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# NYLE NEWS!

*Your Future is With Us...*

Issue 29

November 2016



## PRESIDENT'S MESSAGE



Leaves are falling, temperatures are dropping, and dealers are reducing inventories. Purchasing managers are trying not to buy, and sales managers are pressing for late-season orders. It's November in the lumber business.

At NYLE, we're starting to reflect on a strong 2016. While we're slightly behind the BHAG (Big, Hairy, Audacious Goal) we set at the beginning of the year, we will finish 2016 at our highest membership level since the depth of the recession.

We had our best attended Spring Conference since 2006, we sold out our Summer Outing again, and we sent a strong contingent on a great Timber Tour throughout Louisiana. We also started a new tradition with Habitat for Humanity, working on improving homes for people in significant need.

NYLE has never been stronger, and our place in the industry, continues to develop-NYLE is the forum to train young leaders in the lumber industry, and our growth in 2016 is indicative of our industry's recognition of a simple fact: without NYLE, our industry withers. Without new blood to assume positions of leadership, the growth of the independent LBM industry cannot continue. Thank you to so many of you for understanding these simple facts and for enabling NYLE's growth this season.

The NRLA's merger with the EBMDA creates new opportunities for NYLE. Longer drives, to be sure, but opportunities to learn new ways of thinking, to network with new friends, and to share new ideas for ensuring our businesses' success. The future is bright!

Personally, I am just a couple of meetings and conference calls from the end of my presidency. I have learned so much during my time on the NYLE board, and even more so from this year in the president's chair. This role has taught the importance of building consensus, the requirement to lead by example, and the impact that your words and attitude can have on others. Our past presidents, especially Jason Thacker, Rob Bicknell, Mike Miller, and Dan Martin, have taught me great lessons, and mentor directors such as Bruce Charleson have been

instrumental in guiding my leadership.

Through NYLE, I have become a better leader for Russin Lumber. Hopefully, I've been able to impact NYLE positively through the experiences I've gained at Russin. It's been a hell of a ride, and it's not over yet. I look forward to participating in the next steps of NYLE's growth. As our industry continues to advance, the importance of our organization only continues to rise.



Jordan Russin  
NYLE President  
Russin Lumber

## New Member Profile

**Michele Wild**

**Fontrick Doors**

*by Fran Estey, r.k. MILES, Inc.*



If you had asked Michele four years ago where she'd be today, her answer wouldn't have been "Marketing custom hardwood doors". A graduate of the University Of Rochester Simon Graduate School Of Business in 2013, Michele had aspirations of working for a large Marketing firm. Instead, she landed a job in the door business.

"I can't believe how quickly my passion and knowledge for doors grew. Learning the ins and outs of this industry has been an exciting and challenging journey, one that I wouldn't change for anything," Michele shared at our most recent NYLE event.

Michele's second job in the door industry started in the summer of 2015 with Fontrick Door Inc., in Batavia, NY. "Marketing is such a huge need in all aspects of the industry today", she said, "investing time and resources to Marketing is a vital part of business growth". At Fontrick she has focused on creating literature to meet the needs of the market and has also grown Fontrick's online presence and brand.

Joining the NRLA in early 2016, Michele immediately saw the significance of this organization from a Marketing perspective. She recognized the importance of networking and relationship building that takes place at the

organizations events. She believes that face-to-face marketing is just as important today as it was 100 years ago. "This industry is built on relationships - Relationships that are cultivated at NRLA and NYLE events."

Just recently appointed as the WNYLDA NYLE representative, Michele is excited to lend her Marketing expertise where needed.

When she's not out Marketing Fontrick Doors, you can find her juggling her two kids (4 and 1) or canning something from her garden.

**Please help NYLE provide more benefits to their membership by taking a brief 3 question survey [here](#).**

## **NYLE Timber Tour September 27-30, Louisiana**

As first vice president of NYLE, I have the honor and duty to coordinate the planning and execution of one of NYLE's most exciting and dynamic educational opportunities. The Timber Tour is a hands-on live tour of LBM manufacturing and cultural experience. This year we brought NYLE to the great state of Louisiana. This was the first time we have toured manufacturing in this part of the country, and the trip was highly rewarding.

We started in the northwest corner of the state and traveled southwest to New Orleans (aka The Big Easy or NOLA). We covered the state from north to south and truly immersed ourselves in Louisiana culture, and discovered how charming the folks of Louisiana are to visitors. The hospitality and easy-going spirit were contagious for the whole group.

- Mike Duval, Huber Engineered Woods

### **DAY 1:**

#### **Weyerhaeuser Logging & Mill Operations**

The morning started early, with a coolness and smell of pine in the air. We walked up toward the tract the loggers were working on to see large machines meant for streamlining the process. There were machines to remove the branches from trees in moments, tractors specialized in pushing debris out of the way and lining up fallen trees for cutting. One of the great things we were told about was the placement of "Streamside Management Zones" which are predetermined buffers along the banks of water supplies. The thickness of the zone was determined by the volume of water being transported in the stream or creek. The group had ample time to ask questions and take great photos before we headed back on the bus to head to the mill.



