At BMSA, we “Go The Distance” for our members. We listen to your needs and take action: education, training, networking … we are here for you! We succeeded in providing all of the above at our show in Hickory in early February.

Our education programs this year offered a variety of information relevant to our members and their businesses. In addition to the "Introduction to Building Material Sales" seminar and three days of estimating instruction, we offered a hands-on seminar about the Department of Transportation’s toughest requirements that included an on-site vehicle inspection. Following the DOT seminar, Chase Shiels, CEO of Stock Systems, discussed the massive shift in customer buying behavior and how to take advantage of it and Craig Webb, Editor-in-Chief of ProSales magazine discussed important updates on the economy, the LBM industry and labor issues.

It was a full house at our annual Membership Breakfast where National Association of Homebuilders (NAHB) Chief Economist Robert Dietz gave a presentation on “The Economy & The Housing Market in 2018.”

Both dealers and suppliers took advantage of the networking opportunities on the show floor. “I buy from three different suppliers as a direct result of contacts I’ve made at this show,” said Bryan Strickland, Manager of Guy C Lee Building Materials’ Mt. Pleasant, SC location.

“at least two-thirds of the people I talked to were decision makers for their company. That’s HUGE,” said Norwood Morrison of Culpeper Wood Preservers. Several exhibitors said, “Sign me up for the same booth next year.” Another exhibitor said, “I want to sponsor cocktails at the next regional event.”

Again this year, we offered a Grand Prize of $4000 on BOTH Wednesday and Thursday. Congratulations to Wednesday’s winner Carroll Turner of Catawba Valley Building Supply, Hickory, NC, and to Thursday’s winner, Chris Yenrick of Smith Phillips Building Supply, Winston-Salem, NC.

ROCKWOOL (formerly Roxul) won Best of Show (2018 Booth Award Winner). At the membership breakfast, Goldsboro Builders Supply of Goldsboro, NC was named Dealer of the Year, and Carolina Atlantic Distributors of Sanford, NC and Greenville, SC was named Supplier of the Year.

Together, we are such a great association! Thanks to Exhibitors, Sponsors and Dealers for making our 2018 show a smashing success!
Many Thanks To Our Show Grand Prize Sponsors:
BlueTarp Financial, Culpeper Wood Preservers, ECMD, Huttig Building Products and Sun Windows

Many Thanks To Our Show Sponsors:

2018 Show Exhibitors

Allura
Averitt Express
Banyan Consulting/Hub International
Basys Processing
Blue Cross Blue Shield of SC
BlueLinx
BlueTarp Financial
BMSA Online Training
Boise Cascade
Carolina Atlantic
Cedar Creek
Center Line Trailers
Cumberland Plastic Pipe
Culpeper Wood Preservers
Diamond Hill Plywood
DMSi
ECi Spruce Computers
ECMD
EHOP Health
Emery Waterhouse
Epicor Software
Federated Insurance
Flex Trim/Carter Millwork
Forest Products Group
Fortress Wood Products
Georgia Pacific
Great Southern Wood Preserving
Guardian Building Products
Henry Company
Hiab
Huttig Building Products
Kerridge Commercial Systems
LMC Advantage
Legacy Pre-Finishing
LJS Solutions
LMB Advantage
Madison Wood Preservers
Member Insurance
Nobord
Nordic Structures
Now Pro Delivery
Parksite
Pennsylvania Lumbermens Mutual Insurance Company
Ponderosa Software
Rader Solutions
Red Bolt Promotions
Reeb Millwork
Rick Johnson Insurance
Robbins Manufacturing (UFPI)
ROCKWOOL
Sakrete/Oldcastle
Screeeneze
Simpson Strong-Tie
Smith Millwork
Snively Forest Products
Sun Windows
Sunbelt Rack/Clint Darnell Construction
TAMKO Building Products
Tampa International Forest Products
Trebnick Systems
US Lumber
V&H Trucks
Vann Attorneys
Weather Teck Enterprise
Weyerhaeuser
Woodford Plywood


BMSA Chairman Thad Shuler & Scott McCarl, chair of BMSA’s Associates Committee.

For more show photos, go to page 6.
BMSA is pleased to announce that Barb Strickland has joined the association as Director of Member & Safety Services. In her new role, Strickland will focus her efforts on member recruitment, member retention and member workplace safety compliance.

A registered nurse, Barb has a wealth of experience in customer service, recruitment, safety training and auditing, and in-depth knowledge of government safety regulations. Originally from Chicago, Barb has lived in Greenville, SC for the past 20 years and will be relocating to the Charlotte area in the near future.

“I am thrilled to have Barb on the BMSA team. She will help increase our connectivity to members and enable us to serve them better. Her healthcare background will be especially valuable as she works with members to ensure their workplaces are safe and in compliance with state and federal regulations,” said Lynn Schwarz, BMSA President.

