



Timber Talks

A Newsletter for WRLA Members & Colleagues

NOVEMBER 2009

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WLD Education Foundation Inc

By: David Rosenmeier, Executive Vice President

The boards of the Northwestern Lumber Association (NLA) and Wisconsin Retail Lumber Association (WRLA) have determined that it is in the best interest of both associations to merge effective January 1, 2011.

WRLA will take the necessary legal steps in 2010 to dissolve the existing 501(c)(6) in a manner provided under the laws of the State of Wisconsin.

WRLA is currently in the process of establishing a 501(c)(3) corporation which will be named Wisconsin Lumber Dealers Education Foundation Inc. The corporation shall provide professional education and training to Wisconsin and Michigan Upper Peninsula based dealers with the remaining funds after the merger.

The (WLD) Foundation will be governed by the foundation Officers and Board of Directors who shall have management and control of the foundation and scholarships, education, and training which will be available.✍



Save the Date—February 10th & 11th WRLA 2010 Convention

Convention attendees will have several educational opportunities to choose from at the 2010 Convention, including building codes updates, team motivation, FutureOffice™ Network and “How To” seminars led by two of this years exhibitors on metal roofing and wall systems.

The Grand Luncheon will feature keynote speaker Dan Fesler, CEO & Chairman of the Board for Lamperts and recently elected NLBMDA Chair.

Attendees will be able to tour the Tabletop Showcase on Thursday from 3:30 to 6:30 p.m. with a reception from 5:30 to 7:00 p.m. on the show floor. This will give exhibitors, dealers and contractors a networking opportunity to discuss products while enjoying their favorite beverage and hearty hors d'oeuvres all in one venue.

Join us at the Kalahari for the GREAT room rate of only \$99 per night. Your room includes waterpark passes for you and your family to America's largest indoor waterpark! Treat your employees and top contractors.

Be sure to mark your calendars for this important industry event. A complete program and registration information will be mailed to you in December. Dealers are encouraged to use the contractor invite form that will be included with your program, to invite their contractors to attend the seminars and the tabletop showcase on February 11th. ✍

Route to:

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To be removed from this fax or email list, fax your request to (262) 250-1842 or e-mail us at wrla@wrlamsi.com



Coming Events

Call the WRLA office for details on coming events

November 16-18, 2009

Estimating Camp
Madison, WI

November 18, 2009

Seminar- Construction Lien & Bond Claims: Make Them Pay!
Madison, WI

February 10-11, 2010

WRLA 120th Annual Convention
Kalahari Resort
Wisconsin Dells, WI

March 15-17, 2010

NLBMDA Legislative Conference
Washington DC

Wisconsin Retail Lumber Association Event

WRLA Estimating Camp 2009

Sign Up TODAY!

DATE: November 16-18

LOCATION: Best Western East Towne Suites, Madison, WI

Basic Estimating

November 16th 8:00 a.m. - 6:00 p.m.
November 17th 8:00 a.m. - 5:00 p.m.

Advance Estimating

November 18th 8:00 a.m. - 4:00 p.m.

WRLA Member Seminar Cost:

Basic Estimating: \$405

Advance Estimating: \$310

Attending Both Seminars: \$660

(WRLA/NLA non-members add 25%)

Have your staff ready for construction season.

Visit the WRLA website: [http://www.wrlamsi.com/downloads/](http://www.wrlamsi.com/downloads/Lumbertechsem.pdf)

[Lumbertechsem.pdf](http://www.wrlamsi.com/downloads/Lumbertechsem.pdf) for a registration form or call the WRLA office (800-236-3534) to have a registration form faxed to you.

ProDealer Industry Summit

By David Rosenmeier, Executive Vice President

Wisconsin Retail Lumber Association President, Bill Wood and I attended the NLBMDA and Home Channel News Pro Dealer Industry Summit, October 7th to 9th in Phoenix, Arizona.

