



Brought to you by the Oklahoma Lumbermen's Association

The President's Corner:

OLA Committee Report

June 3, 2009

The team met to develop strategies to present to the board based on the input from OLA members in the fall district-roundtable meetings. The findings were developed around five common themes. Education, Trade show and expo, Organizational relationships and Communications, Young Lumbermen's Group, and Enhanced Political Presence.

Member Education

Goal: Develop a structured approach to ongoing education for members, remembering the demographics of OLA's membership. This implies consideration of organization size, numbers of employee size, geographic dispersion, media requirements, etc.

Recommendation: The committee considering the above conditions recognizing the work already underway in this area to use various member subject matter experts to conduct training for the association which will be documented for further distribution but branded to promote the OLA Brand.

Performance Objectives:

1. Develop an annual calendar of topics that can be expanded over time
2. Develop a "quality standard" for programs including learning methods, media, content, etc.
3. Use a variety of approaches to ensure quality and cost effectiveness:
 - Live and interactive
 - Webinar
 - Tele-conference with handouts
 - Combinations of above
4. Focus early on a curriculum of basic knowledge or "101" level training
5. Consider content areas:
 - Certifications and regulations
 - Product Knowledge
 - Technical skills
 - Safety
 - Business/Management Skills
6. Combine presentations from Dealers, Vendors and consultants willing to provide high quality at little or know cost (starting point)
7. Investigate a possible OLA Bucks funding mechanism allowing dollars to be spent from a purchased bank as desired by the member or employee

Trade show and expo

Goal: To provide an additional service to members interested in updating knowledge of new products, improved product use, and changing industry practices.

Recommendation: The committee is concerned that the legacy of the trade-show and expo may not be entirely positive or supported and with today's technologies the association may be able to define another format. It may be possible to combine the education activities in such a way as to replace the historic Tradeshow process.

Performance Objective:

1. Develop a venue that serves members across the state
2. Evaluate technology to support employee education and training i.e. video conferencing, teleconferences,
3. Collect better data from members regarding the needs and format
4. Consider a bulk purchase of video conferencing equipment at a reduced price so that long term, the training can mostly be done on site through an OLA system or library. Initial would be offset by "nearly free" training.

Organizational relationships and Communications,

Goal: Enhance the relationship with members and improve communications

Recommendation: Use frequent communication and Branding to enhance the relationship with members and to continuously show value to being a member.

Performance Objective:

1. Develop a strong member data base to facilitate communication
2. Develop an improved OLA Brand and logo
3. Align tools to reinforce the brand (newsletter, e-mails, mailings, blogs)
4. Improve frequency of communications – quality not only quantity
5. Use the data base to consistently gather member information and feedback

Young Lumbermen's Group

Goal: Develop greater rapport among future leaders in the industry

Recommendation: The committee suggests gathering information from members that fit the demographic to understand their interests. It appears that substance and purpose is of greater value than socializing.

Performance Objective:

1. Assess young and future leaders and employees regarding any special sub organization
2. Incorporate younger leaders into all planning today to reflect their interests, concerns, etc.
3. Perhaps there is a once a year opportunity to meet together to ensure the association is relevant to them

Enhanced Political Presence

Goal: To improve the presence of the association in key governmental matters and to communicate relevant information to members (responsiveness)

Recommendation: Develop a plan to use the \$8500.00 budgeted to contract for specific services with Jim Walker or other.

Performance Objective:

1. Contact Jim Walker to discuss high-value services
2. Define a role for a facilitator
3. Establish link with National
4. Current process for committee
 - Identify the issue
 - Rally the troops
 - Write (adapt) proposed legislation
 - Lobby for membership

I would like to thank everyone that has been involved by participating and providing input to better the OLA. The next six months we will work on these ideas that have been discussed and make the OLA a stronger organization to be involved with.



Bill Vansant

Membership Update:

Secretary John Stephens stated at a recent meeting that our membership was ahead of our budget forecast BUT we still need everyone's help in recruitment efforts. We need dealer members to ask their suppliers and service providers to consider membership in OLA. And we need associate members to encourage all dealers to be members. A lot of the improvements in recent years make the OLA a much more important part of business planning and success. Membership recruitment is an important year around task shared by everyone involved with the OLA.

