



B.C. SHAKE & SHINGLE ASSOCIATION

THE SHAKER NEWSLETTER

September 13, 2009

Dear Members and Friends

I am pleased to provide this update BCSSA report to the membership. As always, our information is not confidential, and may be downloaded and distributed to all of our industry supporters. Please read and pass along.

ANNUAL GENERAL MEETING; Our AGM, held at the Sandpiper Golf and Country Club in Harrison on June 30 was attended with a quorum. Your new board of directors include Scott Boates, Sat Brar, Gerry Feaver, Mike Gill, Gary Kamps, George Klassen, Gordon McKinnon, Jim Sward, Lennie Watkins, and Tony Wiens. Jim Sward was elected as President, and Scott Boates was elected as Secretary for the fiscal year of June 01 to end May 2010. The AGM lunch on the patio and the following golf game on the beautiful sunny day was enjoyed by all. Gerry Feaver had the lowest score, and George Klassen delivered the longest drive, for great golf shirt prizes.

ADVERTISING: As previously mentioned, last year saw the biggest ad campaign in the history of our industry, as we placed 20 full page ads in a cross section of magazines throughout the United States, targeting builders, roofers, architects, log and timber frame, as well as homeowner magazines. Our overseas campaign included 6 full page ads in the wood construction sector. Our U.S. and overseas efforts are well supported by Federal as well as Provincial funding as we promote the use of real cedar shakes and shingles on a generic basis. Going into the current year we are now rebuilding the “war chest” pacing our marketing with the available dues flow, and planning to reprint some of our DVD’s and brochures. Please let me know if you are interested in a 2,000 order of the All the Benefits brochure with your name and logo printed on the back.

TRADE SHOWS: We have just returned from another very successful Global Buyers Mission in Whistler, organized by B.C. Wood Specialties. The show was very well attended by Pacific Rim and other overseas architects and importers, as well as our industry lumber, timber frame, and specialty producers. This year we counted ten shake and shingle producers in attendance, a great increase since five years ago when your BCSSA was the only shake and shingle promoter at this great show. The camaraderie and

team spirit from our industry was something to behold! Check out the photo of Teal's antique truck, loaded with their new "Gold Standard" QAI labelled shakes, parked right outside the convention entrance.

Our next tradeshow mission is in October in France, the Salon Maison Bois in Angers, which is a wood home dedicated event. This year the Federal and Provincial governments have increased their overseas support to 90%, so your dime of dues literally turns into a dollar of marketing for our ongoing generic overseas campaign. We cannot thank the Federal and Provincial Governments enough for their continued support for our generic marketing that benefit's the whole industry.

IN PASSING: We send our condolences to the B.C.F. Lennox family in the passing of Gordon Lennox last month. Once again, a great pioneer in the shake and shingle industry has an ongoing legacy with the family members continuing in the business.

DUES: Your BCSSA dues remain at 10 cents per square with no plans to change. We are operating at comparative capacity for the next number of months as we rebuild from last years campaign. Your ongoing dues payments are much appreciate. We will continue to deliver all of the marketing and promotion we are able to as we go forward.

All the best

Randy

Randy Engh
Manager
B.C. Shake and Shingle Association