While at the summit we attended the Board of Directors Meeting for the National Lumber and Building Material Dealers Association (NLBMDA), the Pro Dealer of the Year Dinner and Awards program where McCoy's Building Supply, San Marcos, Texas received the ProDealer of the Year award and Home Lumber, Bishop California received the Independent ProDealer of the Year award. The new officers for the NLBMDA were presented. The NLBMDA Board of Directors

elected WRLA member, Dan Fesler, CEO and Chairman of the Board of Lamperts, headquartered in St. Paul, Minnesota, as the Association next Chair, replacing Paul Hylbert, CEO of ProBuild. Also elected as Chair Elect was Joe Collings, Ferguson Lumber Cop, Rockville, Indiana, and Vice Chair, Cally Coleman Fromme, Zarsky Lumber Co, Victoria, Texas.

We also attended the Federated Association Executives (FAE) and NLBMDA Legislature Advocacy meeting and sessions on green building, future impact of generations in business, an update on what is happening in Washington DC, and a Keynote by Patrick Buchanan.

THANK YOU!

Thank you to all who have taken the time to renew their membership for 2010 with the Wisconsin Retail Lumber Association. Your association is always working hard to provide members with products and services that will help with the success of your business. By renewing your membership you are also renewing the effort to lobby on the behalf of small businesses and the lumber industry both here in Wisconsin and in Washington DC.

WRLA dealers appreciate it when the suppliers who call on them are members of

the WRLA, so on their behalf we thank you WRLA Associate & Affiliate members for your continue support of the WRLA through membership, participation in WRLA events, such as our annual convention and golf outings, sponsorship of these events, and providing educational opportunities for dealer members. These are all important in the success of the WRLA.

If any members have questions about WRLA member benefits or events, please do not hesitate to call our office at 800-236-3534.

Lumber Outlook Improved, But Slower Recovery Expected

Source: WWPA Plumb Line, Sept/Oct 2009

Western lumber industry is on the road to recovery, although it promised to be a long road back, according to a new forecast released by Western Wood Products Association (WWPA).

Economic Services Manager David Jackson told WWPA Members at the 2009 Forecast Conference the outlook has improved modestly from this past spring, when the industry and U.S. economy were at a low

point. He noted while there are encouraging signs, gains are going to come slowly as mills adjust to "the new normal."

Housing starts are forecast at 551,000 this year, rising to 668,000 in 2010 and 798,000 in 2011. Jackson said while there may be more demand for housing, foreclosures are on the rise due to unemployment and banks are still reluctant to start lending again.

Member Profile

Hayfield Windows and Door

Hayfield Window and Door has been providing the Midwest with superior industry products at affordable prices since 1951. Their employees are educated in the most advance technology available, ensuring you the highest industry performance, service and support.

Hayfield can even custom design their windows to fit into your existing frame for no additional fee.

Visit hayfieldwindows.com or phone them at (507) 477-3224

Hayfield Window and Door

PO BOX 25

Hayfield MN 55940

Phone: (507) 477-3224

Fax: (507) 477-3605

www.hayfieldwindows.com

Key Personal: Chad Rouhoff
Chris Develice

Product Line: Vinyl Classic; Northern Classic✍

Lumber Person of the Year

In an effort to recognize outstanding qualities and show appreciation for a "job well done," we are now accepting nominations for the Outstanding Lumber Person of the Year award. Each year one retail or associate member will earn this award. The award will be presented to the recipient during the Grand Luncheon/Membership Meeting on Thursday, February 11th at the WRLA Convention.

The following criteria may help in making your selection of this person:

- Success in business
- Personal integrity
- Industry knowledge
- Professionalism
- Leadership
- Dedication
- Participation in WRLA and other industry organizations.

Write down your selection and tell us what makes your nominee the lumber person of the year. All nominations must be received by the WRLA office no later than January 10th.✍

Survivor's Guide to Efficiency

Source: NACM eNews Weekly, September 29, 2009

Employees today are being asked to do more with less support, particularly at firms where workforce reductions have occurred. While it's great to still have a job in this economic climate, layoff survivors face no shortage of formidable challenges.