BMSA Member News

Banyan Consulting Group was acquired by HUB International in the 4th Quarter of 2017.

Culpeper Wood Preservers, a family-owned business, acquired the Residential Lumber Division from Cox Industries in early January. The acquisition of the Cox plants located in Orangeburg, SC, Coleridge, NC, Cove City, NC, and a laminated column manufacturing facility in Branchville, SC solidifies Culpeper Wood Preservers as one of the largest U.S. wood treating companies with 10 operations servicing lumber dealers throughout the Southeast, Mid-Atlantic, Northeast and Midwest.

Huttig Building Products was recognized by the Construction Marketing Association STAR Awards as the 2017 Midwest Construction Marketer of the Year for marketing excellence in the construction industry.

Member Insurance has introduced a 24-hour roadside assistance program for its customers. The program offers members access to roadside assistance services and membership savings programs.

Smith Phillips Building Supply received the Winston-Salem Chamber of Commerce’s monthly Salute to Business Award in December. The award is given in honor of the recipient’s support of the Chamber and the community.

Construction is nearly complete on Better Living’s new facility on Berkmar Drive in Charlottesville, VA. The building supply company plans to open the new facility in mid-April.

There was lots to smile about at BMSA’s Building Products Show. Just ask these show winners:

- Andre Thomas, Goldsboro Builders Supply - $500 Cash from BMSA Grand Prize Sponsors
- Jonathan Myers, Legacy-Prefinishing - $100 Gift Card from BMSA
- Steve Riggs, The Lester Group – Yeti Hopper Cooler from Kerridge Commercial Systems
- Danny Wright, Berlin G. Myers Lumber – Travel Luggage from Blue Cross Blue Shield of SC and Yeti Cooler from Culpeper Wood Preservers
- Bryan Strickland, Guy C Lee Building Materials – Angels Envy Bourbon from Norbord
- Mike Miller, Talbert’s - $100 Gift Card from Madison Wood Preservers
- Marty Franklin, Wall Lumber - $50 Gift Card from Vann Attorneys
- Glenn Blackwell, Garris Evans – Yeti Cooler from Carolina Atlantic
- Wendy Tadlock, Smith Phillips – Grizzly Cooler from Federated Insurance
- Mike Marmo, Tampa International Forest Products - $50 Cabela Gift Card from LMC
- Daron Honeycutt, Henson Building Materials - $50 Gift Card from Vann Attorneys
- David Anderson, Culpeper Wood Preservers - $100 Gift Card from BMSA
- Tom Nichols, Richards Building Supply - Echo Dot from Member Insurance
- Mark Osbourne, Robinson Builders Mart - $50 Gift Card from Madison Wood Preservers
- Anthony Greer, Federated Insurance – Yeti Rambler Thermos from Woodford Plywood
- Richard Key, Smith Phillips - $50 Gift Card from Vann Attorneys
- Harold Benfield, Robinson Builders Mart – $50 Cabela Gift Card from LMC

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

Michael Siewers, Siewers Lumber & Millwork

Tell us about your company.
R.A. Siewers, Inc. (dba: Siewers Lumber & Millwork) was founded in 1884 in Richmond, Virginia by Richard A. Siewers, who was a German immigrant. Siewers is a full-service lumber yard specializing in Framers Series framing lumber & pressure treated, hardwoods, moldings, custom millwork, cabinets, windows and doors. The current management team of Freddy, Richie, John and Michael, are the 4th generation of the family and we welcomed a 5th generation member of the family, John Meacham, to the business about four years ago. Our dedicated fathers, Freddie and Johnny, both in their 80’s, still come into the office each day. Siewers Lumber prides itself in continuing education opportunities for our customers, quality products at fair prices, and giving back to our community.

What is your current role/responsibility at the company? I am Vice President of Marketing at Siewers Lumber and spend most of my days at the sales counter. As with most small businesses, I wear many hats. In addition to helping customers at the counter, I oversee some of my colleagues in the office, run our hardware department, oversee our insurance plans and payroll as well as coordinate with a small team with the social marketing aspect of our business. I really enjoy organizing our customer events such as continuing education seminars/workshops, our annual Founders Day Deck Expo, The Siewers Architectural Products Show, and The Katz Road Show. I also volunteer with local organizations, and am on the board of some of them, which is personally fulfilling and helps with the company's community-service marketing.

How and when did you become involved with your company? I began working at Siewers Lumber & Millwork during the summers and breaks during high school and college. I went full-time after graduating from James Madison University in 1994.

