



NYLE NEWS!

Your Future is With Us....

Issue 24

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PRESIDENTS MESSAGE



Hopefully everyone returning from the LBM Expo took full advantage of the educational opportunities, technology updates and networking events throughout the show.

I certainly appreciate the chance to check out the new products available and catch up with people at events like the NYLE Annual Business Meeting. At this year's meeting we elected a new slate of officers and awarded six \$1,000 scholarships due to the generosity and hard work of many.

The Scott Robert Vasquezi Memorial Scholarship is available to an employee or a dependent of an employee who works for a company that is a member of NYLE. This year NYLE awarded the Robert J. Horne, Jr. "CHIPs" Award to a very deserving Jon Halgren of Curtis Lumber and a humble Fred Seeger of Herzog Supply Company was presented with our Redwood Award.

We want you and your company to join NYLE but if you need to attend an event to assist your decision, we will extend to you free membership for the year providing you have not been a member since 2010. The NYLE Spring Conference will be at Turning Stone Resort and Casino in Verona, NY on May 7-8 featuring Garry Polmateer, of Red Argyle, speaking on technology and Mike J. Sciotti, Esq. providing need-to-know information on harassment.

I have truly grown to appreciate this industry we reside in. One of the best things about this industry is that you can climb as high as your ambition will take you. More than 15 years ago my wife and I were expecting our daughter Lillyan and the realization set in that I

needed a real job with real benefits and normal hours to provide for my family while planning for our future. I was quickly hired by Moore Lumber Company in Webster, Mass. and given a chance to prove my worth. I was happy to help customers, pick orders, or push a broom, and quickly realized the importance of customer service: the necessity to go a little further, give a little extra for that customer. Management later offered me the head receiving position where my product knowledge and supervisory skills grew exponentially.

A few years later I had an opportunity to attend NYLE's 2006 Vancouver Timber Tour and appreciate the panoramic view our dynamic industry provides. Vancouver was beautiful and so clean. And smoking a cigar with Ice Cube was memorable although incomprehensible. But it was the people and vendors I met that made for a great first impression of NYLE.

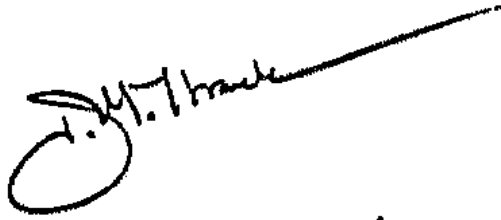
Down the road I was presented with an option to move into the bio-engineering field. Like so many others though, I couldn't pull away from the LBM business and jumped at the chance to move up to the central purchasing office in Ayer, Mass. There, I learned a great deal from the combined years of experience and talent that made up the office.

When difficult times lead to layoffs I found myself nervous and excited for the future. I stopped at my local independent lumberyard where I met owner Steve Howe and secured an interview with Scott Norrie, president of the company.

Scott was a past NYLE president and I was brimming with optimism. After a good conversation and a handshake I started at Howe Lumber the following week as a millwork salesman and special order buyer. I have since become the operations manager of Howe Lumber and I value the open, honest, family atmosphere here. My hope is to continue contributing to Howe Lumber's rich integrity and safe culture at every opportunity.

NYLE can open your eyes up to how vast this industry is. As a retail member you see only a snapshot of this industry. Maybe you see your company and the customers and vendors that frequent your lumberyard. But organizations like NYLE can provide an opportunity to find the bigger world out there. Through NYLE and the NRLA I have met peers that struggle with the same issues that I have. I have learned from mentors all too willing to help, people that are eager to nurture a younger, inexperienced version of themselves. They see the fruits of their labor continuing to move this industry in a positive direction.

I enjoy how this industry is rich in history; I have had the pleasure to work with and learn from people like Ben Tedesco, Steve Howe, Calvin Moore, Scott Norrie, Bob Degree and Bob Chandonet among others. They encompass the honest history, stern integrity, robust presence, thoughtful insight, steadfast negotiation and straight forward loyalty that flood this business. If you assimilate one small part of what they do, incorporate a piece of them into how you conduct yourself, it will make you a better person and a true pro.



Jason Thacker
NYLE President
Howe Lumber

MEMBER PROFILE



Marisa Keppler
Curtis Lumber

By Mike Andrews, Mid-Cape Home Centers

The core of what NYLE aims to accomplish is to generate excitement and wonder about the lumber industry. Many of us grew up in this industry, seeing it as a part of ourselves and who we are. Others however, stumbled across us by chance, and those are the stories that NYLE loves to hear and share! Marisa Keppler is such a picture book example of a 'by chance' success story. It truly is amazing and motivating to see someone's journey from not knowing the lumber industry at all, to having it run through their veins.