Dusty Hammack

Legislative Committee:

There are three areas that we are focusing on in the legislative committee. The first deals with the Oklahoma Department of Agriculture. We have had two meetings with them in the last few months and have had very little success. I am not sure what if anything can be done to soften their rules in regards to bin tag prices, but we are trying. The second is getting legislation passed to protect dealers doing takeoffs from the State Board of engineers. We want to prevent a situation in which a lumber dealer is inexcusably fined for doing their job by doing a takeoff for a customer. Unfortunately, this happened to M&M Lumber. The last item that will be addressed is to get the "notice to owner" portion of the Oklahoma lien law removed. We will be asking for the help of most of you once a game plan has been established. On a national note, the "Innocent Seller's Fairness Act" is being reintroduced. The chances of this passing with our current president and congress are slim at best but it is being introduced again. As always if anyone has suggestions, questions, etc., don't hesitate to give me a call.

Jimmy Nickles



Education:



We have some great education opportunities coming up:

August 20th from 8:30-4:30 is Bill Lee. Bill is one of the most sought-after speakers and consultants in the LBM industry. You will surely find his presentation very informative and entertaining.

Beginning of September (date to be announced soon) we will be holding an education afternoon in Oklahoma City. This will be 3 45-minute sessions with several classes and topics to choose from for each session. More information will be sent out soon.

October 29th in Tulsa is Train the Trainer and DOT regulations. This will be held at M&M Lumber in Tulsa and will have hands on training for forklifts certification and truck regulations. Definitely a class you want to send your dispatch or yard foreman.

Yard Notables:

Mike Skinner of **Tahlequah Lumber** was recently named one of the Young Retailer of the Year. This award is a national competition sponsored by the National Hardware Retailers Association. Congratulations Mike!!

Arrowhead Lumber has opened a Tulsa office. Jason Knepper will bring 20 years experience in building material sales to Arrowhead Lumber's sales staff.

Matt Waller and Ashley Shaw were married on June 20, 2009 at Cedar Rock Inn in Tulsa, Oklahoma. Matt is the son of Scott and Kathy Waller of Mohawk Materials in Tulsa, Oklahoma.

Ashley is from Tulsa and Matt works at Mohawk Materials in Oklahoma City. The couple will reside in Norman, Oklahoma.



May 30, 2009 Lauren Ve Crosby and Justin Wade Battles married at the First United Methodist Church. Lauren Crosby is the daughter of Mr. and Mrs. Ron Crosby of Ardmore. The couple will reside in Oklahoma City.

Cedar Creek has recently closed its branches in St. Louis, MO and Houston, TX.



Phil Kennedy of Comanche Lumber in Lawton took office as the new chairman of the Oklahoma State Chamber. The annual State Chamber meeting was held June 18th at Fort Sill. Lt. Gen. David P. Valcourt delivered the keynote address with the theme “Army Strong” and “Oklahoma Business Strong”.
Congratulations Phill!!



**Oklahoma League
for the Blind**



For 60 years, Oklahoma League for the Blind (OLB) has been offering men and women who are blind or visually impaired the opportunity to earn their own way in our manufacturing facility by producing quality products for sale to government and commercial customers. Please join us in our mission by featuring OLB assembled Harper Brushworks products. The display box will feature the Harper and OLB brands so that your customers will know they are supporting our mission.

The display holds up to 12 items of your choice.

Please call Paula Keith for an appointment today at 405-474-1787 or visit www.olb.org for more information.

Electrical Fire Destroys Temple, OK Lumber Store



Reported by: Texoma.com
Tuesday, Jun 9, 2009 @07:03pm

An early morning fire in Temple, Oklahoma burns down a lumber store -- and was still smoldering this afternoon. Firefighters got a call at two o'clock this morning that the T.H. Rogers lumber company was on fire. When they arrived, they say the tar inside numerous layers of shingles was burning. And about an hour and a half later, there was a flashover, and the roof collapsed. Firefighters from Temple, Walters, Waurika, Meridian, and Geronimo fought the blaze until about eight this morning. "Sometimes in fires like this, when the buildings are close together, the fire has a tendency to hopscotch from one to another," said Steve Howe (Corporate Risk Manager, T.H. Rogers Lumber). "If the fire department doesn't respond quickly ... which, these departments did respond very quickly -- and we're very thankful." Since it was a lumber yard building, lots of aerosol cans exploded and helped fuel the blaze. Howe says the company will rebuild. Fire officials blame the fire on an electrical problem.

Per Steve Howe: We think the fire started as a result of an electrical problem between the ceiling and roof. The City of Temple has been excellent to work with and the town's people are very supportive. I was there about noon on June 9th and several people were bringing food to our employees and the volunteer firefighters. Also, several neighbors said they were willing to help us stand guard at night to make sure that thieves didn't steal any materials.

