



B.C. SHAKE & SHINGLE ASSOCIATION

THE SHAKER NEWSLETTER

September 08, 2008

Dear Members and Friends,

I am pleased to provide an update of the activities of this quarter, and future plans of your British Columbia Shake and Shingle Association.

ADDITIONAL SPECIES: We are continuing with the roof and wall testing of Douglas Fir and Balsam. The weathering test at QAI has had some unforeseen difficulties due to the extreme heat (68C) in the lab and other minor problems which have extended the timing for another few weeks. Midway inspection reveals that the edge grain tapersawsns of both species is performing well, whereas the flat grain pieces are not. This is helpful information so far, and we look forward to the final results. Wall shingles are being examined by our three paint companies, also reporting back that edge grain seems to perform much better than flat grain in both species. Final results are still pending for the sidewall additional species also.

AD CAMPAIGN: The B.C.S.S.A. continues to lead the industry in American magazine ad placements, in the last three months we placed our new full colour “green” ad in Timber Homes Illustrated, Building Products Digest, and two in Residential Design. We also placed the same full page full colour ad in the U.K. magazine, Timber Building. We are continuing with our comprehensive approach of advertising to all audiences rather than one or two sectors. Leads are coming back and being distributed to our members, if you would like to receive the leads just let me know. The next quarter starting October we will continue with the American placements as well as in a French wood dedicated magazine called Boisimag. We are very fortunate to be supported by the B.C. Forest Innovation Investment, and Canada Wood, in our funded ad program which would probably be next to nothing without their help.

TRADESHOWS: The B.C. Wood Specialties Global Buyers Mission is taking place this weekend in Whistler, attended by four or five of our members, and we are looking forward to their successful contacts of overseas importers there. We are also scheduled to attend Interbuild in the U.K. end of October, this is a big show now changed to annual from bi annual, so we will continue to expand our shingle influence there. We will be

promoting our British Columbia 5x shingles as the finest choice of quality assurance at Interbuild.

CHANGES: It is with great sadness that I need to report the passing of our U.K. representative Mr William Townsley. Bill's lifelong career and dedication to our industry started in the 1960s and continued to this last year. We will miss Bill's knowledge and unwavering support of the wood industry.

ANNUAL GENERAL MEETING: The BCSSA annual general meeting will take place at the Pitt Meadows Golf Club on Monday the 22 of September, at 12:00, followed by our golf tournament. Just let me know if you are able to attend.

All the best

Randy Engh
Manager