



# TIMBERtalk

Spring 2024



**EXPO REFLECTIONS:**  
**ANOTHER SUCCESSFUL CHAPTER IN THE BOOKS,**  
**SEE YOU FOR NEXT YEAR'S EDITION!**

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# Until Next Time...

## Annual Learning Exchange & LBM Expo Recap

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# BMSA

Annual Learning Exchange & LBM Expo

As the 2024 Expo grows distant in the rearview, we would like to take a moment to reflect on this exciting event filled with valuable insights, meaningful networking and embracing change. Exhibitors showcased the latest advancements in their products and services, while the education sessions provided forward-thinking, actionable strategies to help attendees navigate the ever-changing industry landscape.

Wednesday's seminars began with an engaging panel discussion on the intangible topic of Company Culture, sponsored by **Nuvo**. Industry peers shared applicable and well-organized solutions that have fueled success in their businesses and improved the lives of their employees. Panelists encouraged leaning on the company mission, business model & leadership as keys in shaping company culture also noting the importance of communication, education and engagement with leadership. The book *Traction* by Gino Wickman and the EOS management system was also referenced as helpful with leadership decisions and follow-through. Improving the employee climate was achieved by others with community involvement, employee recognition, training/support & wearables. These leaders have not only enhanced their company's overall success, they have also enriched the lives of their employees and communities.

Up next, Dawn Stastny educated us on how to Lead and Inspire a Multi-Generational Workplace, sponsored by **Rader Solutions**. In today's diverse workforce, one of the greatest leadership challenges is bridging the generation gap and fostering a collaborative environment where employees of all ages can thrive. With builders, boomers, Gen X, millennial, and Gen Z (and soon Gen Alpha) working side by side, it's essential for leaders to embrace diversity, leverage the unique strengths of each generation, and create a culture of inclusivity and respect. Dawn outlined what a multi-gen workforce looks like, breaking down characteristics of each generation, noting the major differences. She spoke to the benefits of such a diverse

workforce and addressed challenges that will arise based on their generational differences. By embracing diversity, you can inspire success and create a thriving multi-generational workplace where all employees feel valued, empowered, and motivated to reach their full potential.

**Pennsylvania Lumbermens Mutual Insurance** sponsored the final session on Wednesday, where Kaiser Yang, a globally recognized innovation leader, award-winning author and CEO/co-founder of Platypus Labs, a global innovation research, consulting and training company, spoke to members about the Five Core Mindsets of Innovators. Too often, once great companies fail to adapt, fail to innovate, and then simply fail. To avoid this trap in times of massive upheaval and change, Kaiser suggests that we exploit our most powerful weapon: human creativity. He went on to say that most creative people aren't really creative, they just breakthrough barriers with the mindset that **Every Barrier Can Be Eliminated**. Many of us tend to overestimate the risk of making changes and are unwilling to start the process of change without having everything in place. Kaiser suggests we **Put Our Old Self Out of Business**, by challenging industry standards and no longer relying on models from the past. Research people and companies that have solved a problem similar to what you're dealing with and "borrow" their ideas and techniques. **Seek the Unexpected** by looking past your first, second or third ideas and continue to press your imagination for more creative solutions. **Start Before You're Ready** by testing a new idea weekly and move forward using a compass, not a detailed map. Finally, Kaiser reminded us that setbacks are normal and we may **Fall Seven Times, but Stand the Eighth**. Push the boundaries, shake it up, explore what's possible. Inject innovative approaches into your everyday work, and the results will be stunning!

On Thursday morning BMSA held its Annual Membership Breakfast. **Federated Insurance** sponsored the breakfast, which was open to all BMSA members, and featured a 2024 Housing Economy Forecast by Dr.

Robert Dietz, Chief Economist and Senior Vice President for Economics and Housing Policy for NAHB.

Ongoing shifts in demographics, technology, and global events continue to impact trends in the housing economy. For 2024, Dr. Dietz reports the Fed will ease and interest rates will normalize and single-family home building will lead a recovery. However, availability of AD&C Loans remains tight for builders citing the cost of borrowing, amount of credit extended and lower allowable loan-to-cost ratio all as issues. Demand is expected to return but the lack of/affordability of lots, lack of manpower and building material constraints are all positioned to create supply-side issues. Navigating the economic terrain never proves to be boring.

