



Timber Talks

A Newsletter for WRLA Members & Colleagues

DECEMBER 2009

Inside this issue:

Coming Events	2
Federal GINA Update	2
"Red Flags" Rule	2
Membership	2
Existing Home Sales	3
Chinese Drywall Report	3
Membership Meeting	3
Homebuyer Tax Credit	3
Lumber Person of the Year	3
Names in the News	4

Route to:

- _____
- _____
- _____
- _____



120th Annual WRLA Convention

February 10th & 11th, 2010
Kalahari Resort & Convention Center,
Wisconsin Dells, Wisconsin

Join your fellow lumber dealers and suppliers at the WRLA Convention! The 2010 show will feature

- Receptions & Networking
 - Education Sessions
 - Tabletop Showcase
 - Membership Meeting
 - Grand Luncheon with Keynote Speaker –Dan Fesler, Lamperts
 - Prize Drawings
- AND MORE!**

The WRLA Convention provides you the opportunity to network with industry colleagues, view new products and provide your employees and contractors low cost seminars on important industry topics. This year's building code seminar earns credit towards the Wisconsin certification for contractors.

Thank You 2010 Exhibitors

(as of November 24, 2009)

- | | |
|------------------------------------------|-------------------------------------------|
| Ads That Care Inc | Lake States Lumber Inc |
| Amerhart Ltd | ☆Manions Wholesale Building Supplies |
| Appleton Supply | Maze Nails Co |
| The Armstrong Creek Company | Metal Sales Mfg Corporation |
| ☆Badger Corrugating Co | ☆MIDCO-BAY Insulation |
| Biewer Lumber Co | Midland Garage Door Mfg Co |
| Building Products Inc | Millwork Distributors Inc |
| ☆CertainTeed Roofing Products | PAL Co-op Buying Group |
| CP Supply Div. of Packaging Incorporated | ☆Pennsylvania Lumbermens Mutual Insurance |
| DECRA Roofing Systems | Prince Building Systems |
| Do it Best Corp | ☆Quality Edge Inc |
| Fabral | R&R Insurance Services Inc |
| ☆Federated Insurance | Rayner & Rinn-Scott Inc |
| GAF Elk Corp | Roberts & Dybdahl Inc |
| GRK Fasteners | Staples |
| ☆Guardian Building Products | Thermo-Tech Windows |
| Hayfield Window & Door Company | ☆Western Building Products |
| Hutchison Lumber & Building Products | Whirlwind Building Components |
| ☆Krauter Solutions | ☆= Convention Sponsor |

Hope to see you February 10th & 11th at the Kalahari!

A complete convention program and registration form is included with this mailing. You can also visit our web site at: www.wrlamsi.com

Happy Holidays!

Coming Events

Call the WRLA office for details on coming events

December 8, 2009

Webinar– Year-Round Strategies to Make the Tax Law Work for You

February 10-11, 2010

WRLA 120th Annual Convention

Kalahari Resort
Wisconsin Dells, WI

March 15-17, 2010

NLBMDA Legislative Conference

Washington DC

Holiday Office Hours

December 24

Office closing at Noon

December 25th

Closed

December 31st

Office closing at Noon

January 1st

Closed

Federal GINA Update

On November 21, the Genetic Information Nondiscrimination Act (GINA) of 2008 went into effect. This act is intended to prevent employers from discriminating against individuals based on genetic tests and information. GINA will require that private employers with 15 or more employees post notices informing individuals of their rights under the law.

GINA imposes the following restrictions: prohibits the use of genetic information in making employment decisions; restricts the acquisition of genetic information by employers and others, imposes strict confidentiality requirements; and prohibits retaliation against individuals who oppose actions made unlawful by GINA or who participate in proceedings to vindicate rights under the law or aid others in doing so. The same remedies, including compensatory and punitive damages, are available under Title II of GINA as are available under Title VII of the Civil Rights and the ADA.

