**WBMA’s Annual Convention and Women in Lumber Leadership Conference**

This year’s Annual Convention will be November 7-9 at the Tulalip Resort in Marysville, WA followed by our first ever Women in Lumber Leadership Conference November 9-10.

Wednesday morning kicks-off with Michael Neal, National Association of Home Buildings Assistant Vice President for Forecasting and Analysis to focus on recent developments in the US housing market and compare these nationwide trends with local dynamics and expectations for housing in the near future.

Natalia Dittmer of Symmetry 365 will help you understand the importance of having a presence on social media, how to brand your business through social media by telling your story, which social media platforms you should focus on, and how social media is engaging both millennials and baby boomers alike (the statistics might surprise you). You will also see examples to engage both your contractor and retail customers, and learn about the tools you need to create relevant content that matters to your customers.

Luncheon program will feature Keynote speaker George Carroll to Maximum Performance and Productivity - Increase Energy, Decrease Stress and Get More Done in Less Time!

Chris Rader, Rader Solutions, will first show us how to better protect our data from hackers. He will share examples of how hackers have penetrated companies through phishing attempts and how to stop it now. He will describe recent software audits and how to protect your company from ‘License Contamination.’ While in the past fraud took place from the inside of dealers through white collar crime, fraud is ever-present from the outside; penetrators are seeking your company’s data.

Chris will then explain how builders have replaced hammers with nail guns and nail guns with smart phones. While dealers have replaced paper systems with enterprise wide computer systems, are they using technology as a tool? How are we using time clocks, GPSs, smart phones, imaging, and other types of technology to become more profitable?

The Table Top Reception will open at 5:00 pm followed by dinner at 7:00 pm including a silent auction, raffle and live auction to benefit the Link Scholarship Fund as well as welcome WBMA’s new leadership.

Thursday morning’s breakfast Keynote will focus on Finding and Retaining the Right People with Jan Flynn, an experienced business and executive coach with a PhD in organizational communication and a consultant to many family-owned businesses.
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 immediate action to improve them.

- Basics of pricing and inventory control including units of measure, markup, margin, turns, GMROI
- Understanding financial statements
- Profit is not a 4-letter word!

Complete program description and registration form enclosed.

**Women in Lumber Leadership**  
**November 9-10, 2017**  
**Tulalip Resort**

WBMA’s 2017 and first female President, Kimberly Akre, would like to invite all female industry members to join us for WBMA’s first-ever Women in Lumber Leadership 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 engage in healthy collaboration with both genders
- Enhance your natural sales skills while fostering relationship with prospective customers

President Akre attended the first Women in Lumber Leadership Conference hosted by the Construction Suppliers Association in Biloxi, Mississippi last spring and had this to say: “The Conference was a great way to recharge my batteries. It was fantastic sharing issues we as women face in our industry on a daily basis and hearing I know how you feel and how can we make this better.”

Whether your role is: Owner, Manager, Inside/Outside Sales or Vendor Representative, we all learn from each other.

Conference facilitator Jan Flynn has a PhD in organization communication and is a consultant to many family-owned businesses in the LBM industry.

Registration is $325 for WBMA Members and is inclusive of all meeting materials and meals. See enclosed flyer and registration form for more details.

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**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.
WBMA Member to Be Installed as
NLBMDA Chair in October 2017

Dear Fellow WBMA Members:

I would like to personally invite you to join me at
NLBMDA’s ProDealer Industry Summit to be held in
Charleston, South Carolina at the Marriott from October
17-19. The ProDealer Industry Summit will be held at
the Wigwam Resort in Phoenix, Arizona, and I strongly
encourage all of you to attend this incredible national
event for LBM Dealers.

I will be stepping into the role of NLBMDA Chair at the
conference and it would be an honor to have my fellow
WBMA colleagues in attendance.

The ProDealer Industry Summit is an exclusive three-
day educational and networking forum designed to
promote the growth of lumber & building product
dealers, distributors, wholesalers, and the manufacturers
who supply them. LBM dealers will benefit from
sharing insights and best practices with leaders in the
industry in a relaxed format that encourages networking
and personal interaction.

The 2017 ProDealer Industry Summit will feature
educational sessions on critical issues and hot topics that
will be presented by highly thought-provoking speakers
including:
- Ivy Zelman, CEO, Zelman & Associates
- Dr. Robert Dietz, NAHB Chief Economist
- Meagan Johnson, Generational Humorist

To learn more about the 2017 ProDealer Industry
Summit and to take advantage of this limited time offer,
visit www.prodealer.com. There will also be an
exclusive WBMA member’s only reception following
the banquet dinner on October 17. Details on that
special event will be forthcoming.

If you have any questions, I encourage you to contact
Jonathan Paine, NLBMDA President & CEO at
joanthan@dealer.org or Casey Voorhees, WBMA
Executive Director at casey@wbma.org.

See you in Phoenix!

Sincerely,
Rick Lierz
President & CEO, Franklin Building Supply
NLBMDA Chair-Elect

2017 Link Scholarship Recipients
This year’s recipients will each receive $3,000 toward
their college expenses. Thank you to everyone, past and
present, who have supported our scholarship fund.

Alexander Briehl - Graham, WA
Madeline Dowen - Caldwell, ID
Kaylin Fosnacht - Rochester, WA
Sarah Pickel - Peshastin, WA
Carynia Smith - Seattle, WA

The Link Fund is now in its 25th year and has awarded
96 scholarships totaling over $159,750. 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.

Welcome New Members

Early Bird Supply - www.earlybirdsupply.com
After years as a custom
home builder, Jerry and
Nita Batterton started
Early Bird Supply, a
masonry and lumber
yard. Early Bird Supply is
a full service contractor
yard with two locations (Clarkston, WA and
Grangeville, ID) and over 50 employees. Early Bird
Supply offers many services and products for the
professional and the homeowner.

Contact: Brad Batterton - 509-758-3333

Shur-Way Building Centers, Inc. www.shurway.com
Vancouver, WA and Portland, OR

As Shur-Way has continued to grow over the years,
product lines have expanded and changed to meet
customer needs but our main focus has always been and
continues to be to give friendly, knowledgeable,
personalized service at the best prices possible.

Owner: Gary and Bryan Yinger - 360-695-0236
Congratulations Curtis!
2002 WBMA President Curtis Jack has sold Coquille Supply in Coquille, Oregon. Curt’s last day was August 25th with new owners Mike Layton and Wendy King assuming ownership. Curt’s father Eldred Jack started Coquille Supply in 1971.

Curt is retiring in Colorado with his wife Dena Cordova-Jack.

WBMA August Workshops
WBMA held its Introduction to Building Material Sales and Estimating Workshops at the Kincaid Learning Center in Olympia, WA on August 22-24. It was a full house of attendees for these timely programs. The following members participated.

- Angeles Millwork
- Early Bird Supply
- Huttig Building Products
- Kingston Lumber
- Knudson Lumber
- Lake Chelan Building Supply

Complimentary Webinar:
OSHA Compliance and Your Fleet Operations
What You Need to Know to Avoid Violations
HUB International is hosting a commentary webinar available to our WBMA members on how to avoid OSHA violations with a fleet.

September 14th - 9:00 am Pacific Time

http://cdlink.hubinternational.com/m/1/98784935/02-t17230-d6dd970987814489b1055ec48ad71e8a/0/1/1