



B.C. SHAKE & SHINGLE ASSOCIATION

## ***THE SHAKER NEWSLETTER***

*February 26, 2007*

Dear Members and Friends

I am pleased to present an update of the activities of your B.C. Shake and Shingle Association.

As you recall, we called an industry meeting on December 21, 2006, in response to a report called A Review of British Columbia's Log Export Practices, in which author Bill Dumont recommended the removal of export restrictions on "non high grade" Western Red Cedar. Randy Hawes, our local MLA, attended our meeting, and promised to take our petition and response to Victoria. Subsequent Cedar Bureau interest generated the B.C. Shake and Shingle Coalition, in which we both developed our industry wide response with the facts and figures and united position paper. We attended the Caucus outreach meeting in Victoria last Wednesday, in which we were able to give our presentation to a number of MLAs, including Forest Minister Rich Coleman, as well as representatives from the Truck Loggers Association, First Nations, and Private Land Loggers. We were very well received, we made our point that we need cedar, we can use all we can get, and please don't export it. The other associations and companies present were also in agreement that cedar doesn't need to be exported, so there was good support from them too. I hand delivered your Mill Response Petition, signed by most of the B.C. mills, to Minister Coleman. There were no public comments by Minister Coleman, except friendly thanks for our input, and to expect a position announcement "very soon". I do believe that we did our best in delivering our message. We owe a special thanks to our MLA Randy Hawes for doing a stellar job in attending our initial meeting, representing our interests, scheduling our meeting in Victoria, and believing in our industry. We'll hopefully see the positive results in the next few weeks.

The International Builder's Show in Florida early February was a good show as usual. I brought 8 massive shake blocks donated by our friends from Teal Cedar for the shake splitting demonstration, which always draws a crowd and gives the opportunity to explain the benefits of real cedar shakes and shingles, highest insulating value, lowest pollution in manufacture, highest wind resistance, and the only renewable resource. These main points all tie in together as we build on the new big topic of global warming, environmental choices, and sustainability, in conversation with show attendees. Our Installation Instruction DVD, including it's Spanish version, was very well received and

we distributed hundreds of them. A tour of other roofing exhibitors revealed that the copycat knockoff man made facsimile producers are increasing their promotion using our terms in their brochures, such as “Timeless Beauty, weathered wood, cedar uniform exposure, 7” split shake, 7” shingle, Foundry Shakes, crafted from Handsplit Cedar, Foundry Shingles, crafted from Narrow Sawn Cedar, Foundry Shapes, distinctive cedar accents, Sawn cedar shingle finish, Fish Scale Shape, Staggered Shakes, shake composite shingles, cedar vision, and on and on. I have to say that I feel like a lone voice in the wilderness in promotion of our actual shake and shingle products. As I see it, over the last number of years we haven’t stood up for our real cedar and industry terms, we’ve just competed inside our existing market share with who’s better than the next guy. Imagine the possibilities if we all actually promoted and marketed real cedar shakes and shingles as the finest roofing product in the world!

We are on our way to the International Roofing Expo in Las Vegas next week, there is still room for members to attend with us.

The BCSSA has had a successful year in it’s joint ad campaign with the Western Red Cedar Lumber Association, in promotion of real cedar roofing and siding as the “Perfect Pair”, with over a dozen national and regional ad placements in homebuilding and architectural magazines. Our fiscal year for the FII funding program is over at the end of March, and we are launching right into the second year of this campaign with a target of \$160,000 of actual ad placements with our partnerships with FII and WRCLA.

You also may have seen our co-opted ad with Fire Safe Roofing in conjunction with our Shakin Up Whistler article in the January/February Western Roofing Magazine. This ad hits right on the mark with factual information explaining the benefits of real cedar shakes and shingles in the face of misleading competitor marketing campaigns. Thanks to Watkins Sawmills and S and W for cost sharing and partnering with us as we run this ad in the next 5 editions covering the rest of the year in Western Roofing.

At our board meeting of last Friday, the topic of the current labour shortage in our industry was brought up and discussed. If you are facing a labour shortage in your mill would you please contact me as we are building a profile of our requirements and will work with MLA Randy Hawes for solutions.

As usual, your continued support is most appreciated. Our dues remain at 10 cents CDN per square, if you see the benefits of our work why not support it? Call me at 604 855 5775 with your comments.

Randy Engh