The Equal Employment Opportunity in the Law poster has been revised by the Equal Employment Opportunity Commission (EEOC). Current federal employment discrimination law is reflected in the new version, including the Americans with Disabilities Act Amendments Act of 2008 (ADAAA), which went into effect January 1, 2009. The poster was also revised to add information about the Genetic Information Nondiscrimination Act of 2008 (GINA).

Either placing a supplement alongside their current poster or posting a new revised notice will put employers in compliance with this requirement.

You can order a laminated all-in-one Federal and state labor law poster through the WRLA. Call 800-236-3534 for more information or you can download free posters from <http://www.dwd.state.wi.us/dwd/posters.htm>

Red Flags Rule Enforcement Delayed Again

The Federal Trade Commission has delayed the enforcement of the "Red Flags" Rule until June 1, 2010.

The rule requires creditors to develop and implement written "identity theft prevention programs". The programs must provide for the identification, detection, and response to patterns, practices, or specific activities-

known as "red flags" - that could indicate identity theft.

The National Lumber & Building Materials Dealers Association (NLBMDA) has a compliance guide available for FREE. Visit their website at www.dealer.org or call the WRLA office to have a copy sent to you.

2010 Membership Renewal

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.


receive a 20% rebate when they join the NLA in 2011.

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

FCC Form— in an effort to keep you informed, the WRLA employs a variety of communication media, including US mail, telephone, fax, and e-mail. To be sure we are communicating with you in the manner you prefer, please complete the FCC form included with your 2010 membership renewal and fax or mail it to the WRLA office.

Dealers that rejoin the WRLA in 2010 will

The high cost of insurance got you down?



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Existing Home Sales at the Highest Level Since 2007

Source: Julianne Pepitone, CNNMoney. Com

Existing home sales surged in October to the highest level in more than 2 1/2 years, according to a real estate industry report issued Monday.

The National Association of Realtors reported that existing home sales rose 10.1% last month to a seasonally adjusted annual rate of 6.1 million units, up from the downwardly revised rate of 5.54 million in September.

The sales beat forecasts of 5.7 million annual units, according to a consensus estimate of analysts compiled by Briefings.com, and were 23.5% above the 4.94 million-unit pace of 12 months ago. ✍

CPSC Issues Inconclusive Chinese Drywall Report

Source: NLBMDA Update

The Consumer Products Safety Commission (CPSC) last week issued a summary of its findings to date on the Chinese drywall investigation. An interagency task force has been coordinating research and governmental response to homeowners who have complained of health and metal and appliance corrosion in their homes. The task force has found elevated levels of sulfur and strontium in some Chinese-made drywall but has not yet completed tests to determine if there is a link between those elements and the reported health symptoms or corrosion. The CPSC announced they have received nearly 1900 complaints from residents in 30 states. The task force is working with the Department of Homeland Security to identify and stop new imports of Chinese drywall into the US. For more information, dealers can access the Drywall Information Center website at www.DrywallResponse.gov ✍

WRLA Membership Meeting -There will

be a Wisconsin Retail Lumber Association Membership Meeting on Thursday, February 11th, 2010 at the Kalahari Resort & Convention Center in Wisconsin Dells, Wisconsin. All members are encouraged to attend the Grand Luncheon meeting. Lunch will be served at noon. Tickets for lunch should be ordered using the convention registration form. ✍

NLBMDA Applauds Passage of Homebuyer Tax Credit and NOL Relief Legislation

Source: NLBMDA Nov. 5, 2009

The National Lumber and Building Material Dealers Association (NLBMDA) applauded the passage of legislation today by the U.S. Congress what would expand and extend the homebuyer tax credit and expand net operating loss (NOL) carryback tax relief to more businesses.

Specifically, the legislation will:

- Extend the current \$8,000 first-time homebuyer tax credit to purchases of primary residences under contract by April 30, 2010 and closed by June 30;
- Create a \$6,500 homebuyer tax credit for those that have owned their primary home for five years;
- Raise qualifying income limits to \$125,000 (single) and \$225,000 (couple);
- Expand NOL relief to all businesses so that they can offset current losses against

taxable profits earned in the previous five years.

