



NYLE NEWS

Your future is with us...

ISSUE 23

WINTER 2015

President's Message



The New Year has begun, sales budgets have been reset, year-end inventory is completed, and the cycle has started all over again. I am very excited to get started on my new goals for the year, both personal and professional. This past year as NYLE president was a rewarding and exciting one. Our membership continues to grow and meeting new young members of our industry is always rewarding. Our three events this year continued our streak of success: a Spring Conference in Northampton, Mass., for sales training, the summer outing at the Saratoga Race track, and the international trip to Canada for Timber Tour. I would like to say thank you to our annual sponsors and for our member-companies continued support.

Please make sure to join NYLE at the NRLA Expo in Boston this year. Stop by our booth (#409) to meet with NYLE members and find out how your company can get involved. For the first time, three NYLE members, Rob Bicknell of Bicknell Building Supply; Matt Kuiken of Kuiken Bros.; and Mike Duval of Huber Engineered Woods will be presenting free tech sessions at Expo. "Social Media as a Marketing Tool for Your Business and How it Works," will be held on Thursday, Feb. 5 at 11:30 a.m. On Friday, Feb. 6 at 10:45 a.m., Mike Duval will present "Mobile Applications: How they Can Assist Your B2B Sales on Tablets and Smart Phones." Our Annual Meeting will be held on Thursday in room 210, at 4 p.m. We will be welcoming our new slate of officers, including incoming NYLE president Jason Thacker of Howe Lumber. We will also be honoring our Robert J. Horne Jr. CHIPs award recipient, Jon Hallgren of Curtis Lumber, and Redwood Award Winner, Fred Seeger of Herzog Supply. We ask that all previous Redwood Award recipients attend the meeting, so we can start a new tradition of toasting to the newest member of the club.

I would like to end my last article in the Lumber Co-operator by saying thank you to everyone and their respective organizations who participated with NYLE this year. NYLE membership and board participation has been an educational experience for me. It has exposed me to different viewpoints of our industry and has given me a new perspective on my day-to-day job interactions within our industry. NYLE has also rewarded me with some excellent friendships with people who I would never have met outside of this unique group. Please ask your company to participate with NYLE in 2015 and tell them to not miss out on the best organization in the Northeast lumber and building material industry.

Dan Martin
NYLE President
Reeb Millwork

MEMBER PROFILE

Travis Perry Weyerhaeuser

By Jordan Russin, Russin Lumber Corp.



Travis Perry's involvement in the building materials business was cemented at a young age...and it stuck. "I have always had a strong interest for working in the forest products industry," said Perry, a Territory Manager for the Trus Joist division of Weyerhaeuser. "In high school, I was able to work for a company in South Carolina that nurtured that interest and provided a vision of a future career in the industry."

After college, Perry went to work full-time for Weyerhaeuser, performing a number of functions in several divisions of the organization. In 2013, he and his wife relocated to Rhode Island, where he took on his current role.

While Perry loves his career and was anxious to take on a new opportunity, meeting people after moving to the Northeast was initially a challenge. "A recommendation from a coworker to join NYLE helped to change that," Perry said. He attended the 2013 Spring Conference (at the Hotel Northampton in Northampton, MA), heard Rick Grandinetti's presentation, and became hooked. "I was inspired by the great speaker and was able to meet a lot of new people as well as interact with others that I had met through industry activities," Perry said. "I realized right away that NYLE was a great opportunity to network and share experiences with others in the industry."

Perry went on to attend the Summer Outing and Timber Tour, and has taken a board position with NYLE in 2015. Please join us in welcoming him to our organization!

NYLE Spring Leadership Conference

May 7-8, 2015

Technologies to Improve Your Business

by Garry Polmateer

&

How Not to Get Sued: Best HR Practices

by Mike Sciotti, Esq.

Register at Expo

Pay for one registration and get the 2nd half off!





Get Social! Building Your Brand With Social Media

Part 2

By Rob Bicknell - NYLE Ex-Officio

Bicknell Building Supply

Social media, if used properly, is one of the best marketing channels and a powerful tool for new customer acquisition. As we all know, our customers and their buying habits are changing. At the same time, technology is moving forward and we need to change to keep up with its demands. Getting your message out to customers isn't all about newspapers, radio and television anymore. You need to build your brand on social media. Your company needs to stand out above the rest. To really know your way around social media marketing, you first have to know what's happening on every social network. Twitter is becoming a very popular avenue for reaching customers:

Twitter Facts

- There are more than 1 billion active users and growing.
- 500 million tweets are sent each day
- 78% of users are on mobile devices
- 44% of users have never sent a tweet and are considered inactive
- 391 million Twitter accounts have no followers
- 46% of Twitter users tweet at least once a day
- A "Tweet" for Twitter is like a "Post" for Facebook.
- 36% of users are men & 64% of users are women
- 100 million daily users

Twitter Etiquette

- Twitter is the mothership of all hashtags: #socialmedia #NRLA #NYLE #LBME expo #flow Use them, but don't overuse them and abuse them!
- Respond to all questions and comments as quickly as you can. Twitter is fast-paced communication.
- Don't use all 140 characters in the tweet so it allows people to "Retweet" it.
- Keep all tweets positive. Negative brands lose followers.
- Avoid sharing too much information. No one cares what the boss ate for breakfast.
- Use your logo as you avatar. People want to quickly reference your brand.

Twitter Tips

- Build a content strategy. Write Tweets that spark conversations with your followers and keep them engaged.
- Followers can help your business extend its reach, drive sales and generate word of mouth.
- Set goals so that you can measure your progress against them.
- Encourage your followers to Retweet to extend your reach and drive more sales.

Twitter is all about quick, easy conversation.

Keep your updates short and your response times even shorter!

*Master Social Media Marketing for Startups in Under 4 Hours. (2014). Retrieved on 10/13/2014 from, <http://www.business2community.com/startups/master-social-media-marketing-startups-4-hours-infographic-0977424#!bLdJ7t>



Winter Board Meeting & Ski Outing

Thursday, February 26



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|-------------------------|--|
| 12:00 p.m. - 12:30 p.m. | Lunch - r.k. MILES, Inc. |
| 12:30 p.m. - 2:00 p.m. | Tour - r.k. MILES, Inc. |
| 2:00 p.m. - 4:30 p.m. | NYLE Board of Directors Meeting, r.k. MILES, Inc. |
| 6:00 p.m. - 8:00 p.m. | Dinner at Mulligan's, Stratton Mtn., Village Square, 11B |

Friday, February 27

Downhill or X-Country Skiing



\$156.93 per

Price includes 1 night lodging in Black Bear Lodge on 2/26 and 1 day lift ticket and continental breakfast on 2/27. Price includes all taxes and fee.

To reserve your room call 1-800-STRATTON and reference group: Northeast Young Lumber Execs.

Reservation cut-off: February 9, 2015

You are responsible for making your own room reservation.

Cancellations received outside of three days of arrival date will be charged a \$50 cancellation fee. Cancellations received within three days are subject to full forfeiture.

Please contact Donna Berger at 518-880-6344 or dberger@nrla.org with any questions.

NYLE welcomes attendees of any age to our events. Persons under the age of 21 must be accompanied by an adult of the member company from which they are attending or a legal guardian, either of whom must be at least 21 years of age.

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