Then it was time to reveal the new show floor! The expo hall buzzed with excitement over the new floor plan, designed to enhance the flow and optimize foot traffic with the Expo Hub at the center to foster interaction. Exhibitors and Attendees alike spoke highly of the new layout noting improved visibility and ease of navigation. As we reflect on the success of the 2024 Annual Learning Exchange & LBM Expo, we're filled with gratitude for your continued support and enthusiasm.

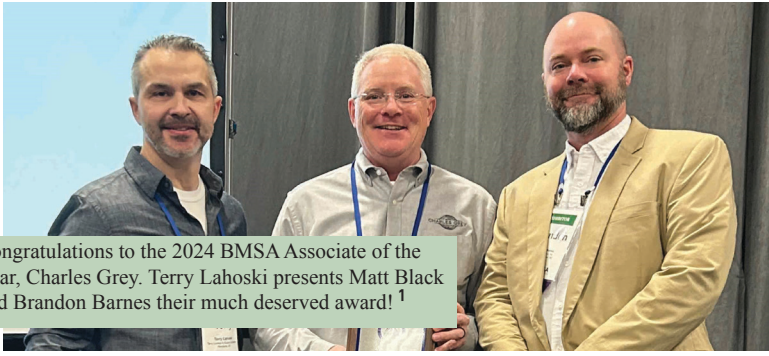
### Congratulations to the following Winners from this year's Expo

**Dealer of the Year:**  
Garris Evans (Greenville, NC)

**Supplier of the Year:**  
Charles Grey (Winston Salem, NC)

**Best Booth:**  
Huber Engineered Woods (Charlotte, NC)

**\$4000 Grand Prize Winners:**  
Jeremy Brown Service Building Supply (Raleigh, NC) and Bryan Strickland Guy C Lee (Mt. Pleasant, SC)



Congratulations to the 2024 BMSA Associate of the Year, Charles Grey. Terry Lahoski presents Matt Black and Brandon Barnes their much deserved award! <sup>1</sup>



Thank you to our Culture Panel – Mark Hopkins (Hancock Lumber), Jeff Tweeten (WorkSafe WorkSmart), Ashley Guest (Harbin Lumber), Bruce Shelton (Capps Home Building Center) & Thad Shuler (Southern Lumber & Millwork) – we appreciate your time! <sup>1</sup>



Bruce Shelton (Capps Home Building Center) chats with the staff from Nuvo about their advancements in the credit approval process and the platform they created to more quickly on-board customers, accurately approve credit and proactively minimize ongoing risk.



Industry peers and old pals Michael Siewers (Siewers Lumber & Millwork) & Danny Wright (Berlin G Myers Lumber) catching up on what's been going on.



The Carolina Atlantic team is celebrating 50 Years, Congratulations! <sup>1</sup>



It is all smiles at the Culpeper Booth. Where there is fun to be had, you will find the Culpeper crew! <sup>1</sup>



BMSA is proud to announce the 2024 Dealer of the Year, Garris Evans. Terry Lahoski and Lynn Schwarz present the award to John Evans and Glenn Blackwell. Congratulations guys, your hard work and dedication has not gone unnoticed! <sup>1</sup>



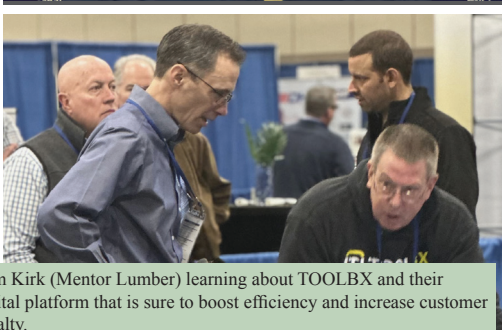
Brandon Massie and Holden Gilman reveal the newly re-branded NOVO Building Products. <sup>1</sup>



And The Best Booth Award goes to....Huber!! That trailer is a beauty! Congratulations! <sup>1</sup>



Chris Moran (PA Lumbermens Mutual) discussing the latest in Property and Casualty with Terry Lahoski (Terry Lumber). <sup>1</sup>



Tom Kirk (Mentor Lumber) learning about TOOLBX and their digital platform that is sure to boost efficiency and increase customer loyalty.



Dr. Robert Dietz delivers the much anticipated 2024 Housing Economy Forecast at the Membership Breakfast.

