WBMA’s Annual Convention - NEW SCHEDULE FORMAT

This year’s Annual Convention will be November 12-14 at the Embassy Suites in Portland, OR followed by our Women in LBM Conference November 14-15.

Supplier Networking and table tops will be at 11:00 am -12:30 pm followed by Presidents’ Luncheon.

Wednesday morning programs kicks-off with Dave Urso’s on hand to inspire others to achieve success through leadership development and personalized mentorship.

Challenge 2022 - Envisioning What's Next
In today’s world, we're judged by our ability to keep up with ideas and trends at the speed they come at us. This session focuses on organizational vision setting and deep thinking about who and what your team will be.

Upselling Your Communication - Regardless of our job title and task list, we all work in sales. This session focuses on exploring sales techniques that help build teams and move product. With a major focus on effective communication.

Hammering Away at Conflict - Think about the biggest conflict facing your organization today. Chances are it involves personnel. This session reviews why we struggle in this arena.

We will also have Jacob Belk, the manager of forecasting and analytics for John Burns Real Estate consulting where he oversees forecasts for 220+ metros along with providing building product consulting clients custom data driven insights into their businesses. Jacob will provide an update on major housing markets along with state level forecasts for starts or permits in Alaska, Idaho, Montana, Oregon and Washington. He address our national building products forecast and any changes/trends he is seeing there.

The changes continue!
Please come join the fun evening with great food, silent auction and the opportunity to visit with others in our industry at Top Golf. Transportation included to and from the hotel with your registration. Not a golfer, that’s totally ok! There will be lots of fun with comfortable seating, silent auction items, great food and drink for everyone.
WBMA Fall Workshops:

Introduction to Building Material Sales
September 24, 2019 - Boise, ID
November 5, 2019 - Olympia, WA

The goal of this day long class is to give participants tools that will empower them to understand not only their company’s financial results but also how to take

2 Day Estimating Workshop
September 25-26, 2019 - Boise, ID
November 6-7, 2019 - Olympia, WA

This 2 day program includes instruction and discussion of residential construction methods, blueprint reading and material take-off. Attendees will received hands on experience figuring an actual set of working drawings.

2019 Link Scholarship Recipients
This year's recipients will each receive $4,000 toward their college expenses. Thank you to everyone, past and present, who have supported our scholarship fund.

Jayden Bradford - Idaho Falls, ID
Bryce Grame - Kalispell, MT
Garrett Lovell - Bellevue, ID
Jacob Martin - Bozeman, MT
Carson Valente - Seattle, WA

The Link Fund is now in its 27th year and has awarded over 100 scholarships totaling over $170,000. The Link Fund receives its growth from the live and silent auction and raffle held during WBMA’s Annual Convention as well as other company contributions received throughout the year. The Link Fund has also grown through memorial contributions as industry members remember their colleagues and loved ones.

Group 2 Roundtable Meets in Ketchikan
WBMA’s Roundtable Group 2 met in Ketchikan, Alaska, touring Madison Lumber Company.

During the meetings the group discussed operating results, local market conditions and best practices for profit improvement.

WBMA’s roundtable groups are comprised of non-competing dealers meeting twice annually to share financial and operating information to optimize profit performance.

We have openings for new members to join the groups, if interested please contact Casey Voorhees at the WBMA office 1-888-551-9262 or casey@wbma.org.

Women in LBM:
Building Excellence

November 14-15, 2019
Embassy Suites - Portland, OR

WBMA would like to invite all female industry members to join us for WBMA’s Women in LBM Conference.

This Conference will follow WBMA’s Annual Convention to bring together women in the Lumber and Building Material industry to not only network but:

- Enhance your ability to influence others
- Address the challenges of a sales rep calling on male customers/dealers
- How to effectively engage in conflict and healthy collaboration
- Enhance your natural sales skills while fostering relationship with prospective customers
- Earn and maintain the respect of your colleagues and/or employers?
- Learn some effective communication methods that help interactions with various generations?

Whether your role is:
Owner, Manager, Inside/Outside Sales or Vendor Representative, we all learn from each other.
LBM Advantage Looks West and Finds Opportunity

The LBM Advantage story began with a bang in 2015 when it was created by the merger of New Windsor NY based ENAP and Grand Rapids MI-based PAL. Two years later, the co-op brought on Smithfield NC-based Independent Building Supply Association (IBSA), bringing the Southeast region into the family. The newly created New Windsor NY-based co-op LBM Advantage crossed the $2 billion mark in wholesale purchases in 2018 and has grown its top line by 22% through synergy and new programs.