Extension of the homebuyer tax credit and expanded NOL relief have been top legislative priorities for NLBMDA in 2009. Both have been deemed critical to reviving the housing market during the prolonged recession.

"The enhanced and extended homebuyer tax credit will go a long way toward assisting the economic recovery of our industry by speeding up the disposition of foreclosures, stabilizing home prices and helping to bring equilibrium to housing inventories in many parts of the country." said NLBMDA Chairman Dan Fesler, CEO of Lamperts. "Further, the expansion of the net operating loss carryback provision will free up capital and save jobs at a time we need it the most. ✍

WRLA Lumber Person of the Year Nominations

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.

Send your nominations name, company name 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. ✍



Complete Forklift Training

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your bottom line.

Operators must be trained and certified before operation of powered industrial trucks and re-evaluated a minimum of every 3 years. OSHA enforces this by issuing warnings, citations and fines. The average fine issued from Oct. 2005 – Sept. 2006 was \$1,417.00. Companies have been fined up to \$70,000.00 OSHA has initiated “Special Emphasis” programs to focus on this area of concern. Be prepared for that visit by ordering forklift training specific to the lumber and building materials industry that meets all OSHA training requirements. Contact the WRLA office (800) 236-3534 for training information.

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Names in the News

Congratulations **Paula Siewert**, **President** of the **Northwestern Lumber Association**, for being named the **Twin Cities Hoo Hoo Club #12 Lumbermen of the Year**. The Lumbermen of the Year Award is a long standing tradition that began in the early 1960's. Each year the Hoo Hoo organization selects one member of our industry for his or her outstanding service and dedication. We applaud Paula's profound impact in helping to shape our industry through her leadership and involvement.

Do it Best has named **Mike Altendorf** as its new Vice President of Technology and **Tim Miller** as new Vice President of Marketing.

Owens Corning announced a new program that simplified recycling asphalt shingles for its Preferred Roofing Contractors. Based on a pilot program conducted in Indiana, Owens Corning will roll out the program nationally, starting in the Midwest.

BlackEagle Partners, LLC, a private equity firm focused on turnarounds and special situations, and Building Industry Partners, LLC, a private equity firm focused on the U.S. building products industry, sponsored a newly formed entity, **US LBM Holdings, LLC**, in partnership with **L.T. Gibson**, to acquire three regional operations from Stock Building Supply, LLC, the second largest lumber and building materials distributor in the U.S. The three markets include Wisconsin, Central New York and Connecticut, all longstanding, previously independent businesses with #1 or #2 market share supported by strong local management. US LBM will operate as a holding company, reestablishing the acquired operations as local autonomous businesses under their former or independent trade names, **Wisconsin Building Supply**, Bellevue Builders Supply and East Haven Builders Supply, respectively.

Congratulations to those who participated in the **WRLA / LumberTech Estimating Camp** on November 16th-18th in Madison, Wisconsin.

Dan Scott, Barker Lumber
Brian Wilson, Berlin Building Supply
Will Schacht, Eastman Cartwright
Luke Mills, Oostburg Lumber Co
Tom Brill, Oostburg Lumber Co
Jacob Scholze, Scholze Ace Home Center
John Shepherd, Stan's Lumber

10% OFF COUPON

Call the WRLA office or stop by the WRLA registration desk at convention for your **Convention Special -10% Discount** coupon. Save 10% on your next order of business forms or envelopes from the WRLA.

*New orders must be accompanied by a sample form.

This offer is good on one order only.



Estate Tax Reform Vote Pending

Source: NLBMDA, E-Update November 16, 2009

While Congressional tax committee leaders have continued to indicate that votes on the estate tax would be held before the end of the year, it is not yet clear in what form those votes will take. The NLBMDA Legislative Advocacy Committee at their October meeting reiterated their preference for full repeal of the tax, and support for potential compromises only if they maintain a high enough exemption level to protect the asset-heavy nature of a family-owned building supply company.

