



B.C. SHAKE & SHINGLE ASSOCIATION

THE SHAKER NEWSLETTER

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March 31, 2006 END OF FISCAL FOURTH YEAR REPORT

Dear Members and Friends;

I am pleased to include a copy of our just completed “Installation Instruction” DVD, produced in English and Spanish, in response to our American market requests for assistance in training roofers, including the large Mexican workforce. It covers most of the usual roofing and wall details, includes the exposure and coverage tables in the case, and points to our website for the more intricate details if required. Archetype Productions was our choice again for this project, which was awarded 50% PEMD funding. We have produced 32,000 copies which are available free to our Members, and for sale at cost of \$1.50 to Non-members.

The WCB Safety Program continues with first year visits by Russ Dosenburg. We will most likely come in under budget with the program, and have an idea to utilize residue funds for a Cedar Shake and Shingle Mill Worker Training DVD, in English as well as Punjabi. Our industry safety performance is everyone’s business.

This year we applied to three agencies, the Federal Program for Export Development (PEMD), Canada Wood, and the Provincial Forest Innovation Investment, (FII) for funding assistance. We were successful in each application, and only one of the two Canada Wood/FII applications out of the 32 applicants that received 100% of application requests. PEMD gives 50% funding, Canada Wood and FII partner their export assistance to markets outside Canada and the U.S. with 50% and 35% combined, with our industry cost of only 15%, so this year we will generate a quarter million dollar program!

Joint Western Red Cedar Promotion Program: You will soon be hearing positive feedback from your Northeast US customers about the joint “Perfect Pair” ads we have placed with our new friends at the Western Red Cedar Lumber Association. We are proceeding with a \$160,000, 4 quarter ad campaign with WRCLA, planning to cover the U.S. Northwest, Northeast, as well as Southeast, funded at 50%, for net cost to each of us

of \$40,000 for the package. We are also joining with WRCLA in international trade shows, Designbuild in Australia, Carrefour du Bois on France, Salon Maison Bois in France, International Builders Show, and others, mostly funded by Canada Wood/FII at 85%. New trade show booth panels for our joint 10' display are being produced in English and French. Through partnering with the WRCLA and our new Government funding, for every dollar we spend in the joint ad campaign we will get 4 dollars of value, and for every dollar we spend on International Trade Shows we will get 15 dollars of value. Our activities in support of the whole industry have increased exponentially. This fiscal year starting in April our funded marketing program with the ad campaign and trade shows has a \$240,000 value. Our only drawback is that the amount of funding we can attract is based on the funds we can generate from our industry for generic promotion. It pays to partner, Beth from the WRCLA has requested a selection of our literature and cd's to supply response to their cedar shake/shingle inquiries! We are always open to more industry participation in our program.

Our French consultant, Robert Huc attended the Torino B.C. Wood venue on behalf of BCSSA and WRCLA, presented shakes and lumber as Canadian and perfect product for Alpine regions including Whistler 2010. It was timely that we have kept the Whistler market open for our shakes and shingles, with fire treated Class A system the new requirement.

MASH: The Mission Association for Seniors Housing exterior is finished. An article has been produced for the Western Roofing Magazine, for their May/June edition in time for their June tradeshow. Don Lobb once again offers his Association's appreciation to the mills that donated to the MASH project. Drive by if you are in the area and take a look, it's right beside the Mission Hospital. Of course, the MASH project allows our use of photos, we have already used it in the Installation Instruction DVD, and taken quite a few and are including them in our portfolio.

TOWUIS: Two weeks ago I attended the Thompson Okanagan Wildland Urban Interface Symposium in Penticton on behalf of Council for Fire Safe Roofing, (Watkins, S and W, and Chemco), with our booth banner with fire treated shake information and booth with fire treatment information panel. Very well attended by all attendees, government, fire chief, mayors, city councillors, forestry people, etc. Everyone appreciated my attendance and took our cds and literature. Our message of "Don't ban cedar, we have safe, effective, and authorized fire treated shakes and shingles if you require them", was well received and accepted. This group subscribes to the FireSmart program of Fire Smart Communities, and is one of many groups now being assembled, such as the Great Lakes Forest Fire Compact, (type it in on search engine for the whole story), comprised of Michigan, Minnesota, Wisconsin, Ontario, and Manitoba. These groups are subscribing to the FireSmart program, and you will see more and more publicity and impact from them as the program activates. Let's keep our message simple and unified, we recommend fire treated shakes in fire risk areas. One interesting change from the B.C. Forest people is a move to prescribed logging slash and forest floor burning, especially to protect rural communities, as part of the community protection strategy.

FLORIDA: We have applied to Miami-Dade county for a “Certificate of Competency” which will allow access to the Florida market. A number of our members are paying their share of the cost of this program and will be able to supply the increasing demand for re roofing the Florida storm damaged market.

GERMANY: George Hummel of Schindelcentrum requests more literature with a renewing product interest in Switzerland, Italy, and France, edge grain meds with bevelled butts. We continually promote Premium Grade in the European Alpine regions, and are glad to see the increasing trend. George confirms that Germany has discontinued approval of red cedar for roofing.

ENGLAND: We are on our way to Birmingham again April 24-27 for the Interbuild tradeshow. The U.K. Market is also increasing and we will be there to distribute our country specific Brochures and Installation details, as well as continue generic promotion for your industry. Scott Boates from Teal is joining us and we have room for more industry representation.

CHINA: Last month a B.C. Wood Specialties Trade Mission to China was joined by Peter Laslo and Tom Potts of Anglo American, along with a number Timber Frame and Building members of B.C. Wood. Peter and Tom were the only guys with a Mandarin promo and Installation brochure, and report that our brochure was extremely well received and gave them good opportunities for their cedar shake and shingle product presentation.

BROCHURE: We have distributed over 25,000 copies of the successful “All the Benefits” brochure, and are planning a reprint. As usual we distribute them for free, but as a member, if you would like a personalized version with your company name and details on the back we can supply in 2,000 unit quantities for 60 cents per copy. Not a bad deal, a four page colour brochure with your name on it for the price of a stamp! Cut of order date is April 10, so call or email to get in on this one.

BROKEN RECORD? This is the part of the newsletter where I thank our members for believing in me and supporting their industry, and make another appeal for new member participation. At the end of our fourth fiscal year of marketing and promotion on behalf of the whole industry, we can now say that our record of performance speaks for itself. Association overhead expenses are less than half a percent, and my remuneration is based only on my hours worked per month. I keep an office space in my basement, (nice windows and good view), and do not even charge for office space. In fact, we get so much accomplished on your dime per square dues because of our minimal overhead and I intend to keep it that way. If you can get a better deal for your marketing dollar please let me know. I welcome your calls and comments.

Randy Engh
Manager