



TIMBERtalk

Fall 2023



JULY 27-30, 2023 | CHATTANOOGA, TN

What A Great Adventure... *BMSA 2023 Summer Conference Recap*

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Our Great Adventure to Chattanooga has been acknowledged as the BEST summer conference yet! Attendees are filled with memorable adventures they will treasure for a long time. Although our trip to the beautiful Tennessee Mountains did not provide any relief from the summer heat, we had Ruby Falls, rafting down the Middle Ocoee River, the TN Aquarium, High Point Climbing and a refreshing pool to provide some relief. Excursions were the highlight of our attendees' experiences with over 150 people opting to sign up for different opportunities each day. Chattanooga is a walkable, vibrant city, offering superb restaurants, and so many family-friendly activities. We are already looking forward to next year's conference in Chattanooga, as we barely scratched the surface on the list of "things to do" in

this awesome city. If you missed it, get it on your 2024 Calendar NOW! We look forward to returning to Chattanooga **July 25 – 28, 2024** for more networking, more education and more family fun!

Per usual, everyone anxiously awaited **Dr. Ed's Economic Forecast**. With an Inverted Yield Curve and 70% chance of a recession, we will be keeping a watchful eye on what the economic future holds.

The **Cyber Security Panel** featuring Eric Barsamian, IT Director of LMC, Special Agent Jordan Foreman, Cyber Task Force FBI Knoxville, Jim Hill, Information Systems Manager at Franklin International and moderated by Chris Rader, CEO of Rader Solutions provided actionable take-homes

to enhance preparedness in the event of a cyber-attack, which is more likely now than ever. At the top of the list is having a preparedness plan in place, storing backups regularly, updating your cyber insurance coverage, educating your team about phishing scams, and dual authentication for employee devices, just to name a few! We greatly appreciate the willingness of the panel members to talk candidly about their experiences.

Our **Keynote Speaker**, Retired NFL Fullback, Ovie Mughelli filled the room with members, spouses, and teens alike. Ovie spoke about his climb to becoming a professional athlete, key relationships that nourished his growth, and a mindset that pushed him through the tough times. It was an inspirational session filled with reminders of what working hard, staying humble, and crushing perceived limitations can bring to your life.

The Westin Hotel offered luxury, comfort, and an all-around enhanced experience for attendees. The meeting spaces, exhibit floors, restaurants, and hospitality suite were all exceptional. Our Saturday night banquet was exciting for everyone with games like axe throwing, whiskey tasting, cake walks and a VW Bus photo booth! Chattanooga & the Westin were great partners to the BMSA, and we are eager to plan next year's experience!

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Sean and Tamara Ellis (Wholesale Millwork) splishing and splashing down the Ocoee River with Mark, Nicole, Elliott and Emory Smith (G.W. Smith Lumber).



Trouble, trouble, trouble... Dave Hunt (Tindell's), Thad Shuler (Southern Lumber & Millwork) & Junior Worley (Tindell's).



Growing up attending the BMSA Summer Conference creates many memories and life-long friendships!



Scotty Siewers (Siewers Lumber & Millwork) oversees an intense game of Giant Backyard Connect Four.



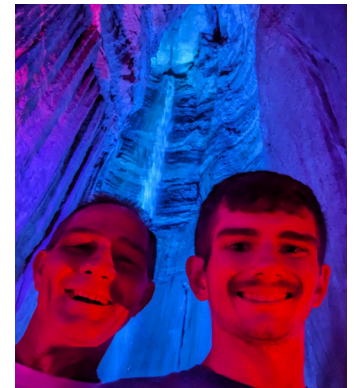
Jason Tew and family (Home Builders Supply) checking out their super cute pics from the VW Bus Photo Booth.



Keith Foxx (BlueTape) providing quality entertainment in the lovely Hospitality Suite.



Packed house for our keynote speaker Ovie Mughelli, Retired NFL Fullback.



George and Alex Miser (Lumber Service) getting a little reprieve from the heat at the underground waterfall at Ruby Falls.



Jeff Tweten (WorkSafeWorkSmart) catching up with Shawn McClung (Crosslin Building Supply) in the Hospitality Suite.