Upon arrival to the mill we donned our PPE and walkie-talkie headphones and started the tour. We were shown the automation advances made for both manufacturing and packaging the product which was interesting. Our guide stated "The robots are slightly slower but they don't call out or get sick." We moved on to see where the I-joists were assembled. It was amazing how quickly the flanges were mounted to the

web. Their top speed available was over 400 feet per minute.

- Kevin Johnson, BlueLinx

## Southern Heritage Forestry Museum

On Sept. 28, 2016 Timber Tour attendees were invited to Longleaf, La., to view the Southern Heritage Forestry Museum. After long days of tours and long bus rides, viewing a museum didn't sound like an ideal way to finish the day. But boy was I wrong!



This is a living and soon-to-be working museum. We were fortunate enough to be escorted around the property by our hosts, and it was like we were transported back in time. At one time being home to the Civilian Conservation Corps, a program initiated by FDR's "New Deal" to put young men to work and continue to support the forestry industry, the similarities between our current mills and a mill that was operated in the early 1900s is astounding! Every piece of equipment is still in its original condition, and location. A blacksmith was on-site to show the group how nails were made during the time period. According to him, it would take an experienced blacksmith 1 minute to complete three nails... three nails. Let's all think about that the next time we send out a few cases of roofing nails in a matter of minutes.

Currently the museum is working on restoring a skidder and a loader that was used on this site in the early 1900's, so that they can actually demonstrate how it operated. Sadly, this mill was closed in 1969 and has sat mostly untouched since then. The museums mission "is to preserve the cultural and natural heritage of the Southern forest, and to provide a sense of awareness and pride in that heritage through programs of active public participation". The fine curators of this museum have done just that.



On behalf of NYLE I would like to thank these nice people for their time and generosity, and if you ever find yourself in Longleaf, I highly suggest stopping by and seeing this amazing piece of forestry history.

- Frank Saluti, Shepley Wood Products

## DAY 2: Boise Plywood Mill

On day 2, our first stop was the Boise Plywood Mill in Oakdale, La. We had the opportunity to see a log go from a logging truck, to a finished plywood panel.



As we walked along the log conveyor belt leading into the mill, we saw the debarking process, the logs cut to size on the saw deck, the vats where logs are soaked, and the veneer peeling process. A 2'-3' diameter log can be peeled in less than seven seconds, leaving just a core, which will be used for a landscape timber.

From there, the veneers are sent to driers and then sorted based on quality. The higher strength veneers are sent off to the engineered wood facility and other veneers are turned into plywood.

-Mike Miller, Warren Trask Company





After a day of tours, the group met up in the evening aboard a steamboat for dinner and jazz music. The breathtaking views, warm evening, and music made an enjoyable evening for all.

### DAY 3: Tour of Pavestone-Lacombe Plant

Coming from a lumberyard that does not do much, if anything, with pavers I did not think this tour would be too informative for me. However upon arriving, the manager of the facility did an excellent job explaining everything that went on there. I did not realize that pave stones can actually give you a better performance rating than concrete. The grounds at the facility were finished with pavestones with very little patchwork done over the years. I also did not understand that it was difficult to get the proper color in the pavestone and that usually the beginning and the end of the run did not match the color of the product that was run in the middle of the run. Our tour guides were very knowledgeable and informative throughout the tour and helped me gain a better knowledge of the product.

- Steven Begnoche, ProBuild

### Abita Lumber

Our last - but certainly not least - stop was Abita lumber in Abita Springs, La. When we planned the tour, there was a thought of visiting a local independent lumberyard. The planning committee had hoped there could be lessons learned and interest in what products a yard outside of New Orleans would carry. Mike Maxwell of Abita Lumber gave the group a comprehensive tour of their facility. The retail members eyes lit up on the tour and surprisingly the operational challenges they face at Abita are very similar to the members of NRLA. Mike was just as curious to learn from the group best practices he could implement at Abita Lumber. One of the highlights noted was their use of safety orange colored seat belts on fork trucks. Mike commented "this allows me to check my operator's compliance with the company's safety standard from far away without having to stop production to check for proper use of the seat belts." Perhaps this is a tactic that could be implemented in your location. Abita Lumber was one of the most popular stops on the tour and a great way to end the Timber Tour.