Time-strapped workers are left to perform their regular jobs, while absorbing the unfinished assignments and potentially unfamiliar daily tasks of former colleagues. If you're struggling to get a handle on your increased workload, the following time-management tips will help you maintain your sanity and boost your efficiency:

Get your priorities in order. First and foremost, check with your manager to outline and prioritize your new and existing duties. In times of transition, it's always better to seek clarification than to make assumptions. Once you have a complete list of responsibilities, organize your projects in order of urgency and importance. This upfront investment of time will save you hours over the long term.

Clean up your act. The benefits of an orderly workspace can't be overstated. You can't afford to waste time hunting for critical documents buried under a

crumpled mass of outdated memo's and sticky notes. After making an initial clean sweep, schedule time weekly to cut the clutter. Once you've categorized a document, get into the habit of filing it, trashing it or forwarding it to the appropriate person—don't leave it on your desk to collect dust.

Minimize multitasking. Despite your best intentions, you can't focus on producing a top-notch report while simultaneously preparing for a meeting and emailing your boss. Create a daily game plan each morning and do your best to cross items off your to-do list one by one. When working on an assignment, give it your undivided attention so you do it right the first time. Multitasking frequently leads to errors and oversights, minimizing your overall effectiveness.

Be a team player. Instead of being competitive with your fellow layoff survivors, pull together and work as allies. There's no better way to foster goodwill than to pitch in and assist overworked co-workers. By lending a hand when you can, you'll likely receive much-needed help when you're swamped and a pressing project lands on your desk.
(Courtesy of Robert Half International)✍

Tabletops for the 2010 Showcase

Associates, you can still reserve a tabletop at the 2010 Tabletop Showcase on February 11th at the Kalahari Resort & Convention Center in Wisconsin Dells, Wisconsin.

Make new partnerships and improve existing ones at the 120th Annual WRLA Convention. **To reserve a tabletop or for more information call 800-236-3534.**

Continued page 2 ...Lumber Outlook

Lumber consumption should finish 2009 at about 31 billion board feet, down 26 percent from year ago totals. As home building improves, consumption should pick up steam and rise above 40 billion board feet by 2012.

Western lumber production is forecast to decrease 20 percent this year to 10.2 billion board feet, then edge up to 11 billion board feet next year. Southern mills will increase at a slightly higher pace in the next few years, thanks to lower log and labor costs and their proximity to key markets.

Imports are predicted to shrink to 8.8 billion board feet for 2009, the lowest annual volume since 1976. As the U.S. economy improves, currency exchange rates may allow imports from Canada, Europe and South America to regain some of the market share lost during the downturn. Lumber import volumes are predicted to total 10.5 billion board feet in 2010, then rise to 12.6 billion board feet in 2011.✍

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WWW.WRLAMSI.COM

Names in the News

Congratulations to WRLA Advisory Board member, **Bruce Braaksma, Royal Lumber Yards**, and to Jeannie Flegner who were married on October 15th. Best Wishes!

Marjie Rozumalski has joined **Pukall Lumber Company**, Arbor Vitae, Wisconsin, as a designer of residential and commercial construction. With over 25 years of experience Pukall is excited to have Marjie become part of their design team. Congratulations!

The **North American Wholesale Lumber Association** (NAWLA) has announced that **Gary F Vitale** has accepted the position of President. Gary's most recent position was that of President/CEO of TW Hager Lumber Company, headquartered in Grand Rapids, MI

Latest Scam Alert

Source: MLBMA, October 27, 2009

A mid-Michigan member of the Michigan Lumber and Building Materials Association contact the MLBMA office regarding a \$2,800 check they received, along with a request to confirm the transaction. MLBMA researched the matter and determined it definitely is a scam.