Our insurance company, Pennsylvania Lumbermen's Mutual (PLM), called me within one hour of submitting the claim to give us the adjusters name and claim number. The adjuster was there the very next day helping and giving us directions. They have been very good to deal with so far.

Jonathon Kennedy said that they had gotten a temporary building set up to office out of and will have trailers to sell hardware out of by next week and that they lumber sheds weren't damaged.

Cedar Creek Inc. Receives FSC Chain of Custody Certification

Cedar Creek Inc. is proud to announce they have been granted the Forest Stewardship Council (FSC) Chain of Custody (CoC) certification for all nine locations. (FSC certification number SCS-COC-002508) This certification allows Cedar Creek Inc. to provide its customers the option to purchase materials that have come from well-managed forests and comply with the strict tracking requirements of FSC. “We are very excited to receive FSC chain of custody certification. FSC compliments our high standards for promoting environmentally responsible forest management. Our customers can benefit from our commitment and feel confident in choosing us as their supplier” says Clark Wiens, Co-owner, Cedar Creek Inc.

ABOUT THE FOREST STEWARDSHIP COUNCIL (FSC)

The Forest Stewardship Council (FSC) is an independent, non-governmental, not-for-profit organization established to promote the responsible management of the world’s forests. It provides standard setting, trademark assurance and accreditation services for organizations interested in responsible forestry. Products carrying the FSC label are independently certified to assure consumers that they come from forests that are managed to meet the social, economic and ecological needs of present and future generations.

Per Perry Stephens, to become FSC certified was very involved. We first put together a team “Green Team” to determine if FSC certification was what we wanted as a company. And yes, it definitely was what we were looking for when it comes to doing what is right for the environment. We located an independent auditor (Scientific certification Systems) and communicated with them while getting ready for certification. They created a Custody evaluation audit proposal. We accepted the proposal and got to work. The team had to create a company wide procedures manual that meshed FSC requirements with our everyday business practices. It ended up being a 15-page document. Training classes were set up and performed at each location. Every employee went through this training. Once everyone was trained, each facility was prepped and made ready for the Auditor to come out and perform his duties. Written reports were submitted and 2 weeks later we were notified of the certification. A formal press release had to be created and signed off on by FSC and SCS.

As for stocking items right now, we will only stock a few items due to the job specific nature of FSC projects. The material is readily available and we have aligned ourselves with the best suppliers. Each location is FSC certified so we will not be limited on where or who can sell the material.



FSC Supplier

SCS-COC-002508

The mark of responsible forestry

© 1996 Forest Stewardship Council A.C.



2009 OLA Calendar:

The following is a calendar of events that are scheduled so you can mark your calendar and set the dates aside. There are several good education sessions that are scheduled so make sure you get your key employees involved for these classes.

June 23rd	OLA Board of Directors Meeting	10 am OLA office
June 23rd	Webinar– Strategies for Selling To The Green Commercial Builder	
July 10th- 11th	OLA Summer Fling @ Tanglewood Resort	
	Hotel Reservations: 1-800-833-6569 ask for Reservations	
July 21st	Webinar – Understand FSC – John Wagner	
August 18th	Employee Benefits Committee Meeting	
August 20th	Bill Lee Seminar - Oklahoma City 8:30-4:30	
August 25th	Webinar – DOT - The Latest on Current Laws and Changes	
	Webinar– How One Dealer Went Green and Is Making Money!	
September	Dwight Simmons	
Sept 16th	Golf Tournament - Rose Creek, Edmond	
October	Webinar- Open For Business: Disaster Planning	
Oct 29th	Train the Trainer/DOT – In Tulsa	
November 3rd	Employee Benefits Committee Meeting	
December 5th	OLA Board of Directors Meeting - Embassy Suites	
	OLA Christmas Party- Sam Noble Museum, Norman, OK	
	Hotel Reservations: Embassy Suites	405-364-8040

Minimum Wage Increase Reminder – The federal minimum wage increase, enacted in 2007, mandated the increase take place in three steps beginning in 2007, 2008 and 2009. The third step (and final) increase goes into effect July 24th, bringing the minimum wage to \$7.25 per hour.

A recommendation from a LAT member who experienced theft outbreak after Hurricane Katrina: I urge you to suggest to members to consider anti-theft devices on their trucks such as a fuel shut off device, sometimes installed in a remote mirror control. We were affected during Katrina and units with the devices were as we left them + it is not a big investment. Depending on how the yards are laid out they may not be required on all units, just the ones near the gates. They were responding to the shingle theft outbreaks in Texas.

