



TIMBERtalk

Winter 2024



The Annual Learning Exchange & LBM Expo New Space & New Opportunities!

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Annual Learning Exchange & LBM Expo

February 7 & 8, 2024 | Hickory, NC

It is almost time for the 2024 BMSA Annual Learning Exchange & LBM Expo, have **you** registered? In a **new** space with a **new** floor plan, it is **THE** event for connecting with industry leaders, making new connections and staying ahead with crucial updates! Join your industry friends and the BMSA Team at the Hickory Metro Convention Center, February 7 & 8, 2024 for this year's Expo.

2024 Expo Education:

Building Company Culture

LBM Dealers Discuss the Framework for Shaping Their Company Culture

Speakers: **Mark Hopkins** (COO, Hancock Lumber), **Ashley Guest** (Corporate Marketing Manager, Harbin Lumber), **Bruce Shelton** (President, Capps Home Building Center) and **Thad Shuler** (President, Southern Lumber & Millwork)

Positively inserting change in the culture of your workplace can seem like an intangible goal with no clear starting point. Hear from a panel of dealers with tracked success in reshaping their company culture. They will reveal their experiences elevating morale, productivity & employee satisfaction. These tips will help revolutionize your own organization. Equip yourselves with practical strategies for positive change!

Lead and Inspire a Multi-Generational Workplace

Adapt Your Leadership Skills to Maximize Contributions From Each Generation

Speaker: **Dawn Stastny**, SPHR, SHRM-SCP, Managing Partner In The Grey Consulting

Engagement and leadership tactics for each generation vary. Adapting your leadership style to foster open communication will bring greater strengths & collaboration to

your organization. Preferences around mentor-ships, recognition of achievements & professional development differ between all groups. Leave with ready-to-use actions that maximize each generation's contributions.

The Five Core Mindsets of Innovators

Micro-Innovations with Measurable Results to Help Build a Sustainable Competitive Edge

Speaker: **Kaiser Yang**, CO-Founder & CEO Platypus

Kaiser Yang is a globally recognized innovation leader and award-winning author and brings a proven model to help organizations make innovations an everyday business. Speaking on the 5 Core Mindsets of Innovators, Kaiser will demonstrate that innovation does not have to be big to be meaningful and that micro-innovations with measurable results help build a sustainable competitive edge. Don't miss your chance to tap in to Kaiser's practical and actionable framework!

Eyes on the 2024 Housing Economy

Housing Demand & Affordability Supply Factors Construction Outlook

Speaker: **Dr. Robert Dietz**, NAHB Chief Economist

Dr. Dietz will provide timely data on the recession risk assessment, housing affordability forecast, supply chain updates & more! LBM owners and managers rely on Dr. Dietz's factual insights to make important decisions about the upcoming year.

And that's not all, in addition to all these hot topic sessions, there are even more educational opportunities for your team!

Introduction to Building Material Sales

(Feb. 5 | 8am-5pm)

This class provides your entry-level personnel and employees who have limited industry knowledge with a basic understanding of building material operations, product usage in residential construction, and customer service basics.

Blueprint Reading & Material Take-Off

(Feb. 6 & 7 | 8am-4:30pm)

This workshop provides 2 full days of instruction and discussion of residential construction methods, blueprint reading, and material take-off. Attendees will receive hands-on experience figuring an actual set of working drawings.

Advanced Estimating & Material Take-Off

(Feb. 8 | 8am-4:30pm)

This course is designed to provide a deeper understanding of residential framing as well as increased efficiency in completing material estimates. This workshop will go beyond basic house design and focus on the difficult areas of completing framing take-offs.

Enhanced Yard & Delivery Manager Workshop

(Feb. 7 & 8 | 8am - 5pm)

Discuss new innovative best practices for effective yard and warehouse layouts. The course will focus on how to drop legacy management practices that hinder the retention and engagement of team members. If you have attended this workshop before, there is plenty of refreshed material, including a guest speaker who will be discussing yard design & efficiency techniques. This workshop is about maximizing productivity, increasing ROI, and fine-tuning communication and leadership skills.

Expo registration form on page 7 or go to mybmsa.org to register TODAY!

