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NYLE NEWS!

Your Future is With Us...

Issue 27

March 2016



PRESIDENT'S MESSAGE



I'm not the type of person to mince words, so I'll get right to the point: NYLE needs you and you need NYLE!

For those of you who joined us at the NYLE Annual Meeting and have already signed up for Spring Leadership Conference, thank you. I'll look forward to seeing you in Portsmouth, N.H. on April 27-29 at the best educational event of the season.

If you missed the annual meeting but are still taking time to read this article, then you've probably already given thought to how your business's leadership will change over the next several years. We are a rapidly aging industry and, while the Great Recession put a lot of retirement plans on hold, many Baby Boomers are once again thinking about the next phase of their lives.

To succeed and to thrive into the middle of the 21st Century, you will need to develop new leaders; emerging industry minds who can help your company to grow despite an inevitable industry wide brain drain.

NYLE is the vehicle to mold your young leaders: only your membership and your participation will ensure that your business and our industry remain strong and viable as the years go on. Send your emerging leaders to the Spring Leadership Conference in Portsmouth, and when they return they will report on the most-educational two days of their careers. Not only will they hear Rick Davis, a premier industry sales trainer, but they will also hear him while sitting alongside their peers who are facing the same business challenges and brainstorming their own new world solutions.

At the group dinner, at the board meeting, and during the cocktail hour they'll have the opportunity to mingle with other young leaders at dealers from across the Northeast, and they'll be able to

discuss the business opportunities and challenges they face with dozens of other people just like them. Not only will they return with some great sales tips from Rick, they'll return with a phone filled with new contacts that they can bounce ideas off, talk shop with, or maybe even hire.

NYLE is the best training vehicle this industry offers to ensure that the youth of our businesses remains engaged, interested and active. Get your young leaders involved in NYLE and help them to learn about the opportunities for business and personal growth which exist all around them.

One of the things I consistently hear about the up-and-coming generation is that they'd rather stare at their phones than put in a hard day's work. They're lazy, I hear. They're coddled. I disagree with this. But they are, in my opinion, poorly trained.

Put yourself in their shoes and drop them into an industry which is slow to adapt new technology; give them maybe a book or two to read, an old guy to shadow, and an outdated computer and expect them to be happy, motivated workers for life? Perhaps the issue is not with the lazy kids coming into the industry but with the round holes into which we consistently try to fit these square pegs.

And so we have a choice. We can continue to try to mold the next generation to be just like the previous one, and continue to be disappointed when our results don't meet our expectations. Or we can take the long view and recognize that while the kids coming up may have had different upbringings and thus different sensibilities, they share with us a desire to grow and succeed. Through NYLE we can nurture this desire and enable our youth to build on the knowledge base they bring to our industry, and foster a culture of growth, innovation and new thinking which can ensure the strength of our companies for the next generation. By getting your young leaders involved with NYLE today, they'll see the potential for a great future in the industry they chose to join.

Send your young leaders to the Spring Leadership Conference, and they'll come back enlightened. Otherwise, just keep shaking your head while they waste another day on Instagram.



Jordan Russin
NYLE President
Russin Lumber

**Join NYLE at their
2016 Spring Leadership**

Conference April 27-29



Portsmouth Harbor Events & Conference Center, Portsmouth, N.H.

Wednesday, April 27

- 3 p.m. - 5 p.m. NHRLA Board of Directors Meeting-All NYLE Board Members Invited
- 5 p.m. - 7 p.m. Welcome Reception and Meet and Greet with NHRLA Board Members (All conference attendees invited)

Thursday, April 28

- 8:30 a.m. Registration
- 9 a.m. - 5 p.m. Rick Davis - Sales Boot Camp
- 6 p.m. - 9 p.m. Group Dinner, Portsmouth Brewery (All conference attendees invited; \$65)

Please note: Due to a fire at the Portsmouth Gas Light Co., the group dinner will now be held at the Portsmouth Brewery.

Friday, April 29

- 9 a.m. - 10 a.m. Board Orientation (All invited)
- 10 a.m. - 12 - p.m. NYLE Board Meeting (All invited)
- 12 p.m. - 12:30 p.m. Complimentary Lunch for Board Meeting Attendees
- 12:45 p.m. Depart for Tour
- 1 p.m. - 2:30 p.m. Tour - National Gypsum Co.

Several State and Local Association are Offering Subsidies for their Members.

[Click here](#) for complete details and registration form.

MEMBER PROFILE



John Perna

Hamilton Building Supply

By Mike Andrews, Boise Cascade

As people are born and mature through their high school and college years, they have hard decisions to make in what they want to do for the rest of their lives. Some of us decide to move out of state and start new beginnings away from our hometowns, while others who have strong roots decide to stay local and pursue their careers around family and friends they have grown up with. John Perna of upstate New Jersey, decided to grow his roots in his hometown and start a career in the building material industry where the seeds were planted many years ago.

John grew up in a small town in Lawrence, N.J., only minutes away from the local lumber yard his step-father owned in Hamilton. John found himself helping out in the lumber yard starting at the age of only 12 years old. What started out as a 12 year-old helping out wherever needed grew into working every summer during his high school years, balancing school and football, which was also a huge passion for John.

After high school, John accepted a football scholarship at Juniata College in Huntington, Pa., just east of Altoona, and pursued a bachelor's degree in business management. During the summer months John decided to expand his horizons and leave the family business. He was hired by a construction company where he worked on a framing crew, learning the ins and outs of sticks and bricks, until he graduated in December 2008.

After his graduation, John decided that with his work history and recent degree in business management, he would take the career path that led him back to the family business with Hamilton Building Supply. He began working on the sales floor and was given some assistant manager duties to help the business on a day-to-day basis. When the Great Recession hit in 2008, one of John's uncle's decided to retire, which paved the way for John to accept the position of Sales Manager in 2010. John has become more involved in the past five years and, is now the general manager of operations for both locations of Hamilton Building Supply.