RETIRED LUMBERMEN THE OLA NEEDS YOUR HELP. If you are a retired lumberman that had been active in our industry and the OLA and would be interested in making personal visits to retail lumber dealers across the state THE OLA NEEDS YOU!!! The OLA Board of Directors is searching for one or two individuals to travel the state and promote our industry and the OLA. Please contact Karen @ 405-602-5384 for further details.



OSHA Tips



"QuickTips:" Summer hiring season for teens

In anticipation of the summer hiring season, OSHA revamped its Teen Workers Web page (<http://www.osha.gov/SLTC/teenworkers/index.html>) to improve access to more resources for teens, parents, employers and educators on workplace safety and health. Some of those resources include:

- frequently asked questions for small businesses hiring young workers
- links to information about common hazards teens typically encounter on the job
- guidance on filing complaints with OSHA
- training tools from previous Teen Summer Job Safety campaigns
- video clips of teens demonstrating safe work practices in construction and landscaping



New OSHA Quick Card Promotes Nail Gun Safety

The U.S. Department of Labor's Occupational Safety and Health Administration (OSHA) has produced a Quick Card featuring safety tips for using pneumatic nail guns.

Residential construction workers often use nail guns because they are faster than a hammer and they are easy to use. There is a greater risk of injury, however, and workers need to be educated on their proper and safe use. Common injuries include lacerations, nails embedded in the body and bone fractures from nail penetration.

An average of 37,000 patients a year were treated in U.S. hospital emergency departments for injuries related to nail gun use from 2001 to 2005, according to a report from the National Institute for Occupational Safety and Health (NIOSH). Approximately 22,200 of those were work-related.

The OSHA Quick Card is available in both an English and Spanish language version. To download go to: <http://www.osha.gov/Publications/nail-gun.pdf>.

The cards describe the potential hazards of nail gun use and provide an overview of common tool types. They also explain safe work practices and recommend personal protective equipment (PPE) to wear while using a nail gun.



In The News:

Weyerhaeuser Closes Two More Mills

Source: PROSALES Information Service
Publication date: March 17, 2009

By Craig Webb

Weyerhaeuser Co. announced today even more mill closings, this time involving iLevel lumber mills in Wright City, Okla., and Dallas, Ore., effective immediately. The actions bring to 10 the number of wood products manufacturing facilities closed this year and are part of an effort to take roughly 1.1 billion board feet of lumber out of production.

"Demand for wood products continues to decline due to a slowdown in the housing market," Tom Gideon, executive vice president, Forest Products, said of the latest announcement, which will affect 307 employees. "Unfortunately, extraordinarily weak market conditions in the homebuilding industry require that we take decisive action."

The news comes just a week after Weyerhaeuser said it will indefinitely close its iLevel veneer and engineered wood mills in Evergreen, Ala., and Dodson and Simsboro, La., and its TimberStrand mill in Chavies, Ky. The company also announced the permanent closure of iLevel service centers in Albuquerque, N.M.; Cincinnati and Columbus, Ohio; and Las Vegas and Reno, Nevada. That news followed announcements in January and February that the timber giant would indefinitely close its iLevel veneer and lumber mills in Pine Hill, Ala., and shut down a sawmill and a veneer mill in Aberdeen, Wash.

On Feb. 6, Weyerhaeuser reported a net loss of \$1.212 billion for the fourth quarter of 2008 versus a loss of just \$63 million in the year-earlier quarter. Net sales from continuing operations totaled \$1.8 billion in the fourth quarter against \$2.5 billion in the final three months of 2007. For the full year 2008, Weyerhaeuser reported a net loss of \$1.18 billion on net sales from continuing operations of \$8 billion. This compares with net earnings of \$790 million on net sales from continuing operations of \$10.8 billion for 2007.

July 1, 2009 ProSales

Crescent (Okla.) Lumber closed this spring, sources said. It is only the second Oklahoma-based yard closure that *ProSales* has heard of since January 2008

Home Depot's new ads target penny-pinching shoppers

Campaign aims to sell company as the stripped-down value leader vs. more stylish Lowe's

By [RACHEL TOBIN RAMOS](#)

The Atlanta Journal-Constitution

Monday, March 23, 2009

Home Depot is launching a new advertising campaign this month. And if it ever seemed like the Atlanta-based chain had Lowe's envy, Big Orange has left the blues behind.

The new campaign is a digging-in-the-dirt, paint-in-the-hair, roll-up-your-sleeves attempt to say Home Depot is the real deal.

The new slogan — "More saving. More doing." — signals a return to value, which took a back seat in 2003 to "You can do it. We can help."