Marisa Keppler is the Controller for Curtis Lumber Company with a

strong focus on cash management, financial trend and profitability analysis, budgeting, and financial statement preparation and presentation. Prior to joining the team at Curtis Lumber, she held the position(s) of Controller and Chief Financial Officer for over six (6) years for local not-for-profits, and then as an independent contractor providing high-level accounting and managerial services to a multitude of clients across the Capital District. Mrs. Keppler holds a B.S. in Management and Accounting from Empire State College.

She has a significant passion for using organizational behavior strategies to build strong and empowered teams. Marisa is an empowering leader at Curtis Lumber, promoting personal and professional growth for not only her team, but the Company as a whole. She has taken on a significant role in Curtis's internal training program, truly believing in the investment of this Company's future.

What was it that attracted Marisa to Curtis Lumber? Marisa explained, "The opportunity to challenge myself in a new setting. I had never worked in a retail environment, yet alone something as abstract to me at the lumber industry." Throughout 2012, she held significant success as an independent contractor assisting businesses through personnel timing issues and/or year-end audit/tax preparation; however, she desired a place where she could grow and improve her skillset and craft. Curtis Lumber offered such a place, not far from her home, where she could bring her experience and talent into a new and welcoming industry. "I grew up in the Ballston Spa area, so I had heard of Curtis Lumber all my life. What I did not expect however, was that such a large company had such a small-town, family feel to it. I walked out of my first interview wanting to retire from this place, and I still have that same excitement today!"

Separated by little more than a thin cubical wall, Marisa often heard me talk about NYLE and the different events and opportunities the organization offered. She became instantly intrigued at a group that provided the recruitment and retention of young professionals in the lumber industry. Additionally, since her career began with Curtis Lumber, she was eager to develop more industry experience with vendors, retail associates, and state and/local agencies. "NYLE seemed like such a natural fit to continue my professional growth," states Marisa. Jumping into NYLE this year for the first time wasn't enough for Marisa however; she has taken on one of NYLE's executive board positions as Treasurer. "Timing was just right for both me and NYLE. I can not wait to see what experiences we will all go through together."

NYLE Board Meeting & Winter Outing February 26-27

by Joe Sollitto, Sherwood Lumber

On Thursday, February 26th 2015 I had the honor of sitting in on my



very first NYLE Board of Directors meeting held at r.k. Miles located in Manchester Center, Vermont. We were greeted with a delicious lunch spread, and then a tour led by Architectural Millwork Sales Manager Fran Estey, and Inside Sales Matthew Vanderker and Nick Stone. The r.k. Miles facilities encompass both sides of Depot Street. Framed by the beautiful Green

Mountains, NYLE Board members toured the window and door showroom, paint and fabric store, drive-through lumberyard, hardware store, special order millwork shop, and administrative offices.

The NYLE Board Of Directors meeting started at 2:05pm with 18 members plus NRLA Chairman Joe Miles in physical attendance and another 5 via Zoom video conference. Our new NYLE President Jason Thacker of Howe Lumber resided over several topics including the Spring Leadership Conference on May 6th at the Turning Stone Casino, the Summer Outing at historical Saratoga Race track and our Fall 2015 Timber Tour in Northern, CA!



Other topics included the smash hit Children's book "From Tree to Tree House Chip and Emily's Magic Flume Ride", a review of the LBM Expo, and the Robert Vasquez Memorial scholarship. We all then capped off the night with a fun dinner sponsored by Wolf Building Solutions at Mulligan's located in Stratton Mountain Village!



On Friday morning the skies were blue and the snow was groomed in such a fine corduroy fashion that we hardly noticed it was only 4 degrees! I had the pleasure of making some turns with 2015 CHIPS award winner and VP of Curtis Lumber Jon Hallgren, Bruce Charleson of Arnold Lumber and Brian Wright of Weyerhaeuser. It was such a great group dynamic, I didn't even mind Jon taking us through the mogul filled trails.

The 2015 NYLE Winter outing was a great success bringing together enthusiastic and dedicated professionals that are committed to promoting the success of our industry.

2015 NLBMDA Spring Meeting and Legislative Conference

By Ray Angell, L. Sweet Lumber Co., RILBMDA President

"I'm not into politics." That's something I hear all the time, probably

because I'm one of those people saying it. However, as 2015 RILBMDA President, I felt compelled but somewhat excited to attend my first NLBMDA "Leg Con," and I'm glad I did. Having participated in the RIBMDA Lobby Days in the past, I figured engaging in the Federal legislative process could be an eye-opening experience as well, and it certainly was.



