



B.C. SHAKE & SHINGLE ASSOCIATION

THE SHAKER NEWSLETTER

October 05, 2006

Dear Members and Friends

We have now completed the second fiscal quarter of the funding program with the Provincial and Federal Government/Western Red Cedar Lumber Export Association marketing program. Reports are coming back from the leading salesmen in the industry that homeowners are seeing our ad campaign and are making choices for cedar shakes and shingles, which is most encouraging and rewarding.

GLOBAL BUYERS MISSION: We attended the B.C. Wood Specialties Global Buyers Mission held at Whistler September 7-9, using our joint booth with WRCLA again, which split the cost of the show and gave us both the most bang for the buck. Randi Walker of B.C.Wood did a stellar job in organizing the event and bringing in buyers, developers and builders from all over Asia, the U.K., France, the Netherlands, and the U.S. Our Application and Specification Instructions in Mandarin was the most popular brochure of the show judging by the number that were given out. The Honorable Rich Coleman, B.C. Forest Minister delivered a rousing opening speech in support of the industry, as well as split the first cedar shake at our booth! We brought a number of shake blocks and continued to wow the attendees with the beauty and unique splitting characteristics, a definite crowd pleaser and attraction to our booth. Thanks to Serpentine Cedar for supplying the fine cedar blocks.

ANNUAL GENERAL MEETING: The AGM was held at Rowena's Resort on August 09. Elected were President Gerry Feaver, Vice President Tom Potts, directors George Klassen, Darrell Trask, Gordon McKinnon, Tony Wiens, Lenny Watkins, Sat Brar, and Scott Boates. Thank you to all the directors who take the time to stand up for your industry. Please feel free to contact any of them with your ideas and input, which is always welcome.

TRADESHOWS: We are attending the Salon Maison du Bois (Wood Homebuilding Show) in France October 13-16, along with Scott Boates from Teal Cedar and WRCEA with our joint booth display, collaboration and funding reduce our costs to 25% of what it would cost individually. As always members are welcome to join us at trade shows.

WHISTLER REPORT: While at Whistler at the Global Buyers Mission, I interviewed Fire Chief Bruce Hall for the upcoming article in the Western Roofing Magazine. Bruce

and I discussed the details for the article and he directed me to the areas of Whistler Blackcomb where the homes directly under trees and right up against the forest illustrate the need for fire treated roofing protection. Care and maintenance is also a big issue, where absentee homeowners do not keep the roofs clean and do not clear away the overhanging tree branches. As the photos show, it was a real eye opener to see the higher risk that “wildland/urban interface” building presents. It was indeed good that we worked closely with Whistler to keep our access to the Whistler market with Class A System Fire Treatment, rather than fight for untreated roofing and lose our market there.

MARKETING: October 1st starts the third quarter of joint funded marketing with the WRCEA, our ad campaign this quarter continues with the “Perfect Pair” ad we showed you. This quarter we will advertise in This Old House, Residential Architect, Architectural Record, Custom Home, Woman’s Day, and Fine Homebuilding. Again, collaboration and funding quadruples our efforts and allows us a huge impact on the U.S. market with this campaign, for this quarter our contribution of \$16,150 will result in \$64,600 in marketing dollars. Our website is listed on the ads, and will again result in our members being contacted for information and product as we continue to influence and attract millions of homeowners, builders, and architects with this ad campaign.

MEMBERSHIP: We would like to welcome Pattar Cedar as well as Island Shake and Shingle as new members. These mills are both inspected by QAI and as such qualify for membership in BCSSA. I visited both these mills prior to their joining, and was impressed with the quality of their shakes and shingles. Kudos to Steve Harris for his efforts in raising the quality bar in our industry, which has been everyone’s goal all along.

LITERATURE: We have reordered quantities of French, German, U.K. brochures, and have good stock of our Authentic Choice, Care and Maintenance, and Installation Instruction Cds. These are free to members as they are paid for by your dues, so let me know what your needs are and I’ll get them to you.