This Year's Speaker Line Up



Dawn Stastny

Dawn Stastny, SPHR, SHRM-SCP has over 30 years of experience in human resources and organizational development. She currently serves as the Vice President of Organizational Development and Compliance at Coregistics since 2017 and additionally, holds the position of Member at Chief since September 2022. Dawn has also established herself as a Managing Partner at In The Grey Consulting. Prior to these roles, she founded and served as Managing Partner at Stellaris Group, LLC for 11 years. In this role, the focus was on human capital management, strategic development, and organizational and human resource outsourcing. Throughout her career, Dawn also obtained several certifications to enhance her professional qualifications. She obtained the Senior Professional in Human Resources® (SPHR®) Certification from HRCI and attained the SHRM Senior Certified Professional (SHRM-SCP) certification from SHRM, further solidifying her expertise in the field of Human Resources. Continuing her dedication to professional development, Dawn pursued Human Rights Education Training from the US Institute of Diplomacy and Human Rights, where she completed the program and obtained the certification in July 2023. Dawn Stastny has demonstrated a strong commitment to expanding her knowledge and expertise in the field of Human Resources through formal education and additional certifications.



Kaiser Yang

Kaiser Yang, a globally recognized innovation leader and award-winning author, brings a proven model to help organizations make innovation an everyday business. Kaiser passionately believes that even the most transformative innovations can be fast, scrappy, and accessible to us all. Over the last 25 years, Kaiser has been at the forefront of global innovation, building and scaling multiple technology startups and guiding transformative initiatives with clients such as Microsoft, Disney, The Gap and other Fortune 500 organizations. Today, as the co-founder and CEO of Platypus Labs, an innovation research, consulting, and training firm, he helps leaders and teams achieve the outcomes they crave - growth, innovation, competitive advantage, deeper engagement, and predictable results. Kaiser's award-winning book, *Crack the Code, 8 Surprising Keys to Unlock Innovation*, demonstrates his proven system to help everyday people innovate in their everyday work. Kaiser is also an award-winning restaurateur, a passionate breeder of Koi fish, a golf enthusiast, and the proud father of teenage twins



Robert Dietz

Robert Dietz, Ph.D., is Chief Economist and Senior Vice President for Economics and Housing Policy for NAHB, where his responsibilities include housing market analysis, economic forecasting, industry surveys, and housing policy research. Dr. Dietz has published academic research on the private and social benefits of homeownership, federal tax expenditure estimation, and other housing and tax issues in peer-reviewed journals, including the *Journal of Urban Economics*, *Journal of Housing Research*, the *National Tax Journal* and the NBER Working Paper series. He has testified before the House Ways and Means Committee, the Senate Finance Committee, and the Senate Banking Subcommittee on Economic Policy on housing and economic issues. Prior to joining NAHB in 2005, Robert worked as an economist for the Congressional Joint Committee on Taxation, specializing in revenue estimation of legislative proposals involving housing, urban development, and other business tax issues. He is a native of Dayton, Ohio and earned a Ph.D. in Economics from the Ohio State University in 2003.

2024 ANNUAL LEARNING EXCHANGE AND LBM EXPO SCHEDULE OF EVENTS

MONDAY, FEB. 5

8:00 AM - 5:00 PM

INTRODUCTION TO BUILDING MATERIAL SALES
PRESENTER: CASEY VOORHEES, WBMA PRESIDENT

TUESDAY, FEB. 6

8:00 AM - 4:30 PM

BASIC BLUEPRINT READING & MATERIALS TAKE-OFF
PRESENTER: CASEY VOORHEES, WBMA PRESIDENT

9:00 AM - 1:00 PM

EXECUTIVE COMMITTEE MEETING

1:30 PM - 5:00 PM

BOARD MEETING

5:00 PM - 6:00 PM

BOARD & EXHIBITOR RECEPTION

5:30 PM - 11:00 PM

SHUTTLE BUSES MAKE CONTINUOUS RESTAURANT LOOP

WEDNESDAY, FEB. 7

8:00 AM - 4:30 PM

BASIC BLUEPRINT READING COURSE
PRESENTER: CASEY VOORHEES, WBMA PRESIDENT

8:00 AM - 5:00 PM

ENHANCED YARD & DELIVERY OPERATIONS WORKSHOP
PRESENTER: KEN WILBANKS & DAVID WELLS

8:00 AM - 9:30 AM

BUILDING COMPANY CULTURE: LBM DEALERS DISCUSS THE FRAMEWORK FOR SHAPING THEIR COMPANY CULTURE

PANELISTS: *MARK HOPKINS*, COO, HANCOCK LUMBER, *ASHLEY GUEST*, CORPORATE MARKETING MANAGER, HARBIN LUMBER, *BRUCE E. SHELTON*, PRESIDENT, CAPPS HOME BUILDING CENTER, *THAD SHULER*, PRESIDENT, SOUTHERN LUMBER & MILLWORK CORP

FACILITATOR: *JEFF TWETEN*, FOUNDER, WORKSAFESWORKSMART

9:40 AM - 10:40 AM

LEAD AND INSPIRE A MULTI-GENERATIONAL WORKPLACE
PRESENTER: DAWN STASTNY

10:50 AM - 12:00 PM

THE FIVE CORE MINDSETS OF INNOVATORS
PRESENTER: KAISER YANG

12:00 PM - 5:00 PM

SHOW FLOOR IS OPEN!