Today new merger targets are few and far between. Therefore, to keep the pace of growth in high gear, the co-op is looking to the Western United States for new dealers and new markets.

“Our members want us to grow,” says LBM Advantage President & CEO Steve Sallah, “We have two mergers completed, and the question we are asked is: ‘How are we going to continue to add 20-25% top line growth without some big, strategic transaction?’ There is no clear merger opportunity currently, so our answer is to go westward.”

Carrying the flag of Western Expansion is industry veteran Dan Ohmer, a former Knauf and Guardian executive who, in concert with veteran co-op executive Tom Molloy, “have been helping us open the doors and get conversations started,” Sallah says, and continues “It helps that Ohmer knows pretty much every dealer in the United States!”

The Westward Expansion initiative has proved fruitful almost immediately, and the co-op’s value proposition of service, transparency and flexibility has resonated in the West, where new members have seen immediate impact.

“Western Building Center is new to LBM Advantage (October 2018) but in that short time we have found ways to purchase better, increase rebates, and learn new ways to do what we do, better. LBM Advantage came to us with some options that made sense for our business model and we are happy we joined. The transparency that they promote with their programs and rebate structure is the real deal and they do what they say they will do” Brent Hartley, Western Building Center’s Distribution Manager.

Since 2018, LBM Advantage has added 21 companies and 139 locations to its growing national presence. It has expanded its footprint into Idaho, Wyoming, Colorado and South Dakota. Currently Advantage services 1140 locations in 40 states.

LBM Advantage improved 150 existing programs through the combination of ENAP, PAL, and IBSA. “We were able to get better rebates, better terms, or better pricing,” said Sallah. “And not just because of our size, but because of our ability to bring vendors into these new territories.”

The co-op’s four offices in New Windsor NY, Grand Rapids MI, Smithfield NC, and Monroe LA provide a regional presence the co-op believes is an advantage for recruiting and member service, by adding employees from each region who know the area, geography, species and building trends.

In the Carolinas and Georgia, Tim Johnson, former IBSA President and now Advantage VP of Southeastern Operations, says increased leverage has been one of the advantages to dealers in the region. Plus, “LBM Advantage brought to the table things that IBSA didn’t have in the form of kitchen and bath cabinets and futures trading. “Also, before the merger, IBSA didn’t have outside sales representation that was dedicated to calling on the members,” he continued. “We do now.”

The company also points to the value of its NextGen program, a response to interest in succession planning and the development of future leaders. The program was launched in May of 2018. The NextGen mission statement reads: “to provide value to the next generation owners and key leaders of our membership through education, networking and peer development.” Advantage members and suppliers have contributed considerable time and expertise as speakers and consultants to the program, the company said.

We welcome LBM Advantage to the WBMA membership as an associate member who joined in May of 2018 and who immediately supported our annual convention in November.

For more information on LBM Advantage, visit www.lbmadvantage.com, contact Paul Dean, Director of Marketing, at pdean@lbmadvantage.com, 845-220-3710 or Dan Ohmer, Western Member Sales Manager at dohmer@lbmadvantage.com, 845-220-3709.
BPRA Knowledge Central

Knowledge Central is an online compliance training, testing and performance tracking system and is available at no additional cost to WBMA members through our alliance with the Building Products Retailers Alliance (BPRA).

Knowledge Central is also a human resources management system comprised of dozens of forms, documents, manuals and other pertinent materials that together comprise nearly 7,000 pages of a dynamic content. More than online training and an HR toolset, Knowledge Central is a risk management tool that provides unparalleled protection against a potential catastrophic loss.

The robust Knowledge Central training curriculum currently contains over 200 training modules covering the gamut of federal regulatory compliance: FMLA, ADA, OSHA, Title VII, I-9 Training, etc. It also contains sales training, Safety Data Sheet cataloging and management, required state and federal postings, links to the employers benefits provider(s) and important websites, and access to a variety of reports that keep the employer informed on each employee's training.

Knowledge Central is a business tool that enables firms to properly train every employee (including management), and at the same time insulate their company from the day-to-day risks associated with running their business.

To view a video describing Knowledge Central please visit:
https://www.screencast.com/t/BMvxywRX

Contact Casey Voorhees at the WBMA office (casey@wbma.org or 360-943-3054) for questions to received your company log-in information to access the program. Knowledge Central is brought to you exclusively by WBMA and BPRA as an included benefit of your membership.