Given his rise in the company, John's career and life has gotten a whole lot busier. John has been active with the New Jersey Building Materials Dealers Association, was recently asked to be a director of the LMC Aspiring Leaders, and was just featured in the latest edition of Pro Sales magazine. John and his wife enjoy participating in local

marathons and bicycle rides supporting local causes. They also are enjoying a new home they purchased six months ago. They recently found out they are having a baby in June! When you see John at the next NYLE or NRLA event, make sure you reach out and say hello to our friend down south in New Jersey!



Home Automation technology

On March 22 NYLE will be presenting "Home Automation Technology" as part of this year's webinar series. Jason Thacker, NYLE past president, will provide an introduction to the technology and product lines available through existing vendors for use in the smart home. The next generation of home buyers will be asking for homes that they can monitor and control remotely with their smartphones and tablets. There will be an estimated 10 million ready-to-connect WiFi devices on the market by 2018. Our independent lumber and building materials dealers and their distributors could certainly own part of that market. Much of this evolving technology can learn your behaviors and make adjustments to provide energy efficiency and savings. Tune in to learn more.

NYLE Winter Outing

By Isabel Alexander, Viking Lumber

On Jan. 7, 34 attendees enjoyed a great day of facility tours at Truss Engineering and Klear Lumber, followed by a board meeting then dinner and networking at Jiminy Peak Mountain Resort in Hancock, Mass. As with any NYLE event it is always great to be in an informal setting to catch up with NYLE members and meet new people. Learning at NYLE events doesn't stop after the meeting and tours. Many times having the opportunity to have a conversation with someone in a different geographical area, position within a company, or different area of the industry can be the most educational. After catching up and lots of laughter, all went to bed (somewhat) early to be ready to hit the slopes in the morning. With good conditions, everyone gathered to take a few runs together and enjoy the outdoors. All appreciated and benefited from another well organized, educational, and fun NYLE event.



NYLE Annual Meeting

February 11

Rhode Island Convention Center

Providence, R.I.



The 2016 board of directors was installed, including new NYLE President Jordan Russin, Russin Lumber Corp.; 1st Vice President Mike Duval, Huber Engineered Wood; 2nd Vice President Mike Andrews, Boise Cascade; 3rd Vice President Fran Estey, r.k. MILES. Inc.; Secretary Matt Medoff, Russin Lumber Corp.; Treasurer Marissa Keppler, Curtis Lumber Co.; and Ex-officio Jason Thacker, Howe Lumber Co.

The Redwood Award which honors individuals who symbolize strength, robustness, and the ability to live in a turbulent environment, was presented to David and Theresa Moore of Wiley Brothers, and Jeff and Jennifer Larson of Gilmore Home Center.

The Robert J. Horne CHIPS Award, presented annually to an individual who has been instrumental in promoting the personal



Jeff and Jennifer Larson with Ex-officio Jason Thacker



David and Theresa Moore with Ex-officio Jason Thacker.

development of young people in the industry, was given to Barry Russin, owner of Russin Lumber Corp. Russin has been a great supporter of the youth in the industry with three Russin Lumber employees serving as president of NYLE.



Barry Russin received his CHIPS award from son, and NYLE President, Jordan Russin

"When I started as a young man in this industry, I had nothing more than drive and enthusiasm. I quickly learned the value of education," Russin explained. "The company we are today is the result of both my personal education, and my being able to pass what I've learned on to the excellent people I work with every day." "No matter what your position or age, there are new possibilities to be sought, to be learned, and to be shared," Russin said.

Following the award ceremony, six scholarships were handed out. NYLE wishes to thank their sponsors for their support and membership, and Jason Thacker for his great service as president.



NLBMDA Legislative Conference April 18-20

Registration Now Open for 2016 NLBMDA Legislative Conference
This is the last week for early bird registrations for the 2016 NLBMDA Spring Meeting & Legislative Conference, April 18-20 in Washington, D.C. NRLA is paying the early registration fee for all NRLA members in 2016! To register, contact Jeff Keller at 518.880.6376.

Welcome New 2016

NYLE Members!

NYLE would like to take the opportunity to thank the following new retail and associate member companies:

Huston Lumber & Supply
Northeast Building Supply
Patwin Plastics
Portland Stone Ware
ProBuild

Member News

The members of the second annual PROSALES/KOMA Four Under 40 Class of 2016 have been revealed and two of them are from NYLE member companies. **Erin Plummer**, vice president of marketing and communications director for Hancock Lumber; and **John Perna**, general manager for Hamilton Building Supply.

Mike Andrews is in a new position at Boise Cascade BMD as the Huber Product Manager. He was formerly with Mid-Cape Home Centers.

Jon Baker of Mid-Cape Home Centers has been promoted to inside contractor sales.

Thank You for Supporting This Year's Events! If you don't see your name below, there's still time to become an Annual Sponsor. [Click here to download form](#). Please note: you must be a NYLE member in good standing to be eligible for an Annual Sponsorship.

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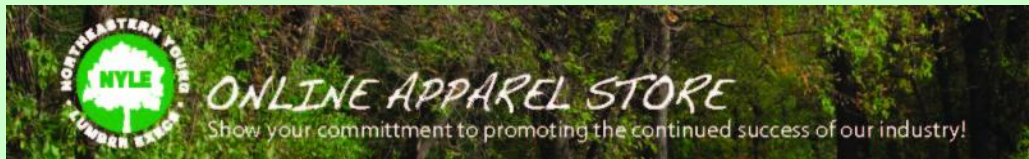


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