The check was allegedly sent to the member from Bailey/Laurer/Marketing/Communications in Lincoln, Nebraska. The check was drawn on a Tier One Bank account from Lincoln, Nebraska. It contained an official looking UPS Next Day Air tracking number. It was sent from Kennedy Space Center making it look like the Space Center is a client of Bailey/Laurer/Marketing/Communications.

A Message on the bottom of the correspondence informed the member: *"We would like you to email our secure payment department on payverifier2009@live.com. For your confirmation and more information before you continue the transaction, please don't ignore this email. Make sure you email us to the provided email and don't agree with any correspondent abuse about this email. This Payment Verification is to confirm you receive the payment successfully."*

How do we know this is a scam? There is a real P.R. firm in Lincoln, Nebraska by that name but it has one less letter in its name; Tier One Bank is located in Lincoln but the address on the check is 20 digits off the real address; and the overall spelling and general approach is unprofessional and bogus. Canadian and Australian scammers have apparently been using this tactic with increasing frequency.

If you receive something like this, do not respond to verify its receipt. The culprits have a way of using your response to rip you off.✍

The information contained in this newsletter is not intended to be, nor does it constitute, legal advice. Don't apply or interpret the law without the aid of a trained expert who knows the facts. Your particular situation may change the application of the law.

NOVEMBER, 2009

Legislative Update



ACT NOW—Time is Running Out to Extend the Homebuyer Tax Credit

Source: NLBMDA, October 27, 2009

There is just one month left before the first-time homebuyer tax credit is due to expire on November 30, 2009. Sen. Johnny Isakson (R-GA) has been working to negotiate an extension for possible Senate consideration this week during the scheduled debate on unemployment benefits legislation. Isakson and Sen. Chris Dodd (D-CT) have been promoting a measure that would expand the credit to all primary home purchases, raise the income caps to make it available to more prospective buyers, and extend the credit through June 30, 2010. Senate Majority Leader Harry Reid (D-NV) and Finance Chairman Max Baucus (D-MT) have floated a version that extends the credit, as is, though June 30 and then phases it out through the second half of 2010. Contact your Senators today to urge them to ACT NOW to extend and enhance the home buyer tax credit.

Send an email message to your Senators asking them to support the Isakson amendment to expand and extend the home buyer tax credit. If you've already emailed your legislators, please place a follow-up phone call to their offices to reiterate the urgency of acting now. Call the Capitol Switchboard at 202-224-3121 to be connected to your state's senators, and ask to speak to the aide for housing issues. Please contact NLBMDA Director of Government Affairs Colleen Levine at colleen@dealer.org with any feedback received.

How Much Will Federal Healthcare Reform Affect Your Premiums?

New data models insurance premiums for individuals, families and small businesses in Wisconsin.

Source: WMC Capitol Watch, October 26, 2009

President Obama promised during the campaign that the average American family would save \$2,500 a year thanks to his healthcare reform plan. Two recent studies concluded, however, American families would pay more under the plan being considered by the U.S. Congress. A PricewaterhouseCoopers study, commissioned by America's Health Insurance Plans, concluded the cost of a family plan in 2019 would be \$4,000 a year higher if reform passes. An Oliver Wyman analysis, commissioned by Blue Cross Blue Shield, concluded much the same, that the cost of a family plan would be significantly higher.

A new study, released last Friday by Anthem Blue Cross and Blue Shield, takes an in-depth, comprehensive look at the effect of the current healthcare reform proposals on health insurance premiums in Wisconsin, specifically. This analysis presents real rates being charged to real individuals and groups today and shows how those rates are generally expected to change for new purchasers post-reform, without any adjustment for the increase in medical costs over time.