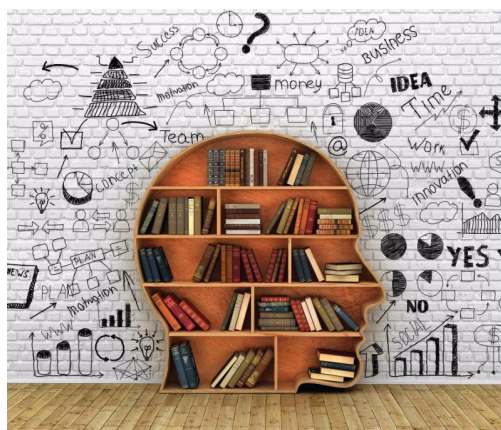


This Timber Tour will always have a special place in my heart. Our tour had 20 participants, which offered the smaller group a chance to connect with each other on a more personal level. Many friendships were forged and great memories will be cherished from this tour. By visiting Louisiana, NYLE has minted a fresh crop of Timber Tour veterans. I encourage you to reach out to anyone who has joined NYLE on a Timber Tour and ask them what they think. The Timber Tour offers one of the most unique experiences an NRLA member can have. Timber Tour does not need you to be under 40, it only needs you to be willing to learn something new and experience something epic.

- Mike Duval, Huber Engineered Woods

[See more pictures from the tour here.](#)

## Leadership Development: Developing the Next Generation of LBM Industry Leaders -



This program specifically designed for NRLA members will consist of four days of engaging instruction (broken up into two sessions occurring in Jan. and April). The first two days (January 30 & 31) include establishing a high performance culture, strategic thinking and managing culture, financial statement analysis, developing and implementing strategy, becoming a leader, art of management, understanding and motivating people, HR law, recruitment/training/retention issues, and envisioning the future of LBM supply. The concluding two days (April 26 & 27) will cover inventory management, financial analysis for decision making, strategic marketing and branding, sales management, negotiating/negotiations, credit & collections, succession planning, and managing conflict. The program will be led by Eric Hansen, Professor of Forest Products Marketing at Oregon State University's College of Forestry who will be joined by other college professors and industry experts to deliver all the appropriate course content.

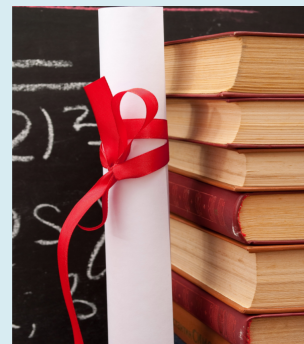
Registration form available [here](#).

For more information contact:

Erin O'Connor at [eoconnor@nrla.org](mailto:eoconnor@nrla.org) or 518-880-6348

## Congratulations

# 2016 NYLE Scott Robert Vasquezí Memorial Scholarship Recipients!



**Brendan McKee of Littleton, Mass.**

*Sponsored by Rex Lumber*

Attending UMass Lowell

**Matthew McGill of Natick, Mass.**

*Sponsored by Boston Cedar*

Attending Harvard University

**Allison Westbrook of Binghamton, N.Y.**

*Sponsored by Boise Cascade*

Attending Syracuse University

**Amanda Carofano of Sturbridge, Mass.**

*Sponsored by Sanford and Hawley*

Attending Endicott College

**Katherine McKenna of Mapleton, Maine**

*Sponsored by S.W. Collins*

Attending University of Maine

**Evan Holbritter of Schaghticoke, N.Y.**

*Sponsored by Wiley Brothers*

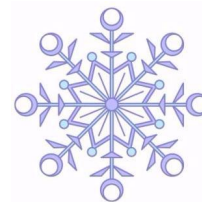
Attending Wentworth Institute of Technology

**Jack Heintzelman of Middleton, Mass.**

*Sponsored by Keiver-Willard*

Attending Saint Anselm College

# Save the Gate



**January  
24-25  
NYLE Winter  
Outing  
Mountain Creek Resort**



Join in  
**NYLE's 30th Anniversary Celebration**  
**Thursday, February 16**  
at the  
**Northeastern Young Lumber Execs**  
**2017 Annual Business Meeting**  
where  
**Bob Keiver of Keiver-Wilard**  
will be presented with the  
**2017 Robert J. Horne, Jr. CHIPs Award**  
and  
Jim Baker of Mid-Cape Home Centers, Joe  
Begnoche of ProBuild, and Steve Roth of Huttig  
Building Products will be presented with  
Redwood Awards  
  
**4:00 - 5:00 p.m.**  
The Rotunda, 2nd Floor  
Rhode Island Convention Center  
  
***Reception immediately following.***



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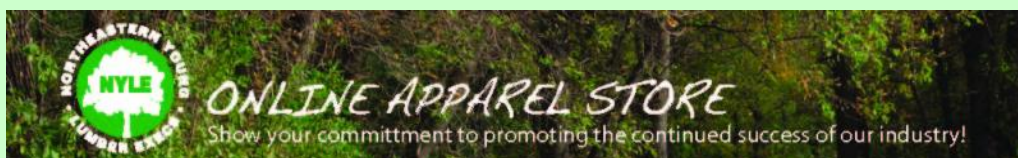
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