



B.C. SHAKE & SHINGLE ASSOCIATION

## ***THE SHAKER NEWSLETTER***

November 12, 2008

Dear Members and Friends;

I am very pleased to provide the details of our activities for the second quarter ending September 31, and update the plans for this new third quarter of October, November, December.

**ANNUAL GENERAL MEETING:** The AGM was held at Pitt Meadows Golf Club on September 22. The following members were acclaimed as Directors for the coming year: Gerry Feaver, George Klassen, Lennie Watkins, Jim Sward, Sat Brar, Gordon McKinnon, Tony Wiens, Gary Kamps, Scott Boates. Gerry Feaver was acclaimed as President, and Lennie Watkins acclaimed as Secretary. It is a real pleasure to work for such a supportive Board, as we look forward to another productive year. Congratulations to George Klassen winner with 83 at the golf tournament!

**COMPREHENSIVE AD CAMPAIGN:** When is the best time to advertise? When things are good, bad, or all the time? As previously reported, for the July, August, September quarter, we placed our full page full color environmental ad in Building Products Digest, Timber Homes Illustrated, and two ads in Residential Design and Build, covering builders, specialty homes, and architects in our continued U.S. comprehensive focus. We also placed the same ad in the U.K. Timber Frame magazine, which was to our pleasure displayed at the Interbuild tradeshow last week, so it was a great tie in there. For the new third quarter for the U.S. campaign, we have confirmed the same full page ads for Residential Design, Building Products Digest, Architect West, Western Roofing, and Timber Home Living. For Europe, we are confirmed for the Timber Trade Journal and Timber Construction for the U.K., and two ads for the French wood builder magazine BOIS, translated into French and in time to be distributed at the Bobat trade show in November. When I first started with BCSSA, I had no hopes of running even a couple ads per year. But now for this year, with funding assistance from FII and Canada Wood, we have set a goal of 16 ads, and we are on track to exceed our target by 3 or 4 for up to 20 ads in total, truly “Bang for the Buck”, or dime per square in our case! Let me know if you would like to receive the leads returned from these ads.

**ADDITIONAL SPECIES:** QAI has now completed the Accelerated Weathering Testing of preservative treated Douglas Fir and Pacific Silver Fir (Balsam) ¾ x 24” Tapersawn Shakes. While the flat grain of both species failed to stand up, the edge grain passed with flying colors, so edge grain it is. We also conducted the Impact Resistant test, using Cedar as the control species. Where Cedar “dimpled” an average of 1.2mm from the 500mg steel ball dropped from 20 feet, Douglas Fir dimpled an average of only .7mm, and Pacific Silver Fir an average of only .6mm, so both easily passed the Class 4 rating. New grading rules have been written for the two additional species, and along with the test results are on the way to ICC-ES for evaluation. We will also have some results of paint companies recommendations for additional species wall shingles by next edition of the newsletter.

**TRADESHOWS:** The B.C. Wood Specialties Global Buyers Mission in September was a success, there were 5 B.C. Shake and Shingle members at the show, so we were very well represented. Reports of actual container orders since the show to new Asian customers are very encouraging. Thanks to B.C. Wood for their efforts on behalf of the B.C. wood industry.

We have just returned from another successful Interbuild show in Birmingham England, attended with me by Scott Boates from Teal, and Steve Horvath of S.and W. Two of our U.K. importers, Vincent Timber, and John Brash, also shared the time with us at our booth so we had a full house. We demonstrated shake splitting, from blocks sent over by Brooke of Anbrooke, always a popular draw with the beauty and natural splitting process. The crowds were good again and we distributed over 2,000 brochures, as we continued promotion in the growing U.K. market. Noteworthy was the heavy shake walled Scotland home we told you about last year, this time it’s full page photo was on the front page of a “Green Property” magazine, distributed at the entrance to the show, great publicity for us. Also noteworthy was the growing demand for either CSA or FSC certified shingles. This demand will continue to grow as the U.K. increases it’s focus on green building materials. If you are interested, google B.C. Market Outreach Network, and click on Third Party Certification to get the details.

We are scheduled to attend the French show “Bobat” in November, our French agent Robert Huc will attend and operate the booth on our behalf, as we continue to present our products to the growing French market. I will supply Robert’s report in the next newsletter.

**A SHORT BUT TRUE STORY:** While having lunch in the kitchen last month, Diane said, “Hey look that guy is pressure spraying a shake roof”. A 15 year old shake roof in the cul de sac below our street was being pressure sprayed. The operator was standing in one spot mid roof and spraying a very high pressure in all directions all around himself with no concern whatsoever to top down spraying or lodging debris with up hill spraying. Barely able to choke down my moose meat sandwich before donning my B.C. Shake and Shingle shirt and grabbing a business card, I drove down and waved him down the roof, introduced myself, and asked him why he didn’t spray from the top down. His answer was that spraying up the roof cleaned the butts better. I asked him where the debris went,

and he said he didn't know. We then had a discussion about the problems with lodging rotting debris under shakes by spraying up the roof, and the resulting shortened life span of the roof with rotted debris under shakes that simply won't dry out. Thankfully he listened to my concerns and agreed to take the care and effort to do top down spraying for future roof work. This person has been a professional in the roof maintenance business for over 9 years. We have a good supply of our Care and Maintenance DVD's in stock, free to members, so just let me know if you need some to distribute to your contacts.

**MEMBERSHIP:** We welcome Brooke Meeker of Anbrooke Industries, and Jake Penner of Copper Mountain Shake and Shingle, as new B.C. Shake and Shingle Association members.

**B.C. FOREST SAFETY COUNCIL:** The B.C. Forest Safety Council is an industry association, owned and directed by industry, and dedicated to improving the health and safety performance of B.C.'s forest industry. Their initial focus has been on the regeneration, harvesting, and transportation sectors, now expanding to include manufacturers such as our industry. Dennis Clark, our industry representative, has been instrumental in advocating and promoting safety in our industry for many years, including his launching of our B.C.S.S.A. mill safety program that you all participated in with great savings and success. Dennis is now bringing us the proposal that any mill that would like to opt in to membership in the B.C. Forest Safety Council and bring their mill up to conformity, will receive a further 10 percent savings in their Worksafe B.C. rates. We heartily endorse Dennis's efforts on our behalf, and do suggest that you partake in the program, call Dennis for a briefing 604 615 1928.

All the best

Randy Engh  
Manager