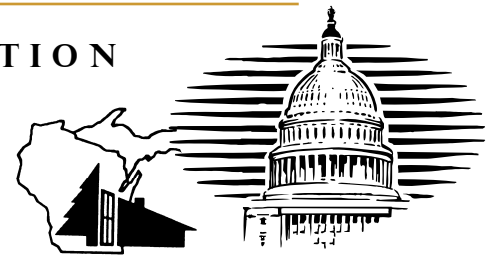
The report quantifies the premium impact for individuals and groups:

- A healthy 25-year old male in Milwaukee could expect to see up to 199 percent premium increase;
- A family with two kids and an average health status up to a 122 percent premium increase; and
- A 60 year old, less healthy couple up to an 11 percent decrease.

Small employers would see premium increases or decreases based upon their employee population's age and health status. For example:

- Younger/healthier group of eight: 53 percent premium increase
- Average age/health group of eight: 17 percent increase
- Older/less healthy group of eight: 11 percent decrease

These results reflect increases directly related to the proposed legislation. What makes this actuarial analysis different is that it uses actual cases, not averages, and specifically includes the impact of subsidies on premiums. For a full report go to the WMC website, www.wmc.org



NLBMDA Submits Comments to U.S. Green Building Council on Second Draft of Certified Wood Credit Benchmarks.

Source: NLBMDA E-Update, October 19, 2009

On October 14, NLBMDA submitted comments to the U.S. Green Building Council (USGBC) on its second draft of proposed revisions of the benchmarks for the certified wood credit in the LEED rating tool. Currently, wood certified by the Forest Stewardship Council (FSC) is the only wood eligible for credit toward LEED certification. USGBC has proposed a new system of “benchmarks” that any certification scheme could be evaluated against to determine if their certification procedures would be acceptable to USGBC.

Once again, NLBMDA’s reiterated its policy is to support the inclusion of all recognized certification schemes for credit in green building rating systems as well as the adoption of a permanent eco-label identifying the USGBC-recognized forest certification scheme certifying the product permanently marked by the producing mill on a face or side of each piece of dimension lumber. NLBMDA is particularly concerned that the benchmarks as drafted would continue to exclude non-FSC certification schemes and would render the LEED wood credit meaningless in the North American market.

To view NLBMDA’s comments visit <http://www.dealer.org/files/public/NLBMDA%20COMMENTS%20LEED%20ROUND%202%20AS%20SUBMITTED.pdf>. Members with question should contact Frank Moore at frank@dealer.org.

Legislation Introduced to Tie Tax Credit for Windows, Doors, and Skylights to Energy Star Source: NLBMDA E-Update, October 19, 2009

On October 15, Sens. Jay Rockefeller (D-WV) and Chuck Grassley (R-IA) introduced legislation that would modify the existing tax credit for energy efficient windows, doors, and skylights for 2010 by tying it to established ENERGY STAR® standards for fenestration products. The current \$1,500 tax credit, passed as part of the American Recovery and Reinvestment Act (ARRA), limited the tax credit to windows, doors, and skylights “equal to or below a U-factor of 0.30 and SHGC (solar heat gain) of 0.30,” commonly know as the “.30/.30 standard.”

There has been a great deal of confusion over the one-size-fits-all approach of the current tax credit, which fails to recognize that different regions of the country require different standards to achieve improved energy efficiency depending on climate. Established ENERGY STAR® standards have different requirements for four different regions.

Further, the current tax credit tied to the .30/.30 standard effectively eliminated skylights from even qualifying for tax credits. Skylights are installed in a non-vertical application, and are also tested that way. They also project above the plane of the roof, unlike windows, which are installed in the plane of the wall. Because of this, their U-factor is higher than windows of identical construction. In addition, skylights are installed expressly to admit daylight. The .30 SHGC is actually too dark in the northern zones of the country and eliminate beneficial solar heat gain.

Specifically, the Rockefeller-Grassley bill (S1792) would replace the .30/.30 standard for the tax credit and replace it with the 2010 ENERGY STAR® standards for windows, doors, and skylights. It would apply to purchase in 2010.

**SAVE THE DATE—NLBMDA’s Legislative Conference
March 15-17, 2010
Washington DC**