12:00 PM - 1:30 PM

LUNCH ON SHOW FLOOR

4:30 PM - 6:00 PM

RECEPTION ON SHOW FLOOR

5:30 PM - 11:00 PM

SHUTTLE BUSES MAKE CONTINUOUS RESTAURANT LOOP

THURSDAY, FEB. 8

7:30 AM - 9:00 AM

MEMBERSHIP MEETING & BREAKFAST : EYES ON THE 2024 HOUSING ECONOMY
PRESENTER: DR. ROBERT DIETZ, NAHB CHIEF ECONOMIST

8:00 AM - 5:00 PM

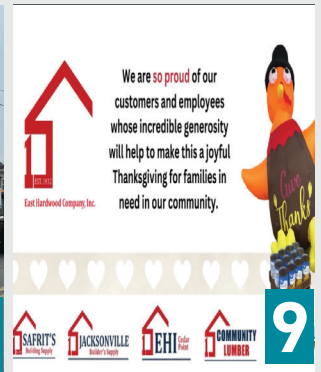
ENHANCED YARD & DELIVERY OPERATIONS WORKSHOP
PRESENTER: KEN WILBANKS & DAVID WELLS

8:00 AM - 4:30 PM

ADVANCED ESTIMATING & MATERIAL TAKE-OFF
PRESENTER: CASEY VOORHEES, WBMA PRESIDENT

9:00 PM - 12:00 PM

SHOW FLOOR IS OPEN!



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 - Ansonia Lumber held their 30th Annual Wooden Toy Contest, what talent & such beautiful craftsmanship.

2 - Thomas Do It Center awarded a \$500 shopping spree from entries collected at their Small Business Saturday sale. Betting that was a handy prize for holiday shopping, very nice, Thomas Do It Center!

3 - Lezzer Lumber supports the next generation of builders! Since 1993 Tyrone High's carpentry instructor has gotten his classroom supplies from Lezzer and they, in turn, have donated hats, t-shirts and sweatshirts to the carpentry students. What a great partnership!

4 - R.S. Monger & Sons hosted their Annual Customer Appreciation Luncheon with pork, deer and bear BBQ. What a unique menu, looks like it was quite a hit.

5 - Valley Building Supply got in some great Team Building time preparing their float for the 2023 Sweetwater Kiwanis Christmas Parade. Very nice work!

6 - Spencer Home Center customers, contractors, employees and community helped provide Christmas for 115 local children and families through the gift of giving. It is truly far better to give than to receive!

7 - Southern Lumber & Millwork hosted a Casino Night for CRAN Charleston with fun games, amazing food and awesome prizes. Looks like a good time was had by all!

8 - Harbin Lumber Company celebrated their 2nd Annual "Light Up the Lumberyard" with Christmas lights, great food, and fun for the entire HLC Family. There was even a Special Guest from the North Pole. What fun!

9 - Safrit's Building Supply employees and customers participated in The Salvation Army Food Drive and collected numerous boxes of food and tons of personal hygiene items for families in need in their community. What a loving thing to do, very nice, Safrit's!

10 - The Building Center was named as one of the 2023 Top Workplaces by the Charlotte Observer (NC). With only 94 companies on the entire list, this is quite an achievement, way to go!

BMSA Spotlight

Looking Back as we Move Forward

As we begin a new year, I find it helpful to take a few minutes to reflect on the year just ended. It is easy, in the rush of the holidays and all that follows, to barrel into the new year without a backward glance. Join me in looking back and celebrating all that you helped BMSA accomplish in 2023!

Roundtables continued to be one of BMSA's most valuable member services. Dealers never seem to tire of learning best-practices from one another! We held 17 roundtable meetings during 2023 and welcomed new members to numerous roundtables. We will continue to grow roundtables in 2024 and look to launch another HR Manager Roundtable, as well as an IT Manager Roundtable.