<sup>1</sup> Photo Credit: Chuck Casey, BPD Magazine. We thank you for your talent and contribution!

# THANK YOU!!!

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**SUMMER**  
**CONFERENCE**  
**July 25-28, 2024**  
**SAVE THE DATE**  
The Westin  
Chattanooga, TN

CELEBRATING  
*One Hundred Plus*  
YEARS IN BUSINESS

It is with great pride and admiration that we come together to celebrate the remarkable achievements of our member companies who have reached the extraordinary milestone of a century plus in business! From their humble beginnings to their current standing as pillars of strength and stability, their journey serves as a testament to the power of vision, perseverance, and unwavering dedication. Please take a moment to celebrate your industry peers.

- |                                 |                                    |                                     |
|---------------------------------|------------------------------------|-------------------------------------|
| Fakes & Hooker (157)            | GW Smith Lumber (119)              | Garris Evans Lumber Co (105)        |
| Smith-Phillips Lumber (144)     | Fitch Lumber Co (117)              | Johnson Doppler Lumber Co (104)     |
| Beeson Hardware Co (141)        | Tindell's Building Materials (117) | Big C Lumber (103)                  |
| Siewers Lumber & Millwork (140) | Ansonia Lumber Co (115)            | Mentor Lumber & Supply Co (102)     |
| Ruffin & Payne (132)            | Duncan Lumber (115)                | Morrison Bros Building Center (102) |
| Better Living (131)             | Forcum-Lannom (112)                | Builders Supply Co (100)            |
| Vowel & Sons (129)              | Gross Lumber Co (111)              | Fulton Lumber (100)                 |
| Gerber Lumber & Hardware (123)  | The Lester Group (110)             | Guy C Lee (100)                     |
| City Lumber Co (121)            | Harbin Lumber Company (107)        | Lamberth Building Materials (100)   |
| Snider Flautt Lumber (120)      | R.C. Goodwyn & Sons (106)          |                                     |

*Congratulations to all the companies celebrating 100 years or more in business! Your enduring success is truly remarkable and an inspiration to us all.*

## Calendar of Events 2024

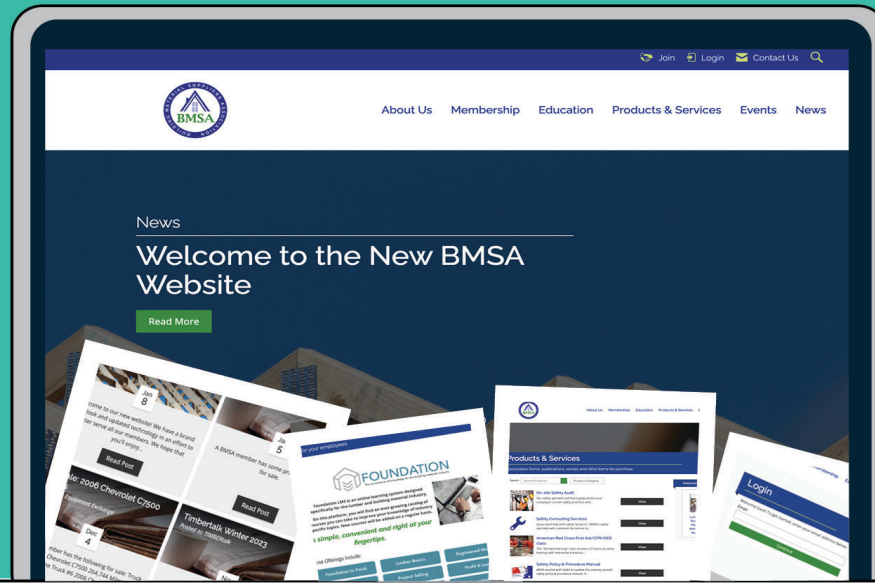
- April 10-12: CFO Roundtable (Las Vegas, NV)
- April 10-12: Roundtable 3 (Houston, TX)
- April 21-23: Roundtable 1 (Winston-Salem, NC)
- April 24: D.O.T. Series #1 (Virtual)
- April 24-26: Roundtable 7 (Hot Springs, VA)
- May 1-3: HR Roundtable 1 (Greenville, SC)
- May 7-9: Roundtable 5 (Pipersville, PA)
- May 7 & 9: Introduction to Building Material Sales (Virtual)
- May 8: D.O.T. Series #2 (Virtual)
- May 21 & 23: Basic/Beginner Blueprint Reading and Estimating (Virtual)
- May 22: D.O.T. Series #3 (Virtual)
- May 28 & 30: Basic/Beginner Blueprint Reading and Estimating Continued (Virtual)
- June 4 & 6: Intermediate Blueprint Reading & Estimating (Virtual)
- June 5: D.O.T. Series #4 (Virtual)
- June 18 & 20: Advanced Blueprint Reading and Estimating (Virtual)
- July 25-28: Summer Conference (Chattanooga, TN)

