



B.C. SHAKE & SHINGLE ASSOCIATION

May 07, 2009

THE SHAKER NEWSLETTER

Dear Members and Friends,

I am pleased to provide a report of the year's activities, as May 30 is the end of our fiscal year.

COMPREHENSIVE AD CAMPAIGN: The B.C.S.S.A. magazine ad campaign this year was our best twelve month campaign ever. Our goal was to cover the whole industry from Architects, Builders, Roofers, Log Home, and Timber Frame construction in a comprehensive approach, and to place 16 ads in the U.S., and 4 in Europe. We were successful in exceeding our targeted goals, placing 20 ads in the U.S. in Residential Design, Building Products Digest, Western Roofing, Timber Homes Illustrated, and Log Home Living, and 6 ads in Europe, in Bois Mag in France, Timber Trade Journal and Timber Building in the U.K. The campaign included the development of a new environmental ad, titled "Getting Serious about Environmental Roofing Choices", which highlights real cedar shakes and shingle benefits of renewable, sustainable, lowest carbon footprint, and highest insulation value, as the best environmental choice. The ad was also developed into a nice little 4 page brochure for member distribution. I am very glad that we had the ability to provide this ad campaign, a generic promotional effort that benefits our whole industry. Thanks also go to B.C. Forest Innovation Investment that supports our efforts and provided 50% funding dollars for the U.S. campaign, and 35% for the Offshore campaign, as well as to Canada Wood, who funded the Offshore ads with 50%. Our \$80,000 campaign simply would not have been possible without their assistance.

TRADE SHOWS: We attended Salon Europeen du Bois in April of last year, in Grenoble France, an area that our shakes are actually used in a wood roofing mandated section of the French Alps, as well as Interbuild in October in Birmingham England. Both shows were well attended, the interest in shakes and shingles was good, and on going generic promotion was presented as well as actual business was generated by the members who put the effort into attending with us. Thanks to Canada Wood for providing 50% and FII providing 35% of the European trade show effort.

ADDITIONAL SPECIES RESEARCH: We have completed our testing of Pacific Silver Fir (Balsam), and Douglas Fir, CCA Treated 100% Edge Grain, ¾ Inch Tapersawn Shakes with positive results, the application is at ICC-ES headquarters in California, and

Steve Harris of QAI is monitoring our progress with them. The Sidewall shingle testing process is still ongoing, CCA Treated and then painted shingles are at paint testing labs in on going testing. Again, Forest Innovation Investment believes in our efforts, and has provided 100% funding for the Additional Species testing.

EDITORIALS: After reading the Western Roofing October issue advertorial of a re roof project in Semiahmoo, which promoted man made alternative roofing with questionable references to real cedar, we were provided with an opportunity to supply our own advertorial, the Cedar Story Retold, in the January February edition. We were able to provide correct information and educational details about our real cedar, in a 4 page promotional feature with some beautiful re roof photos included. Thanks to Western Roofing for giving us the space to respond.

LOCAL ACTION: Our member Gordon Mckinnon of Stoney Cedar, recommended we contact Vancouver building and renovation expert Shell Busey, in our local promotion and market protection efforts. I attended a roofing seminar put on by Shell last month, along with Tony and Terry Wiens of Serpentine Cedar, who took up my open invitation for members to accompany me. The seminar was very interesting, and resulted in Tony and Terry connecting with Shell to be his referral program's Cedar Shake Roofing experts, so a very positive result was achieved from this meeting.

MEMBERSHIP: We gained three additions to our membership this year, Anbrook Industries, Copper Mountain Cedar products, and Surrey Cedar. Thank you for your support and increase to our group.

DUES: The dues of 10 cents per square CDN, and \$300 per year for affiliate memberships have not changed, we have been able to actually increase our activities over the years through minimal overhead and Provincial and Federal funding, and we direct the bulk of the dues to actual ad placements and tradeshow attendance. There are no plans to increase the dues for the coming year.

NEW FISCAL YEAR PLANS: In our new year starting June 01, we plan to focus on residential re roofing as a yet untapped source of business, where we will place community newspaper ads promoting the benefits of real cedar shakes and shingles as the ideal re roofing choice for shake re roofing. We also plan to keep our offshore presence with two shows, Salon Maison Bois in France, and Ecobuild in England. We are affected by the production slowdown of course, and we will pace our activities accordingly. Please let me know if you have any promotional ideas or concepts that we can consider even in these tough economic times.

All the best

Randy Engh
Manager