimed a degree in computer science, when in fact his degree was in accounting. The issue then became not one of whether Thompson had the educational background to do the job, but one of ethics and honesty. The fact that the search committee had failed to adequately vet him had further ramifications. This event became an alarm signal to companies everywhere to take a good look at themselves and their hiring and vetting practices to avoid similar embarrassment.

Many employers have academic credentials as a job requirement, believing that formal education, even a high school diploma, speaks to the incumbent’s skills, as well as to their drive and their stick-to-itiveness and determination. Yet many employers fail to confirm the claimed accomplishments, erroneously trusting that after a long work history such misdeeds would have been uncovered and the individual would have no longer claimed them.

Assuming that other organizations would have identified false academic credentials from a candidate’s résumé leads to another area where employers often trust when such trust is not warranted: Employment verifications.

Let’s say that a previous employer did in fact discover a falsification in the academic records of an individual, and they terminated that individual. How would you know that? The termination might have resulted in a gap in employment, but individuals in these scenarios often extend the termination date to match with their next hire date, and the next employer has no way of knowing that unless employment dates are verified with each employer.

Tips for Uncovering Resume Fraud

Employers must be aware of the fact that résumé fraud exists—at an alarming rate. In the course of our work at RefCheck®, we often uncover falsified academic credentials and falsified dates of employment, frequently covering up a gap in employment or an unsuccessful employment period.

Requiring a fully completed employment application from all candidates, including executive-level candidates, is an effective starting point. Keeping in mind that the résumé is the candidate’s brochure, or marketing tool, the employer should require, for consistency as well as for further review, that every candidate complete their application form early in the selection process. The information in each document should be compared. At RefCheck®, we recently uncovered a gap in employment that was not reflected on the individual’s résumé, but when asked to complete the employment application he apparently “forgot” his fabricated date of termination, and entered the correct dates of employment, which were confirmed with the prior employer. Such discrepancies are an opportunity for further conversation with the candidate, at the very least asking if there was other, unreported employment.

In the end, résumé fraud is about ethics, integrity, honesty. And what employer wants to hire employees they can’t rely on to operate in an honest, ethical manner?

Zuni Corkerton is the Founder and President of RefCheck® Information Services, Inc., a human resources-based firm that focuses on providing stellar employers with in-depth—not generic—background-screening services, including employment application design and review, as well as Fair Credit Reporting Act compliance training and audits.

Notice: Nothing in the material provided is intended to be or should be relied upon as legal advice. Readers are strongly advised to seek legal counsel. The author is not an attorney, and the information provided is for informational purposes only. Neither the author nor RefCheck® is engaged in rendering legal advice.

A Special Thank You to

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