BMSA's Education programming in 2023 was a true winner! We held 32 online sessions and 10 in-person programs. The Blueprint Reading and Material Take-Off course continue to be well-received by members. The DOT series featuring 6 sessions was extremely popular with members as they found value in learning strategies for safe vehicle operation and how to comply with confusing regulations. In all, 232 people from 52 different companies participated in BMSA education sessions in 2023.

Conferences are one of the best ways for BMSA members to connect and learn from one another. The 2023 Learning Exchange & Expo in Hickory once again provided dealers and exhibitors the chance to meet, connect and explore what's new. For the first time in the Association's history, the Summer Conference moved away from a beach location. Chattanooga, TN provided the perfect site for members and families to come together for some business, fun and a whole lot of fellowship at the Summer Conference. New faces, as well as cherished, familiar ones, enjoyed mountain views, white water rafting, seeing exotic sea creatures at the aquarium, and pool-side conversations.

In between the activity of roundtables, education programs and conferences, your BMSA staff was busy assisting members in a variety of ways: listing your equipment for sale, seeking answers to your questions through Dealer Helping Dealer, alerting you to pertinent legislative issues, implementing new association management software, and much more.

BMSA would not exist without you – our Members! We greatly appreciated your involvement and support in 2023. Thank you! I speak for the entire BMSA staff team when I say we consider it a true privilege to serve you. Together, let's make it a great 2024!



Lynn Schwarz
BMSA President

HAVE YOU RENEWED YOUR

BMSA 2024 MEMBERSHIP?

NOW'S THE TIME!

As we kick off a new year, your BMSA team is hard at work planning and preparing all of the quality programming BMSA Members have grown to expect and enjoy! We greatly appreciate your continued support and hope we can count on you in 2024. Dues statements were mailed out a few weeks ago, however if you did not receive it you can obtain one on our website, mybmsa.org, under the Member Portal, Membership Renewal. Should you need any help, please contact the BMSA Office and a staff member will be happy to assist you!

DUE JANUARY 1, 2024

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BMSA

Annual Learning Exchange & LBM Expo

February 7th & 8th, 2024

Hickory Metro Convention Center | Hickory, NC

Please Print:

Company Name: _____

Phone: _____

Email: _____

Company Contact: _____

	Attendee Name	Attendee Email	City/State	Expo Only - No Charge Feb. 7th & 8th																	
					<table border="1" style="width: 100%; text-align: center;"> <tr> <td colspan="2" style="background-color: #c6e0b4;">Wednesday, February 7th</td> <td colspan="2" rowspan="3" style="background-color: #a6c1ec; color: white; font-weight: bold;">Attend all 3 sessions for just \$159</td> </tr> <tr> <td colspan="2" style="background-color: #a6c1ec;">Building Company Culture: LBM Dealers Discuss the Framework for Shaping Their Company Culture <small>Wednesday, Feb. 7th 8:30 am \$79 per person</small></td> </tr> <tr> <td colspan="2" style="background-color: #a6c1ec;">Lead and Inspire a Multi-Generational Workplace <small>Wednesday, Feb. 7th 9:40 am \$79 per person</small></td> </tr> <tr> <td colspan="2" style="background-color: #a6c1ec;">The Five Core Mindsets of Innovators <small>Wednesday, Feb. 7th 10:50 am \$79 per person</small></td> <td colspan="2" style="background-color: #ffc000;">Thursday, February 8th</td> </tr> </table>	Wednesday, February 7th		Attend all 3 sessions for just \$159		Building Company Culture: LBM Dealers Discuss the Framework for Shaping Their Company Culture <small>Wednesday, Feb. 7th 8:30 am \$79 per person</small>		Lead and Inspire a Multi-Generational Workplace <small>Wednesday, Feb. 7th 9:40 am \$79 per person</small>		The Five Core Mindsets of Innovators <small>Wednesday, Feb. 7th 10:50 am \$79 per person</small>		Thursday, February 8th					
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All payments are made directly through Quick Books, please provide the following billing details (if different from above):

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Billing Contact Phone Number: _____

Billing Contact Email: _____

Billing Address: _____



See additional registration forms for Introduction to Building, Basic & Advanced Blueprint Reading, and Yard & Delivery Operations Classes.

**This is a Rain or Shine event, there will be no refunds due to weather cancellations.*



BUILDING MATERIAL SUPPLIERS ASSOCIATION
3029 Senna Dr.
Matthews, NC 28105

www.mybmsa.org

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