



# NRLA/LBMD Roundtables

NRLA/LBMD roundtables involve non-competing retail lumber dealers who meet to discuss “best practices” and set goals and accountability for financial and operational success.



The Roundtables draw heavily from Maryland, New England, New Jersey, New York, Pennsylvania, but include dealers from beyond the NRLA territory.

## Highlights:

- Compilation and analysis of all roundtable information, including financial and operational performance data.
- Roundtable groups meet twice a year near a member location.
- Tour of member facility.

*“We’ve been in an NRLA roundtable for over 5 years, and it’s one of the best values in the industry. It’s an invaluable setting for sharing ideas about improving your operation and bottom line. I would highly recommend it to anyone considering joining!”*

*–Tim Huff, Building Center of Gloucester  
Gloucester, MA*

*“For me it is our best opportunity to test our assumptions and benchmark our performance.”*

*–Joe Miles, rk MILES  
Manchester Center, VT*

## Join a Roundtable Today!

Contact the Education Department at 800-292-6752, or [education@nrla.org](mailto:education@nrla.org) for more information.

*"The Executive Roundtables are a wonderful way to learn from experts within our industry and a confirmation that you are on the right track or need to work smarter on something – having the ability to meet confidentially with noncompetitive peers has tremendous value which is hard to replicate. The transparent sharing and benchmarking of key financial and operational data helps improve every business and leads to some friendly competition.*

*Finally, a great group of people, friends for life, and lots of fun along the way..."*

–Paul Wainman, Hancock Lumber Company Inc.  
Casco, ME

## About NRLA/LBMDF Roundtable Meetings:

Meetings are intensive and require advance preparation by the member companies, but there is also a net-working aspect to each gathering. The hosting member's yard is usually toured and their operations analyzed. Members set performance and other goals at each meeting and relate their progress and challenges at subsequent roundtables.

Roundtable meetings take place for one and a half to two and a half days, twice a year. Companies are responsible for a facilitator fee for the roundtable two times a year for as long as they are members, as well as expenses for their attendance at individual meetings.

For those familiar with NRLA/LBMDF roundtables, it is no secret that they provide a tremendous value. In fact, members often credit their roundtable participation with making their businesses more profitable, better focused and more able to anticipate and manage change.

## Recent Agenda Items Have Included:

- Margin Improvement
- Performance Incentives
- Regional and National Business Conditions
- Best/Worst /ideas
- Pricing Strategies
- Working with Vendors
- Fuel Surcharges
- Green Building
- Marketing Ideas
- Collections Practices
- How to Grow Market Share

*"CCL has been a member of NRLA roundtables for 14 years. It's a great way to network with other dealers and learn from their experiences. It's validating to hear that we share the same challenges and actually fun to try and address them collaboratively.*

*There's an accountability to the group that has helped us ask hard questions and make difficult decisions about our business. Our moderator has become a trusted source and friend to our business."*

–Tom McManus, Cape Cod Lumber Inc. Co.  
Abington, MA

## Meet NRLA's Professional Facilitator, Ruth Kellick-Grubbs



Ruth Kellick-Grubbs is president of Kellick & Associates, a building supply industry advisory firm serving clients across the U.S. and internationally. She is a former trainer and negotiator for both the U.S. and Japanese governments with extensive experience in business development. Ruth worked with BuilderMarts of America to assist them in creating strategic business initiatives for their dealers, and worked with Bill Lee as a consultant, trainer and speaker before founding Kellick and Associates in 2000. She has worked with more than 250 lumber dealers, many of them NRLA members, assisting them in improving performance and profitability.



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