NLBMDA recently joined with other members of the Family Business Estate Tax Coalition (FBETC) to send a letter in support of the "Estate Tax Relief Act of 2009" (H.R. 3905), legislation introduced by Reps. Shelley Berkley (D-NV), Artur Davis (D-AL), Kevin Brady (R-TX) and Devin Nunes (R-CA) to provide additional estate tax relief and provide certainty to family businesses by instituting a permanent estate tax exemption level at \$5 million and estate tax rate at 35 percent, phased-in over ten years. If Congress does not take action before the end of the year, the tax will disappear for 2010 only to return in full in 2011. The Obama Administration has called for the 2009 levels of \$3.5 million exemption and 45% tax rate to be made permanent.✍

NLBMDA Makes Case for Eco-label Before American Lumber Standards Committee

Source: NLBMDA E-Update, Nov. 16, 2009

On November 13, National Lumber & Building Materials Dealers Association (NLBMDA) presented its proposal for an eco-label to the board of the American Lumber Standards Committee (ALSC) in Charleston, S.C. Representing NLBMDA were Val Hanson, former LBMI Trustee, Ken Marson, NLBMDA Board Member and NLBMDA's alternate representative ALSC and NLBMDA Counsel Frank Moore. This was NLBMDA's second presentation to the ALSC this year, the first made in June before a Task Group appointed from the committee to review recommendations for revisions to the American Softwood Lumber Standard (PS-20). NLBMDA had previously submitted written comments in response to a Federal Register notice requesting public input as part of a five year review of PS-20, which governs the grading rules for softwood lumber.

The case made to the ALSC by NLBMDA has focused on an on-product label for dimensional lumber that would verify that the raw material was sourced from a responsibly managed forest, without carrying any reference or claims relative to the proprietary forest management schemes (e.g. FSC, SFI, etc.) A system of certifying agencies would be accredited by the ALSC to certify that the raw material coming into the mill meets the requirements of chain-of-custody as recognized by an international standard, such as the International Organization for Standardization (ISO). This comes at a time when the dominant schemes are challenging each other before the Federal Trade commission, and the US Green Building Council is reviewing its requirements relative to the wood credit under the LEED.

At the meeting, Hansen, Marson, and Moore coordinated their efforts to secure a place on the ALSC agenda and requested that a task group of the ALSC be appointed to consider creating an eco-label program, either as a part of the PS-20 or as a stand-alone program similar to the heat-treated wood and wood pallet standards which ALSC also oversees. While the ALSC, in response in part to concerns about costs associated with establishing such a program, voted not to proceed at this point, a clear majority of the Committee expressed an understanding of the value of an eco-label and an on-going willingness to work with NLBMDA and others to consider how such a program may be established and managed.✍

If you have a regulatory issues you would like to see addressed, please contact the WRLA Office. The WRLA works with the National Lumber and Building Materials Dealers Association (NLBMDA) on national issues and with the Wisconsin Manufacturers and Commerce (WMC) to lobby on state of Wisconsin regulatory issues. You can reach the WRLA via phone at 800-236-3534 or via email at wrla@wrlamsi.com.

Wisconsin Retail Lumber Association Inc.



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Property and Casualty insurance services to the lumber, woodworking, and building materials industries since 1895. PLM was formed "by lumbermen, for lumbermen." For more information on the WRLA/PLM Insurance program call PLM at 800-752-1895 or the WRLA office at 800-236-3534



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The WRLA is now participating in the LBM Journal's new **Certified Green Dealer™** program. This program is a web-based program that will certify the nation's lumberyards and building material dealer locations as sources of information on green building and green products through online training and printed resource material. Lumber dealers are a primary source of information about products and "best practices" for builders and remodelers, and with this program, dealers can now brand themselves as certified sources of information about good green building techniques and green products.



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