What do you like most about your job? What do you like least? My favorite part of my job is the people. I love the people I work with and feel truly privileged to be a part of such a great team. This team also consists of family members and it is great to be able to work with my family every day and to be with my dad 5 days a week - that is a gift! I am also truly grateful that my family interacts so well at work (on most days!). I really enjoy working with all the contractors and carpenters who continue to inspire me with their work-ethic, creativity and being so genuine. I appreciate that our
business encourages team members to be a part of their family’s lives by permitting time to go to school and sporting events. As far as something that I like least about my job would be the vacation policy. I feel that we have a fair vacation-day policy, but when you think about it, can you ever have enough vacation days?!?!?

Where are you from? Where did you grow up and go to school? I was born and grew up in Richmond, Virginia where I attended St. Bridget’s School and Benedictine High School. I attendeded Virginia Tech for a few years and finished my college career at James Madison with a double major in Marketing and Management. My family still attends my childhood church – St. Bridget Catholic Church.

What are your favorite books and movies? My favorite book is The Old Man and the Sea. My favorite movies are Top Gun and It’s a Wonderful Life.

What are you reading now? Currently, I am reading: The Count of Monte Christo, Pre-teen Wise, and Practicing Affirmation.

What are you most proud of? I am most proud of The F’s: my family, my friends and my faith.

How would you like to be remembered? I would like to be remembered as a loving and compassionate husband, a fun, providing and understanding father, a hard worker, an empathetic employer, a dedicated brother, a fun uncle and a loving son as well as a Christian who loved time volunteering and helping others and his country.

What’s the one thing about you few people know? I love Christmas: the decorating, food, traditions, spirituality, and family time.

What are your pet peeves (in other words, the things that bug you the most)? People who are not courteous towards others. I really have little patience for disrespectful people.

Tell us about your family? I am married to Beth Wetsel Siewers and we have three children: Beverley Ann (13), Breslin (12) and Scotty (8). I am one of five children and we all still live in the Richmond area. My dad, Freddie and his wife, Fay, also live in Richmond and my father-in-law, Larry and his wife Jerri live in Virginia Beach. My wife is one of four and they live from Texas to Montana. Lots of wonderful aunts and uncles and I have 22 nieces and nephews! In addition, I am grateful for my many friends, who have become chosen family!

If you have pets, tell us about them? We currently have a fish and are preparing for a hermit crab. We are using these as test-grounds to hopefully get an Australian Labradoodle puppy in the near future.

What is your favorite vacation location and why? Croatan Beach in Virginia Beach. I met my amazing wife there and vacationed with my family there as a boy. My wife’s family and my family still vacation there and relish in all the old memories while making new ones!

What is your favorite way to unwind after a hard day? Nothing is better than a home-cooked family dinner around the kitchen table where we share “the good part & bad part of our day”!

Based on what you’ve learned in your career, what advice would you give a young person entering the building products industry today? Get as much experience at a few different businesses as possible before entering the industry. I would also insist on working all the jobs at your new place of work. My father always said that it is much easier to ask someone to do a task when they know you, yourself, have done the same job. Be a hard worker, with a strong work ethic and always be a good listener. Always encourage feedback/complaints from customers – it gives you an opportunity to correct a bad situation.

What does belonging to BMSA mean to you? How have you & your company benefitted from membership in BMSA? My experience in BMSA has been wonderful and has focused mainly on: Education and Relationships. I have been going to BMSA seminars for over 20 years and always learn something from each of them. I truly value all the relationships I have gained during my time at BMSA. Everyone in the association is always so welcoming and shares ideas that have worked in their businesses. More recently, I have enjoyed my time at a BMSA Roundtable. My cousin, John, and I are part of the Emerging Leaders Roundtable, headed by Ken Wilbanks, that has helped us grow in our business and personal lives. I always look forward to the Show in Hickory and my family loves the BMSA Summer Conference!

Ellen Stratmann, SCREENEZE®

Tell us about your company. SCREENEZE® is a family operated company in Cincinnati, Ohio. We manufacture and distribute SCREENEZE® across the country.

What is your current role/responsibility at the company? I am Vice President of SCREENEZE®.

How and when did you become involved with your company? I have been working here since SCREENEZE® started 2003. My dad, David, is the President of SCREENEZE®.

What do you like most about your job? What do you like least? I love the people I work with especially since I get to work with my dad, Dave, and my husband, Timothy Stratmann.

Where are you from? Where did you grow up and go to school? I was born and raised on the Westside of Cincinnati. I went to Seton High School and then graduated from the University of Cincinnati in 2002.

What are you reading now? I’m not currently reading a book right now – too busy!

What are you most proud of? I am most proud of how SCREENEZE® has grown. We have built this from the ground up...
Building a Better association through communication

Chris Yenrick of Smith Phillips Building Supply won the Grand Prize on Thursday!

Thanks to LMC for sponsoring our first Corn Hole Tournament!

Angeline Moore & Angela Freese of City Lumber Company, Jackson, TN.