New TV ads promote Home Depot's bare-bones style, "do-it-yourself" moxie, and bargain prices. It's all an attempt to woo shoppers who are flocking to purveyors of the cheap like McDonald's and Wal-Mart.

"Right now what the consumer is responding to is value," said Howard Davidowitz, chairman of a national retail consultancy and investment bank Davidowitz & Assoc. in New York. "Frankly, it's almost the only thing."

The ad campaign is the result of an ad agency search that Home Depot's Chief Marketing Officer Frank Bifulco led last year.

The Richards Group of Dallas kept the account, and created the new slogan in the process.

Bifulco said he stressed two things — to return to Home Depot's core of "being real, authentic and genuine" and to emphasize value.

"We knew the consumer was hunkering down and making fewer trips to stores, and only going where the dollar went the furthest," he said.

According to TNS Media Intelligence, Home Depot spent \$480.2 million in 2008 on direct print, TV and online advertising. In 2007, the company spent \$574.4 million. Gross advertising costs in 2008 were \$1.2 billion.

"We were the original home improvement warehouse, so we're comfortable in our own skin," said Bifulco. "If a paint associate has a little bit of paint on his apron, it's because he knows how to get color right."

Founded in 1979, Home Depot has been a trailblazer in warehouse retailing, where decor is metal racks, and contractors and do-it-yourselfers roam the aisles searching for lumber, ladders, windows and doors.

The new ad campaign also jabs at the more female-friendly and style-oriented Lowe's, Home Depot's biggest rival.

Both Home Depot and Wal-Mart for years got outsmarted by their slicker rivals: Minneapolis-based Target and Mooresville, N.C.-based Lowe's.

But as wallets have grown lighter and consumers drive harder bargains, Davidowitz says there's never been a better time to be a warehouse retailer.

"Stores that look more like a warehouse than a Lowe's are at an advantage," he said.

Wal-Mart's strong emphasis on food and Home Depot's no-frills stores are winning back shoppers. Last quarter, Home Depot gained market share from Lowe's in nine of 13 categories — the first time in years.

Last fall, Home Depot started driving prices lower on certain items and discontinuing unprofitable promotions on others.

Lowe's tagline, "Everyday low prices," and its own "new lower prices," shows the company won't stay on the sidelines.

"Lowe's is a formidable competitor," Bifulco said. "We are never relaxed or haughty. But we don't fall prey to Lowe's envy. We want to make the Home Depot different and better and special ... and we're on the trajectory to do that."

Masonite offers update on bankruptcy filing

Home Channel News
April 3, 2009

(Mar. 27) Masonite International, which filed a Chapter 11 reorganization plan earlier this month, announced that it received interim court authorization to pay suppliers, employees and customers with its cash collateral.

The company said in a press release that it has more than \$150 million cash on hand.

"We intend to pay our suppliers under customary terms going forward," said Fred Lynch, Masonite's president and CEO. "Our restructuring plan calls for all trade creditors to be 'unimpaired,' meaning that suppliers would be paid in full."

On March 16, Masonite announced that it had entered into a "prenegotiated" Chapter 11 restructuring plan with its lenders and bondholders, stressing that the agreement "is not the same thing as liquidation or receivership." If implemented as proposed, the plan will enable Masonite to reduce its outstanding debt by nearly \$2 billion, from \$2.2 billion today to up to \$300 million upon consummation of the plan, as well as reduce its annual cash interest costs by approximately \$145 million.

FTC Releases "Red Flags" Template for Entities That Have Low-risk of Identity Theft

Amendments to the Fair and Accurate Credit Transactions Act of 2003 (FACTA) that went in effect in January 2008 outlined that organizations must implement a written program to detect, mitigate and respond to the surging risks of identity theft. This requirement was a multi-agency initiative that impacts businesses of all sizes.

The mandatory deadline for companies to be in compliance with the Federal Trade Commission's (FTC) version, dubbed the "Red Flags" Rules, was recently pushed back from May 1, 2009 to August 1, 2009. In the interim, to help clear some lingering confusion, the agency has released a template for companies that are considered a low-risk for identity theft. The template, entitled "Create Your Own Identity Theft Prevention Program: A Guided 4-Step Process," is to be used to help develop the necessary written program by providing instructions and guidelines for businesses.

The FTC's release on the issue can be found at <http://www.ftc.gov/opa/2009/05/redflags.shtm>

The agency's template is located at <http://www.ftc.gov/bcp/edu/microsites/redflagsrule/get-started.shtm>

Please email whitney@mmlumberco.com or Karen@oklumber.org for any submissions for future newsletters.

