



B.C. SHAKE & SHINGLE ASSOCIATION

THE SHAKER NEWSLETTER

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AND PASS ALONG!**

February 06, 2006

Dear Members and Friends,

Your B.C. Shake and Shingle Association has been busy! Here are the some of the activities and upcoming plans.

TRADESHOWS: Our products were very well received at Batimat in Paris in November. As we have promotional brochures, installation instructions, and importer details all in French language, booth visitors were pleased to be presented with complete product and access information.

We attended the International Builders Show in Florida in January, and had mixed response. There were builders from all over the U.S., and a few from Canada and Caribbean nations. Visitors had badges that indicated their home town and state, so it was interesting to see the response to our products. Our former mainstay market areas such as California, Colorado, Texas, Oklahoma, Missouri, were mostly negative with comments like, "Well, the insurance companies won't let us install shake shingle anymore, they don't last, you can't get good wood anymore these days, etc. The Northeast states people were very receptive, and the Florida people had some resistance regarding longevity. While we were clear in our discussions that cedar shakes and shingles have the highest wind resistance, the only renewable resource, the highest insulative values, CCA 50 year warranties, proven Fire treatments, and old growth high quality, it is apparent that negative marketing by competitors, and insurance company resistance due to cost, have over the years created these wrong assumptions and attitudes. Man made knock offs of plastic and concrete look alike wall shingles are using and trade marking names like "Rough Heavy Shake" and "Textured Wood Shingle".

This opinion, shared by more than a few: While we have spent the last 20 years infighting over the existing market share with private brands and independent marketing, and pointing fingers at each other as competitors in the industry, our real competitors of fake shakes and imitations have enjoyed little resistance from us as they increase their market

share, even trade marking our product names! This clarifies the need to continue delivering the truth about real shakes and shingles to as much of the public as we are able to.

When we rejuvenated the B.C. Shake and Shingle Association four years ago, we agreed to the Bureau request that we not overlap or duplicate efforts such as tradeshow attendance. Given the need for as much exposure as possible, it was indeed good to see new Bureau attendance at the International Builders Show. We welcome their attendance at any of the shows we attend, regardless of overlap, on the basis of the more exposure we have, the better for our industry.

Our upcoming shows are the International Roofer's Expo, Las Vegas, February 14-16, the Seattle Home Show March 18-26, Interbuild in Birmingham England, April 23-27, Designbuild, Melbourne Australia, May 28-31, Carrefour International du Bois in Nantes France in June. Leads from tradeshows are available to each of our members, and as always, members are invited to attend any of these shows at cost of only \$200 per company.

TORINO: As you know, Torino Italy is the home for this year's Winter Olympics, where the action will be started by the time you read this letter. B.C. Wood Specialties is hosting a presentation where Premier Campbell will receive the torch to bring back to the 2010 games in Whistler. We have joined with B.C. Wood as well as the Western Red Cedar Lumber Association (WRCLA) to bring a presentation about Cedar Roofing and Siding in the B.C. House where this event will take place. Our French consultant Robert Huc will describe the benefits of Cedar Roofing and Siding to an invited and select group of architects and representatives from the Whistler 2010 committee. It is very good news indeed that we were able to keep our Whistler market alive with fire resistant cedar roofing, and Robert will be including this information in his presentation.

FUNDING: This year's funding applications, in addition to being generic to benefit the entire industry, have had the additional component of merit given to joint promotional and marketing collaboration. We were successful in our joint ad with the Western Red Cedar Lumber Association, the Perfect Pair, which I told you about in our last letter. This ad was instrumental as the "template" for our joint marketing advertising funding proposals for the coming year. Our application for Government assistance also includes a new breakthrough in partnering: joint tradeshow attendance with the WRCLA. This means that, if successful in our application, we will receive funding support for tradeshows, and selected shows that are mutually beneficial will be cost shared as well with the WRCLA. Booth construction with both associations' information is underway, English as well as French. Plans are also in place to attend with the B.C. Wood Specialties Group's venues. The bottom line here is that tradeshow attendance will cost us 25% or less, as well as increase our exposure with the combined presence! This partnership program with the WRCLA and BC. Wood Specialties is an incredible breakthrough opportunity to promote your products worldwide. Not too shabby for ten cents a square eh.

INSTALLATION INSTRUCTIONS: This project has passed final inspection by the Board, and with the changes to script, is going to print. As you know, we have received

matching funding for this generic project, our first run of 35,000 CD's will be ready in March. The beauty of CD's is that we can install English as well as Spanish on the same CD, saving cost and increasing useage.

FLORIDA: We are progressing with plans to obtain B.C. Shake and Shingle Association recognition in Florida, if your product does not have approval in Florida, please let me know asap and we'll include you into the program at greatly reduced cost over individual application.

LITERATURE AND PHOTOS: One of our members asked last month for the use of our photographs for their promotional brochures, which I was glad to provide. Your Association belongs to each of it's members, as such, so do the photos! Our literature, CD's, and photos are produced from member dues, as a non profit organization we don't charge for material that our members have already paid for. We do have supply of all of our literature and CD's, just let me know and I will drop off or send to you. We are planning a new run of the All the Benefits Brochure, these are available free of charge, but if you would like your name and address on the back, they are 50cents Cdn each for minimum 2000 order for members. We need 4 participants at 2000 copies for this special offer, so we would like to proceed when we get the 4 orders together.

DUES INVOICES: I am including this year's dues invoice remittance sheets for each month for our members. Thanks to our members for your continued support, every dues cheque represents approval and satisfaction of my efforts on your behalf. If you aren't a member but would like to support your industry, (one of my members summed it all up with the quote "It's a no brainer!"), give me a call.

Yours Truly

Randy Engh
Manager