



B.C. SHAKE & SHINGLE ASSOCIATION

THE SHAKER NEWSLETTER

THIS NEWSLETTER IS INTENDED FOR DISTRIBUTION TO THE WHOLE CEDAR SHAKE AND SHINGLE INDUSTRY.

July 14, 2006

Dear Members and Friends,

We are now two months into our new fiscal year of 2006-07, which coincides closely with our PEMD and FII/Canada Wood matching funding timetables. Here are some of our recent activities:

WESTERN RED CEDAR LUMBER ASSOCIATION CEDAR SCHOOL: We were represented by Darrell Trask of Watkins Sawmills at the WRCLA's spring cedar school in Vancouver in April. Darrell reports that he presented our shake and shingle story to about 50 attendees, distributed our CD's and brochures, and ran an in depth question and answer forum. Thanks very much Darrell for your work on behalf of our industry.

TRADE SHOWS: We attended the INTERBUILD tradeshow in Birmingham England in April with member Scott Boates of Teal Cedar, and Bill Townsley, our U.K. consultant. The home remodelling television show, Grand Designs, had just run a feature about a Scotland couple that had redone their home with cedar shakes on their roof and walls. This show is well viewed with over four million U.K. people, and was shown only a week before the tradeshow, with the positive public interest generated, we couldn't have possibly had a better promotion program. We brought a number of cedar blocks and my grandpa's fro and mallet, and demonstrated the hand split shakes and gave them away, much to the delight of the attendees. We were able to direct the inquiries for product to one of our U.K. importers who was located close to our booth, and they reported a good number of actual sales and inquiries for follow up. Two other importers visited us at the show and are definitely making plans for attendance next year. Scott, Bill, and I agreed that this was possibly the best trade show any of us had ever attended.

We attended the DESIGNBUILD trade show in Melbourne Australia in conjunction with

our new WRCLA partnership program. Our new booth, titled “Real Cedar From Canada, Explore the Possibilities”, combines both our logos, and represents our mutual species. We were well situated in the entrance aisle, under the Canada Pavilion banner. I have to comment on the genuine rapport the Aussies have for Canadians, which, along with our cedar shake/shingle and lumber brochures and CD’s, made our promotional work very enjoyable. The interest level was exponentially higher than U.S. shows, as we distributed over 2500 brochures, and were in danger of running out near the end of the show, which had 15,000 visitors total.

We also attended the CARREFOUR DU BOIS tradeshow in Nantes France, at the end of May, in the B.C. Wood Specialties pavilion. We had produced our joint booth with the WRCLA in French also, and both our associations were represented by our French consultant Robert Huc. We also sent a number of cedar blocks for Robert to split, which was very well received. Robert reports that there were four of our French importer/distributors showing cedar shake samples at the tradeshow, and that this indicates continued strength and presence in the French market.

JOINT WESTERN RED CEDAR PROMOTIONAL PROGRAM: As you know we have launched a new funded joint advertising campaign with the WRCLA, our first ad, the Perfect Pair, showed a young wedding couple in front of a cedar shingle roofed and sided home, targeting the U.S. Northeast. Our second ad enhances the theme of “A Perfect Pair” showing a mature couple in front of their cedar lake front home, (copy included). This new ad is going National, with placements in Home Magazine, This Old House, Fine Homebuilding, Residential Architect, Architectural Record, Custom Home, Woman’s Day, and Fine Homebuilding. The total circulation of these publications is over 2 million readership, total cost for this quarter’s ad campaign being \$80,000, the net cost to your BCSSA after sharing and funding is \$20,000. If you had asked me a year ago to run this ad campaign on our own dime (per square), I would have said it would be totally impossible. This kind of promotional work is only possible through our teamwork with the WRCLA and our matching funding with the B.C. Government Forest Innovation Investment and Canada Wood.

WESTERN ROOFING ARTICLE: We ran an editorial in the Western Roofing Magazine’s May/June edition, featuring the Mission Association for Seniors Housing, the donated fire treated shakes for the roof, preservative treated tapered shakes on the exterior walls, and the interior wall shingle work made a great story. We are invited to submit another story, this one for the fall issue will focus on the Whistler code change to Class A system, and will include a joint ad with FSR. It’s great to have the opportunities to get our products and information in this important magazine.

INSTALLATION INSTRUCTION DVD: We are getting positive feedback from the industry for this new instructional tool. Jimmy Hallock of Hallock Lumber in New York called last month to thank us for this long needed training tool and it’s Spanish version. Your membership dues and matching PEMD funding have already paid for this DVD, as such it’s available free to members. We have a good quantity in stock, so call me if you

need this DVD, or any of the other promotional material we have produced on your behalf.

B.C. SHAKE AND SHINGLE ASSOCIATION AGM: Our AGM will be held on AUGUST 09, at the Sandpiper Golf and Country Club again this year. Tee times start at 8:30 and lunch and meeting will be held after the last group comes in. Once again this is a hosted event at no charge to members. Please call to confirm your attendance.

Looking forward to seeing you at the AGM

Randy Engh
Manager