



B.C. SHAKE & SHINGLE ASSOCIATION

THE SHAKER NEWSLETTER

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November 28th, 2005

Dear Members and Friends,

Here are the current activities and plans of your B.C. Shake and Shingle Association:

Tradeshows: We attended two successful shows in France in October and November, the Salon Maison Bois (Wood Homes), and Batimat. These shows are always well attended by the building industry, architects, as well as consumers. Our French literature, website in French with instructions, as well as importer list completely satisfied their inquiries. New for this year was our co-operative attendance with B.C. Wood Specialties, sharing booth cost as well as manpower worked very well and proves that collaborative efforts are effective and will be planned with future events.

The International Builders Show, January 11-14 in Orlando, the International Roofers Expo, February 14-16, and the Interbuild show in Birmingham England, April 23-27 are all on schedule. Members are signing on to attend with us for these shows, for the \$200CDN participation fee, they get show participation and we get booth manpower assistance, so everyone benefits. As always, a lead list is available to interested members.

Installation Instruction CD: Camera work will be completed this week on the installation details, we got great footage from the Mission Seniors Housing project, as well as some of the new homes being built just east of Abbotsford. Our introduction will include some new Florida storm comparison footage between shakes and other roofing products, fire treatment demos, and insulative values.

Editorial: We have been challenged for years by the Western Roofing/ Architecture West magazine people to supply a cedar story for promo purposes. We finally have a really great story to tell about our Mission Seniors Housing project, which includes the inspiration by industry patriarchs, donated fire treated shakes for the roof, sidewall CCA treated shingles for the walls, (which at first were to be cement look-alikes), and the beautiful finished product. We look forward to taking advantage of the free publicity of this up-coming editorial project.

Florida Building Commission meeting: After an alert from Hugh Farris of Maple Leaf, we responded to a planned meeting of the Florida Building Commission, which addressed changes to roofing details. Steve Harris of Quality Auditing Institute represented the Bureau and B.C. Shake on a cost share basis. We are enclosing a report from Steve for your information. Thanks Steve for a job well done protecting our interests.

Advertising: As we mentioned last year, the provincial government's Forest Innovation Investment, (FII), set out a challenge to produce collaborative generic marketing with the cedar lumber and specialty industry. We are most pleased to present our first effort, "A Perfect Pair", jointly produced with the Western Red Cedar Lumber Association. This full page ad is being launched immediately into the U.S. Northeast, where cedar shakes, shingles, and cedar lumber enjoy a mutual market. The ad will go into Cape Cod Life, circulation 34,059, Chicago Sun Times, circulation 487,460, Custom Home Outdoors, circulation 60,000, This Old House, circulation 425,000, and Journal of Light Construction, circulation 71,480. The total campaign of 1,078,019 circulation will cost us each just \$US19,985. Generic, beneficial to all, and effective. We consider this a true breakthrough in advertising impact, and are planning even bigger and better in the coming year!

Links: We have now linked our website with the Western Red Cedar Lumber Association as well as B.C. Wood Specialties, as our collaborative efforts continue we need to provide easy access to our mutual products and members.

Literature: One of our members ordered a selection of our cds and brochures, asked for an invoice and was very surprised when he was told that there would not be an invoice as our literature is already paid for by the membership dues!

Membership: A good friend of mine recently attended a real estate course, where the teacher, a successful real estate agent, mentioned his annual advertising budget of \$100,000, a huge investment, but his annual income is now over \$350,000! Our membership is slowly growing, but a look at the list of mills in B.C. reveals that there are many who don't partner with us, and some who contribute nothing at all to any association for marketing. In the last 4 years we have brought the B.C. Shake and Shingle Association to the forefront nationally as well as worldwide. Our dues of 10 cents CDN/square are practically nothing, but look at the results we are bringing to our industry. Why not start the New Year on the right foot by participating in the B.C. Shake and Shingle Association. Call me for an application.

Yours Truly

Randy Engh
Manager