*All listed virtual classes are live, interactive, instructor led courses.*

# CLICK. CONNECT. THRIVE.

Embark on a digital odyssey with BMSA's new website!

[WWW.MYBMSA.ORG](http://WWW.MYBMSA.ORG)



The BMSA team has been hard at work implementing upgrades to improve the overall member experience. We are thrilled to announce the launch of our brand-new website and Association Management System(AMS), marking a significant milestone in our ongoing commitment to enhance member experience, streamline operations, and foster greater engagement.

With user-friendly features, dynamic content, and robust management tools, our online hub (Member Compass) is designed to serve as a centralized platform for information, collaboration, and resource management for our members.

Notable features our new system offers BMSA Members:

- **Intuitive Navigation** - Our redesigned website offers an intuitive and user-friendly interface, making it easy for members to find information quickly and efficiently.
- **Member Compass** - Our member portal provides secure access to exclusive content and resources. The portal allows for all members to easily update personal and company contact information, view account history, and view/pay invoices securely online.

- **Event Management** – Members can register online for events and educational offerings, allowing easy registration for yourself and co-workers and track all events and trainings you and your team have attended or are registered for.

- **Online Store** – A dedicated space for purchasing Reference and Safety Manuals, sponsorships and advertising space.

The launch of our new website and AMS has been key in our digital transformation and by leveraging these tools effectively, we feel the overall member experience will be vastly improved.

Please reach out to Barb Stickland (barbs@mybmsa.org) or the BMSA Office with any questions or help with the new platform.



1



We are thrilled to invite you to join us for **Purina Equine Night** on **March 21, 2024, from 6-9 PM**. This special event will feature guest speakers from Purina and Triple Crown who will share their expertise on equine nutrition and products, providing valuable insights for all horse enthusiasts.



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## COMMUNITY CORNER

### Check out what's happening with your fellow BMSA Members!

Anything going on in your neck of the woods? Celebrations, community service, just plain old fun? Let us know, we would love to share it with everyone!

- 1 - Premier Metals** celebrated a great year and all the hard work that went into it with an employee appreciation dinner with everyone from all 3 locations.
- 2 - Foothills Hardware & Builders Supply** hosted an Equine Night, providing insights into the latest advancements in Equine nutrition and how to best care for your horse. It was an educational evening with food and prizes!
- 3 - Talbert Building Supply** celebrates their team with monthly anniversary announcements – this is their February Crew, congratulations everyone!
- 4 - GBS Building Supply** sales reps and window specialists got a fresh perspective on window selling strategies from Tyler Schettler, a window sales professional that travels the country sharing insight on presentation, follow-up and objections.
- 5 - Smith Phillips** will host a “Bring the Spring” Deck Expo with demos, training, food and prizes. Exploring the latest trends and decking techniques are your gateway to creating the perfect outdoor retreat!

- 6 - Blanton Building Supplies** gave back to their community by hosting the “Lucky to be a Lifesaver” blood drive.
- 7 - City Lumber Company** knocking it out of the park with their 5 Star Reviews! Way to go the extra mile for your customers.
- 8 - Hiwassee Builders Supply** held a Product Knowledge on Therma-Tru Doors to ensure they provide their customers with the best possible service.
- 9 - Better Living Supply** teamed up with a community partner and participated in Rise Against Hunger. Together, 10,000 meals were packaged to combat hunger across America. Rise Against Hunger Experience events provide a fun, educational way for groups to literally lend a hand to people facing hunger. The events combine an assembly line process with an educational experience to not only make a huge impact worldwide, but to touch the lives of those who volunteer.
- 10 - Berry Home Center** hosted a Demo Day for area contractors. Reps from REEB, Atrium and CertainTEED were on hand for demonstrations and lunch from Nacho Average Food Truck.



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