Jeff Keller, legislative director, at the NRLA was eager to sign me up back in February and walked me through the process. When I arrived in Washington last week, the NRLA staff was at the Renaissance Hotel ready and excited to kick off this year's event. On Monday afternoon they put together an informative legislative briefing with a focus on four main issues/bills. What made it great was the fact that I could relate to all of the issues from my own first-hand experience at my company. For example, the Market Place Fairness Act aka the Online Sales Tax Bill. This is something all retailers can relate to, but really hits hard against LBM dealers with larger ticket sales. So I was glad to lobby for this cause.

Another example is the Innocent Sellers Fairness Act, which would provide more protection to innocent sellers. This bill is an extremely relevant and beneficial piece of legislation for LBM dealers like me who can get caught-up in asbestos-related law suits. The Leg Con gave dealers like myself a direct platform to explain to legislators the types of scenarios/lawsuits, which through no fault of our own, we can get caught in and how we really deserve more protection.

While I will continue to temper my expectations due to the slow and sometimes incomprehensible proceedings of our nation's Congress, I feel like we may have opened the eyes of our legislators by giving them some real-world examples. The ability to express the point of view of an industry so heavily invested in local communities, and local employment, could prove to be a productive wedge toward legislative action. Hearing directly from, not only their constituents, but also their local employers, is probably the best attempt of getting in a legislator's ear.

Having the NRLA organize and orchestrate the whole proceeding, and syncing up with the National LBMDA's efforts, was truly impressive. The fact that our legislators knew that the "Lumber People" were back in town again this year, along with our associates from across the region and country, speaks volumes. Many of the staff we met with remembered the group from previous years and dedicated a good amount of time to hearing our concerns. The NRLA staff, especially the Legislative Committee, put a lot of time and effort into this event and from what I can tell so far, it seems to be paying dividends already.

Building Your Brand with Social Media -



Part 3

by Rob Bicknell, Bicknell Building Supply
NYLE Trustee

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 are changing. Their buying habits are changing. Technology is changing and we need to change to keep up with their demands. Getting your message out to your customers isn't all about newspaper, 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. The next Social Media avenue we'll discuss is YouTube.

YouTube Facts:

- There are over 1 billion active users.
- 1 billion average mobile videos viewed per day.
- 100 hours of videos are uploaded to YouTube every minute.
- 40% of YouTube traffic comes from mobile devices.

Types of Videos to use when Marketing:

- Microvideos: They may not have the best quality or be as visually compelling as marketing videos but they're great branding builders. Short, under 10-second clips to excite the audience.
- Explainer videos: These under two-minute marketing videos are made to explain any product or service in an engaging way.
- Screencast videos: These corporate videos showcase how your product or service works with a more serious approach. Think Apple iPhone with the hand showing how to operate.
- Webinars: These online video master classes are made to explain new marketing trends, discuss online services and educate the audience along the way.

YouTube Etiquette

- It's all about a catchy title. This will get people to want to click on your video and watch it.
- You want your video to be searchable. Make sure the title doesn't resemble this: Movie345.mov
- In the description be sure to include any other key words to make it easier for users to find content.
- In the description you also want to include action items. Click a link, visit our website, etc.
- The best time to post a video on YouTube so users will see it is 1p.m. - 3p.m.

Engage with your fans! Videos don't need to be shot with expensive equipment. Most smart phones can do the trick, editing can be done with

free apps on smart phones such as iMovie and consider a GoPro camera to have some fun with your videos!

Two books I have invested in and have sitting right on my desk are, My iMovie, by Craig Johnston & How To Shoot Video That Doesn't Suck, by Steve Stockman

Lastly, head to YouTube.com and check out Kuiken Brothers and you will see what a wonderful job they do with their YouTube account!

*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>

NYLE Spring Leadership Conference May 7-8, 2015

**Turning Stone
Resort & Casino**



Technologies to Improve Your Business

by Garry Polmateer

This seminar will focus on the habits that everyone should have relating to their usage of technology. It will also review the happenings and "what's going on out there" in the technology industry and the immediate impact it can have on your business.

How Not to Get Sued: Best HR Practices

by Mike Sciotti, Esq.

This seminar will review for owner and managers:

- What harassment is and is not
- When to conduct an investigation
- Employer liability for harassment
- Retaliation claims
- Social Media and harassment
- How to conduct a harassment investigation



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