



B.C. SHAKE & SHINGLE ASSOCIATION

THE SHAKER NEWSLETTER

January 21, 2009

Dear Members and Friends,

Firstly I would like to wish you all a Happy New Year and the best of success. In the shake and shingle industry, faced with a tough economic outlook, here is what your BCSSA is doing to support and encourage your success this year.

COMPREHENSIVE AD CAMPAIGN: Our full page colour environmentally focused ad placements targeting architects, builders, log and timber homes, and roofers continues into the last fiscal quarter of January, February, and March 09. We are placing ads in Residential Design, Timber Homes Illustrated Annual Buyers Guide, Western Roofing, and Building Products Digest in the U.S. We are also running the full page ad in the Timber Trade Journal in the U.K. I am extremely pleased to report that the 20 total ad placements for the year in the U.S. exceeds our budgeted expectation of 16. We were also favored by Western Roofing in the Jan/Feb issue with our “Cedar Story, Retold” editorial, check it out. For Europe, we placed 7 full page ads in the U.K. and France, exceeding our goal of 4. Leads coming back are being distributed to interested members. PLEASE NOTE, in order to receive leads, your dues of 10 cents per square must be paid up and current to the previous month.

NEW FISCAL YEAR AD CAMPAIGN: With the downturn in the new construction sector it is obvious that we need to refocus our marketing direction for the short term future. We have designed a new marketing campaign this year, which will concentrate on the re roofing industry. An on going problem in the re roofing market is that the homeowner wanting a new shake roof is often presented with negative or misleading information about shakes and re directed to alternate materials, so our plan is to assist the homeowner in his search for accurate information and access to top quality shakes for his re roof. Specifically, we plan to run full page ads in U.S. community newspapers where shakes and shingles have been used extensively, drawing homeowner attention to the facts about real cedar shakes and their benefits. We will list our contact information and invite their inquiries, then drive the resulting “super leads” back through our members and their distributors/roofers who will indeed use our shakes for the project. Mill members may participate in the program by requesting their choice of target communities to be included in the campaign. Our target is to place an ad per week in selected U.S. community newspapers. I have included a copy of the prototype ad with this newsletter. AGAIN, PLEASE NOTE, the super leads will be available to paid up members current to the previous month.

OFFSHORE MARKETING: We plan to continue our European presence with attendance at two focused shows, Salon Maison Bois, (wood home construction) in Angers France in October, and Eco Build, an environmentally focused show, new for us, in London in March 2010. Our objective is to maintain our European profile in very related venues as we continue to promote real cedar shakes and shingles as the finest roofing product in the world.

ADDITIONAL SPECIES RESEARCH AND DEVELOPMENT: As previously mentioned, our Douglas Fir and Balsam CCA treated tapersawn shakes easily passed the QAI 10 week weathering testing, and the finished application is at ICC-ES in the evaluation process. For the sidewall additional species program, we had Western Wood CCA a number of samples which Watkins Sawmills applied their stains and paints over, and sent to their paint company for testing. The samples painted and stained very well and look great. Supportive input from Forintek that CCA treatment makes an ideal base coat while Pat from Western Wood comments that the Western Wood warranty will be valid for painted over CCA additional species sidewall shingles.

DESIGN AWARD: I am including a photo and story of a truly remarkable use of cedar shingles for your interest, sent from one of our U.K. importers, John Vincent of Vincent Timber. I am sure none of us have ever seen anything like this project, and if we had a design award it would most certainly have won it!

IN PASSING: It is with sadness that we report the passing of one of our industry leaders, Mr Frank Noel, on Christmas Eve, after a 15 year battle with Parkinsons. Frank, with his brothers Victor and Leo, first generation shake and shingle producers in the Mission area for half a century, started cutting cedar snags for shake blocks and making taper split shakes up Stave Lake in the 1950's. With the help of friend Don Lobb, they relocated on the Stave River in Ruskin and established the Northwest Shake company, which ran there for many years. Frank was an avid sportsman, competing in logging show chainsaw events, windmill pitching in the local industry softball team, and golfing to a very low handicap. Frank was a true shake man, included is a photo of him winning the Golden Froe shake splitting contest, over all the other shake "barons", held in Mission in 1972, for the fastest splitting and packing of a bundle of taper split shakes (on grade of course). Frank's brother Victor, and sons Rick and Ken are continuing Franks' legacy in the cedar business. Our thanks for Frank's involvement in our industry and condolences go to his family and many friends.

DUES: I'm enclosing the dues remittance forms for the year for your convenience. Our dues remain at 10 cents Canadian per square. It may seem impossible that we can accomplish so much with the dime, but with the help of Forest Innovation investment and the Canadian Wood Export program funding, and your on time dues payments, we will continue to actually expand our efforts on your behalf.

All the Best
Randy Engh,
Manager



Case study – Wickersley Northfield Primary School, Rotherham



Anything boat ordinary

Pushing the boat out with a bold design vision, architects Rotherham Construction Partnership specified Vincent Timber's Western Red Cedar shingles to represent fish scales on an unusual site in Rotherham. Wickersley Northfield Primary School is certainly putting the fun into functional with the design of its recent extension. From afar, you could be forgiven for thinking there were five rather colourful, capsized boats on the premises, but these are in fact the links that amalgamated Wickersley Northfield Infant and Junior Schools.

Brief

To provide brand new state-of-the-art facilities to serve the new Wickersley Northfield Primary School. The two, previously separate, school buildings now form one integrated school building with a new main entrance and reception area, and staff facilities.

Solution

Approximately 90m² of the Western Red Cedar shingles were used per building to finish the development. Use of colour (which is almost totally absent in the existing 30 year old system-built buildings) was an important aspect of the

design and serves the purpose of providing character and a stimulating environment. It also protects the external timber finishes from greying due to the effects of ultra-violet light. A durable micro-porous stain with a long maintenance cycle has been used. The cedar shingles have been finished in seven different colours – tones of blue and turquoise, with flashes of orange and yellow – to give the effect of fish scales.

Benefits

A Wood Awards and RIBA Awards 2007 shortlister, the stunning school, with its upturned boat curves and unique circle windows, has attracted a lot of attention.

Project:

Wickersley Northfield Primary School

Products:

Western Red Cedar Shingles

Because the surface of the module shell is curved in two directions, cedar shingles are the ideal means of cladding them. Colouring each individual shingle also shows-off and emphasises the natural scale-like appearance of the shingles to great effect.

When correctly applied, cedar shingles have endured hurricane force winds and rain for up to half a century. Taking care to make certain its product was fixed to a high standard, Vincent Timber provided the specialist stainless steel fastenings required to fit the shingles. The company also assisted in securing the services of a specialist shingle installer.