The passing of the gavel – Thank you for your service as Chairman, Danny Wright (Berlin G Myers) and Congratulations to our new Chairman, Terry Lahoski (Terry Lumber).



Stephen Parrish & Family (Southeast Insurance Group) taking in some breathtaking views in the beautiful Tennessee Mountains



Kristina Eanes (Madison Wood Preservers) giving Eddie Crosslin (Crosslin Building Supply) the run down on Madison Wood Preservers.

THANK YOU

To Our Exhibitors

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 Carolina Atlantic Roofing Supply
 Charles Grey
 Crumpler Plastic Pipe
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2023-2024



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Evan & Pam Jones Scholarship Winners

Anthony Lahoski & Elizabeth Kirk

Each year BMSA offers the Evan & Pam Jones Student Scholarship to eligible candidates in our Ohio Membership. Scholarship winners are chosen based on academic merit, personal achievements, community involvement and essay responses.

This year, the Scholarship Committee selected Anthony Lahoski and Elizabeth Kirk to each receive the \$1000 award for the 2023-2024 academic year, to further their educations.



Anthony is the son of Terry and Denise Lahoski of BMSA Member Terry Lumber & Supply Company in Peninsula, OH. Anthony is a highly accomplished young man, academically and personally. While he touts his Woodridge

High School Wrestling experience as his source for learning discipline and what it means to set goals and reach them, he was also a 2 year member of National Honor Society, an Alter Server at Mother of Sorrows Parish for 10 years, lettering all 4 years in Wrestling and serving as the 2022 – 2023 Wrestling Team Captain. This fall, Anthony will begin his studies at Northern Ohio University in Mechanical Engineering to transform his love for hands on learning into impeccable problem solving.



Elizabeth is the daughter of Tom and Besty Kirk of BMSA Member Mentor Lumber & Supply Company in Mentor, OH. Elizabeth is currently in her final year at Liberty University pursuing her Bachelor's Degree in Psychology with a career goal of becoming a Children's Christian Counselor. Elizabeth has a heart

for service that is truly evident in her community service as a Youth Leader at Trinity Church and in a local homeless shelter where she serves food and distributes care packages to those in need.

We wish Anthony and Elizabeth the very best in all their future endeavors!

Calendar of Events 2023

SEPTEMBER 12: Credit Applications: Comprehensive Breakdown of Credit Apps (Virtual)

SEPTEMBER 13: Unlock Sales Success: Boost Your Team's Performance with Expert Training - Inside Sales/ Coordinators: Powering Your Team's Success! (Virtual)

SEPTEMBER 14: Unlock Sales Success: Boost Your Team's Performance with Expert Training - Counter Sales: Mastering Customer Service and Sales Excellence! (Virtual)

SEPTEMBER 21: What Now? Recession and all that Implies-Is Your AR Recession Ready? (Virtual)

SEPTEMBER 26 & 28: Introduction to Building Materials (Virtual)

OCTOBER 3,5,10 & 12: Basic/Beginner Blueprint Reading & Estimating (Virtual)

OCTOBER 4-6: NLBMDA ProDealer Industry Summit (Kansas City, MO)

OCTOBER 11-13: Sales Manager Roundtable (Nashville, TN)

OCTOBER 15-17: Roundtable 1 (Lynchburg, VA)

OCTOBER 18-20: CFO Roundtable (Napa Valley, CA)

OCTOBER 24 & 26: Intermediate Blueprint Reading & Estimating (Virtual)

OCTOBER 25-27: Roundtable 3 (Savannah, GA)

NOVEMBER 1-3: HR #1 Roundtable (Savannah, GA)

NOVEMBER 1-3: Roundtable 5 (Richmond, VA)

NOVEMBER 7-9: HR #2 Roundtable (Amelia Island, FL)

NOVEMBER 23-24: BMSA OFFICES CLOSED FOR THANKSGIVING

BMSA Spotlight: Scams Abound

(Lynn Schwarz, BMSA President)



Here a scam, there a scam, everywhere a scam. That's what it seems like. Every time we turn around, we hear about another scam that has preyed on BMSA members. Just recently, the following scams have come to my attention:

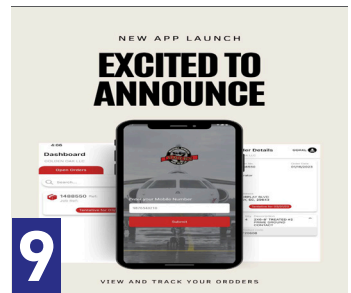
- A vendor invoice was emailed to a dealer. It appeared to be from one of their vendors, in this case Benjamin Moore Paints. The dealer's AP department assumed it was a legitimate invoice as the dealer had just had some showroom displays redone which involved the paint company. Looking more closely at the invoice, the employee realized payment was to be sent somewhere other than where they normally send Benjamin Moore payments. The invoice turned out to be a scam. It was not really from Benjamin Moore Paints.
- A telephone order for several thousand dollars of material was received by an Ohio dealer. The caller was not a known customer of the dealer and said he'd have someone pick up the materials. He gave the dealer a credit card number. The credit card was declined, so the caller gave another credit card number which appeared to be approved. The dealer became suspicious as the caller's area code was out of state and the zip codes on the two credit cards the caller had given for payment were different. It's the often-used scam where a third party is sent to pick up the material and once material is picked up the customer calls to remove the charge from his credit card. End result,

customer (scammer) gets material and dealer does not get paid.

- A person called a lumber yard claiming to be from Epicor. The caller stated there was a problem with the dealer's credit card machine. There was a PIN pad error, according to the caller, and to resolve it, he needed some information on the back of the dealer's credit card machine. Since the dealer was not an Epicor customer, he did not give out any credit card processing information.

The point is scammers are becoming much more prevalent and inventive. All businesses are being targeted, not just Fortune 500 Corporations. Be on your guard and make sure your employees know to be on their guard too. Whether it is over the phone or over the internet, if it sounds too good to be true, it probably is. If it smells fishy, it probably is. Be cautious, it pays to think before responding.

With so much crime being done over the internet now, the FBI has an Internet Crime Complaint Center (IC3). This department collects reports of internet crimes from the public. Utilizing the information from these complaints, the FBI's Asset Recovery Team has frozen hundreds of thousands of dollars for victims of cybercrime. To report internet scams, go to the website for IC3 – fbi.gov/investigate/cyber.



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 - Higgins Lumber

Higgins Lumber knockn' it out of the park with awesome customer reviews!

2 - Talbert Building Supply

Talbert Building Supply got everyone ready for fall nights on the deck with their Outdoor Living & Deck Expo.

3 - Crosslin Building Supply

I spy with my little eye...Crosslin Building Supply SWAG all the way in Switzerland.

4 - Siewers Lumber

Congratulations to Siewers Lumber for being voted a Top Workplace in Richmond, VA!

5 - The Lezzer Group

The Lezzer Team at Pennsdale saw a need and donated some supplies with the help of Shane's Home Repair to make a ramp happen for this amazing boy, Henry. He's 8 years old and has Duchenne Muscular Dystrophy and Autism and quit walking about a year ago. The addition of the ramp will make it much easier for his family to get him in and out of the house. Nice job everyone!

6 - Brunson Building Supply

Brunson Building Supply raised funds for MUSC Children's Health while saving their customers some \$\$\$! A \$5 donation got the 5 gallon bucket (100% donated to MUSC) and customers received 20% off almost everything that will fit in the bucket! Most definitely a win win!!

7- Big C Lumber

Customer Appreciation Day at Big C Lumber with free food from Nelson's BBQ and a vendor showcase displaying the latest & greatest in the building materials industry.

8 - Smith Phillips

Smith Phillips beat the heat and showed some appreciation for their customers with FREE Kona Ice!

9 - Yoder's Building Services

Yoder's Building Services launched their Co Pilot App allowing their customers to see availability and status info on open orders, get notified of job site deliveries in real-time as they occur and view delivery photos to verify material is on site.

10 - Kellogg Supply

Kellogg Supply is hosting a Give a Pint Get a Gallon Blood Drive at numerous locations this September-way to give back, Kellogg!



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