Glenn Blackwell of Garris-Evans gave a testimonial for BMSA’s Online Training program at the Wednesday morning seminars.

Tom Nichols of Richards Supply in Charlotte won an Echo Dot from Member Insurance.

Neal Obstler of Lester Building Supply selects some bacon-wrapped shrimp at the Wednesday reception. Pictured behind Neal is Gale Mehaffey of Carolina Atlantic.

ne:

Howdy Roberson & Frank Anderson of Sun Windows.

It was another full house at the Membership Breakfast.

2018 Show Photos


Angelique Moore & Angela Freese of City Lumber Company, Jackson, TN.

Jonathan Myers, Don Moore & Jeff Bicknell of Legacy Pre-Finishing.

Neal Obstler of Lester Building Supply selects some bacon-wrapped shrimp at the Wednesday reception. Pictured behind Neal is Gale Mehaffey of Carolina Atlantic.

BMSA President Lynn Schwarz congratulates Carroll Turner of Catawba Valley Building Supply on his big win!

Howdy Roberson & Frank Anderson of Sun Windows.

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Pictured are David Cox of Smith Millwork and Jeff Womack of Fortress Wood Products. Congratulations Blake Clouse & Mark Sluder (pictured at bottom) of Sun Windows for winning our first tournament!

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and it is something I am very proud of. We try our best to deliver a superior product and great customer service and that has helped us to grow into the company we are today.

**How would you like to be remembered?** It’s pretty simple - I would like to be remembered as a kind person who loves her family and works hard.

**What’s the one thing about you few people know?** I graduated from college with a Bachelor’s degree in Interpersonal and Organizational Communication in just 3 years.

**What are your pet peeves (in other words, the things that bug you the most)?** My biggest pet peeve is lying – I think everything is better if people are honest!

**Tell us about your family.** My husband is Timothy Stratmann and we have known each other since we were young kids. He along with my Dad, Dave, handle outside sales for SCREENEZE®. Tim and I have two daughters, Bella and Georgianna.

**If you have pets, tell us about them.** We have two dogs – Gelato and Bennie – they are adorable, but test my patience, especially Gelato!

**What is your favorite vacation location and why?** I love beach vacations! It is so relaxing and my favorite place to be.

**What is your favorite way to unwind after a hard day?** My favorite way to unwind after a long day is just playing with Georgianna, my youngest daughter – we go on walks, color or play games. She is very funny and a great distraction from a tough day.

Based on what you’ve learned in your career, what advice would you give a young person entering the building products industry today? Be true to your values. Be honest. It’s best to under promise and over deliver.

**What does belonging to BMSA mean to you? How have you & your company benefited from membership in BMSA?** Being a member of the BMSA has been a benefit to us. We go to the show annually and make great new contacts as well as show our appreciation for current customers!

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**SAVE THE DATE!**

**Yard & Delivery Managers Workshop**

**Burlington, NC**

**May 1 & 2**

Due to an overwhelming response to this workshop offered in March, BMSA will again offer the Yard & Delivery Managers Workshop on May 1 & 2 in Burlington, NC.

Instructor Ken Wilbanks will apply his Operational Excellence Methodology to teach yard and delivery managers to be effective managers with best practices and standards that work! The 1.5 day program will cover materials storage and handling, minimizing inventory losses, improving receiving accuracy and much more. For more information on this workshop, contact the BMSA office at 800-849-1503.

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**Welcome New Members!**

BMSA is pleased to welcome the following new Associate members:

**Averitt Express**

Nashville, TN
Beth Donham
615-879-0115
[www.averittexpress.com](http://www.averittexpress.com)

**Dealers Supply & Lumber Company**

Greenville, SC
Frank Workman
864-242-6511
[www.victorbilt.com](http://www.victorbilt.com)

**EHOP Health**

Cary, NC
Debbie Tomasko
919-404-9690
[www.ehophealth.com](http://www.ehophealth.com)

**Forest Products Group**

Kings Mountain, NC
Heath Smith
937-313-2778
[www.forestproductsgroup.com](http://www.forestproductsgroup.com)

**Henry Company**

Apex, NC
Josh Bailey
919-745-0636
[www.henry.com](http://www.henry.com)

**Now Pro Delivery**

 Cornelius, NC
Kenneth Bell
704-426-3308
[www.nowprodelivery.com](http://www.nowprodelivery.com)

**Roseburg Forest Products**

Warrenton, NC
Al Rogers
252-204-3523
[www.rfpco.com](http://www.rfpco.com)

**Tampa International Forest Products**

Tampa, FL
Chris Coffey
813-880-7300
[www.TIFP.com](http://www.TIFP.com)

**And Welcome Back:**

**South-East Lumber Company**

Kernersville, NC
Reed Hill
336-996-5322
[www.south-eastlumber.com](http://www.south-eastlumber.com)

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