



B.C. SHAKE & SHINGLE ASSOCIATION

## ***THE SHAKER NEWSLETTER***

July 09, 2007

Dear Members and Friends

The British Columbia Shake and Shingle Association is celebrating its 30<sup>th</sup> year of promotion and support of the B.C. manufacturers. A lot has happened since 1977, but here is a report of the current activities.

**ALTERNATE SPECIES:** As we announced in March, we have launched the Alternate Species program. We sent our request for acceptance to ICC-ES with the required application fee of \$US8120, and included a comprehensive binder of research documentation we have located, thanks in large part to Forintek support and interest. We have dropped our interest in Larch due to its lack of availability, and are proceeding with Pacific Silver Fir (Balsam), and Douglas Fir. Steve Harris of QAI is managing our application with ICC-ES, which includes writing new grading rules that will apply to these alternates. A Value Added Shingle Sidewall Remanufacturing Committee has been created to direct the alternate species sidewall program. Western Wood is on board with their 30 year preservative treatment warranty. Forintek will be providing any testing if required. Forest Innovation Investment has responded favourably and we will be applying for research and development funding for the program as we hear back from ICC-ES as to what is required. Some production testing has been done by Silver Creek, with old growth Douglas Fir blocks being turned into Edge Grain  $\frac{3}{4}$  Tapersawn and some very beautiful Edge Grain Split Heavy Shakes (read again), it's very encouraging to see a mill take the initiative to do some cut out testing ahead of program development. The ICC-ES Alternate Species Acceptance Criteria is by nature a proprietary program which belongs to the BCSSA and will benefit its members who have all contributed to it through their dues. As such, every effort has been made to publicize the activity, and to continue to invite participants into our program. If you as an interested mill owner sees the benefits of BCSSA membership we do heartily encourage your membership inquiry.

**ADVERTISING:** We have completed the first quarter of April, May, and June with the Joint Western Red Cedar Promotion campaign with the Western Red Cedar Lumber Association, placing full page colour ads in "Fine Homebuilding", "Architectural West", "Old House Journal", and "Period Homes". This ad features the Perfect Pair couple in

front of the beachfront cottage. We are also continuing our campaign in “Western Roofing” with Watkins and S and W, the “Don’t be Fooled by Imitations” factual information about the benefits of real cedar. This ad will run in each edition of the “Western Roofer” for the rest of the year. Partnership marketing and FII funding, the key to advertising success and quadrupling your ten cents per square dues.

TRADE SHOWS: We have scheduled attendance at Interbuild in the U.K., and Batimat in France, this year they are back to back and save making two trips. We will be demonstrating the shake splitting again which is a huge draw visually to our booth. The U.K. and France have been on steady increase of shingle/shake demand, we estimate a container a day going to these receptive markets, so the work is paying off.

CONVENTIONS: We are attending the WRCLA Cedar Summit Conference in Kelowna this month, as well as the BC Wood Specialties Global Buyers Mission in September.

PNE: This year the PNE Show Home will feature sidewall shingles and cedar siding, and our friends at the WRCLA have invited us to the display cabana with our literature and brochures, stop in and visit the Show Home on August 25 or 26, I will be working at the cabana with my wife Diane. Thanks to Pacific Coast, Teal Cedar, and Watkins Sawmills for the donated R and R sidewall shingles.

AGM: Your B.C. Shake and Shingle Association AGM will be held on August 16, at 12 noon at Pitt Meadows Golf and Country Club, and tee off times start at 1:00 pm. We are open for nominations for a few director positions, so please let me know if you are interested. Also please phone or email me to confirm your golf game at the AGM.

All the Best

Randy Engh  
Manager