



B.C. SHAKE & SHINGLE ASSOCIATION

THE SHAKER NEWSLETTER

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June 12, 2005

Dear Members and Friends,

I am pleased to update you with the activities of your B.C. Shake and Shingle Association for this last fiscal year ending May 31, 05.

Firstly, however, we would like to note with sympathy the passing of Mrs Margorie Watkins, wife of Len Watkins Senior. She passed away in her sleep during a family fishing trip at Pavillion Lake last week. The funeral is scheduled for 1:30 P.M., Saturday the 18th of June, at the Agassiz United Church. Our condolences go out to her family and friends.

During the last fiscal year we were able to meet all of our objectives and complete our scheduled activities, as well as accomplish some new projects.

We attended our usual European trade shows of BAU in Germany, and Carrefour du Bois in France, as well as the International Roofing Expo and the International Builder's Show in Florida. We also attended the B.C. Wood Specialties Global Buyer's Mission in Penticton, and the Canadian Construction Showcase in Barbados. We are scheduled for Batimat in November, Global Buyer's Mission in September, and Interbuild in Birmingham in April. As a member, you are welcome to accompany us on these trade shows, our cost is \$200CDN to attend. As well, we supply hundreds of leads per year from these shows to our interested members for their follow up and sales.

Our Workman's Compensation Board Mill Safety Program continues on schedule. In July the consultants Russ Dosenburg and Dennis Clarke will begin the second round of mill visits, to determine individual progress towards WCB safety compliance.

We have successful on going Federal funding this year, but our Provincial funding application to Forest Innovation Investment through the B.C. Wood Specialties was turned down. We challenged FII on a number of points, which resulted in a round of meetings cumulating with last week's meeting which included the Western Red Cedar

Lumber Association, Coastal Forest Association, B.C. Wood Specialties, the Cedar Bureau, and the B.C. Shake and Shingle Association. FII was looking for industry input as far as joint and collaborative marketing in promoting our various cedar products. Our presentation included our generic marketing approach which serves the whole shake and shingle industry, and for continued collaboration, which clearly saves dollars and maximizes results. We came away from that meeting with a clear indication that FII will “strongly encourage collaboration and working together for the good of the whole industry” in the next round of funding applications.

We joined forces with Fire Safe Roofing Watkins Fire Treatment at the Fire Prevention Officers of B.C. annual convention, as well as the B.C. Fire Chiefs AGM, both held in Vernon last month. Our objectives were to demonstrate Fire Rated shakes with the wind driven burning brand test, and to deliver factual information. Kris Watkins operated the burning brand test deck, Darrel Trask manned the booth with the information, and I circulated through the convention sending the chiefs out to see the burn test and discuss their questions with the guys. Notable attendees were Chiefs from Whistler, Kelowna, Vernon, Penticton, and the Fire Commissioner from Victoria. We were very well received and our information and test burn decks performed as expected. We agreed that this was a successful effort in proactive promotion and education.

We are moving ahead with our plans to produce an installation CD, which will be tailored to be translated into Spanish and other languages.

We are including with this newsletter a Market Research Study presented by Sat from Silver Creek and his contact Richard Cyphus. This free information from Industry Canada is presumed to be collected from bills of lading and export documents. While we do not vouch for it’s accuracy, it may be a valuable tool in planning your marketing efforts.

We have received a number of photos for our photo contest, and are still looking for more. All entries will go into a draw for a night for two at Rowena’s Resort and dinner and golf for two, \$500 value. The draw will be held on June 30th, so hurry up and get the photos in. Remember that the release form supplied to you last month is also required.

Our AGM will be held on July 12, at the Sandpiper Golf Club in Harrison. Tee times start at 8:30AM, and lunch and meeting after. Please let me know if you are interested in attending.

Please note that this edition of the Shaker Newsletter will also be posted on our website, www.bcshakeshingle.com, and that future editions will not be mailed out, but will be located on our website for your convenient reference.

See you at the AGM!

Randy Engh
Manager

