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NYLE NEWS!

Your Future is With Us...

Issue 28

July 2016



PRESIDENT'S MESSAGE



This week I hired a new salesperson. I also helped train another new hire, rearranged our production schedule to accommodate customer needs, helped a truck driver navigate traffic in a town I'd never been to, negotiated shipping terms with a supplier, crafted an incentive program for a customer's sales team, and dissected last month's P&L statement.

It was a hell of a week. But I don't share this to toot my own horn, my guess is that many of you did virtually the same things this week. Or some version thereof, where you bounce from one task to another and wear sales,

purchasing, marketing, logistics, and sometimes even maintenance hats, all in the same day.

One thing I know for certain is that I've clearly described the roles many NYLE members fill every day in your organizations. We all take on many different roles, mostly without direct training. But as time marches on and your company grows, who will represent the next generation of leadership? Who will be a great counter salesperson who can also fill in for your logistics manager? Who knows the right supplier to fill in your pine bins when the buyer is on vacation and you get an order nobody expected? Who can be the expert in your paint department when the employee you've had for 35 years finally decides to hang up his spikes?

These are questions that leaders of our organizations should be thinking about every day. As the wheels of time turn, we will all need new leaders, and these leaders need a place to hone their skills. There are many opportunities to provide training, but too often in our industry we train ad hoc, either by shadowing someone for a day or just "asking old Jerry" who's been around forever. What if Jerry leaves?

This, friends, is the case for NYLE. While we offer formalized training once per year at our Spring Conference, we interface constantly with the NRLA educationa director who ensures meaningful content is provided to NYLE and NRLA members. Just as important, the relationships developed through NYLE service can provide more

sustainable and longer-lasting training than "old Jerry" ever could. I've met many friends through this organization who "train" me every single day.

While serving as NYLE president this year, many of our past presidents and mentor directors have offered me great advice on how to hone my message as a leader and become stronger in how I approach the group. It's just the latest phase in a long line of valuable education I've received as a member of NYLE.

Change is inevitable, and the only guarantee is that tomorrow will bring new challenges. The strongest companies in our midst are preparing for what comes next. Let NYLE help you to lead the charge.

See you in Saratoga at the Summer Outing on August 17!



Jordan Russin
NYLE President
Russin Lumber



2016 Louisiana Timber Tour September 27-30



Tuesday, September 27

*Flights into Shreveport Regional Airport (SHV) on your own.
Complimentary shuttle to Sam's Hotel & Casino*

6 p.m. Welcome Reception and Dinner
Sam's Town Hotel & Casino

Wednesday, September 28

7:30 a.m. Bus Departs Sam's Town Hotel & Casino
9 a.m. - 11 a.m. Tour Weyerhaeuser Timberlands
11:30 a.m. - 12:45 p.m. Tour Weyerhaeuser Microllam/TJI Plant
12:45 p.m. - 1:30 p.m. Lunch courtesy of Weyerhaeuser
2:30 p.m. - 3 p.m. Tour AFCO Industries
3:30 p.m. - 5 p.m. Southern Forest Heritage Museum
6:30 p.m. Group dinner and Lodging, Chicot State Park

Thursday, September 29

7:30 a.m. Bus Departs Chicot State Park
8:00 a.m. - 9:30 a.m. Tour Martco
10 a.m. - 12:00 p.m. Tour Boise Plywood
4:30 p.m. - 5:45 p.m. The Presbytere

6 p.m. Steamboat Natchez Dinner and Jazz Cruise

Friday, September 30

7:30 a.m. Bus departs Marriott Courtyard

8:30 a.m. - 10:00 a.m. Tour Pavestone-Lacombe Plant

10:30 a.m. - 11:30 a.m. Tour Abita Lumber Company

12 p.m. Depart for Louis Armstrong International Airport (MSY)

Several State and Local Associations are offering subsidies for their members.

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

NYLE Spring Leadership Conference April 27-29, Portsmouth, N.H.

NRLA members turned out in record numbers to attend NYLE's Spring Leadership Conference April 27-29 at the Portsmouth Harbor Events & Conference Center in Portsmouth, N.H. Below is a firsthand account of the event from some of the attendees.

DAY 1:

Joint Board Meeting

I had the opportunity to sit in on the New Hampshire Retail Lumber Association (NHRLA) board meeting. It was a great chance to be introduced to the way a board meeting is run, with members making motions, another member seconding said motion and then the board would take a vote. Retail, associate, and NRLA members were all well represented. I enjoyed seeing the different aspects of the board, such as reporting on their trip to Washington, D.C. to show support either for or against particular topics, organizing sponsorship, or planning for the yearly retreat. It was great to see the kind of energy it takes to arrange all the moving pieces that someone standing outside of the circle might not see or understand.

- *Kevin Johnson, BlueLinx*

Welcome Reception

A welcome reception was held on Wednesday at the Portsmouth Harbor Events & Conference Center. It was a meet and greet of NYLE attendees with the NHRLA members. The event offered an opportunity to network with peers and meet new colleagues.



DAY 2:

Rick Davis Seminar & Dinner



NYLE's Spring Leadership Conference brought with it Rick Davis, Building Leaders, Inc. With his 30 years of industry experience and a keen grasp of sales & marketing, Rick delivered a day full of encouraging insight and in our face challenges. One thing in particular that Rick had emphasized was making sure that we are continually trying to differentiate ourselves from the competition. We are all selling similar things in our market, yet it's the marketing of ourselves and a quality customer experience that strengthens our own companies. As we continue to be a trusted resource for our clientele we will find these relationships growing. Additionally, Rick shared that as we measure ourselves against the yard stick of the past, be sure not to lose sight of the broader over reaching vision of our goals, identify the actions required for our success, and sustain that effort with consistency. This was a well-attended event making new contacts within the industry. I'm sure that everyone took something from this; Leadership is definitely fostered in this environment.

-Jeffery Paul, r.k. MILES, Inc.

Following a day full of motivating and exciting insights from Rick Davis, the congregation of NYLE attendees made their way to the local Portsmouth Brewery to commit their sales training to memory and debrief amongst themselves. The group got settled in the Jimmy La Panza Lounge where they were greeted with a generously supplied buffet and fresh craft brews. The ever cordial NYLE group enjoyed some high energy shuffle board and a challenging Jenga game with colleagues. From there NYLE enjoyed the many venues in the city of Portsmouth and prepared for the following days board meeting.

- Andrew Durfee, Bethel Mills

DAY 3:

National Gypsum Tour

The participants of the 2016 NYLE Spring Conference were afforded the opportunity to visit the National Gypsum manufacturing facility in Portsmouth, N.H. The visit began with an overview of the manufacturing process, a crash course on the products manufactured at the plant, and of course, safety protocol for touring the facility. The whole process begins with gypsum, calcium sulfate, from National Gypsum's mine in Nova Scotia, Canada. The gypsum is mined and transported by ship directly to the riverside yard outside the plant. The rock is then put through an extensive process transforming it into drywall board. The broad range of products produced by National Gypsum was truly eye opening. We



were especially impressed with their "purple board", a product that is mold and moisture resistant and comes with a broad range of other benefits. Their innovative spirit has definitely put them a step ahead of the competition.

Donned with hard hats, safety glasses, and ear protection, the group proceeded to the production line for a guided tour. The intensive process from rock to drywall began with the crushing, drying by extreme heat and grinding of the gypsum. This fine powder is then mixed with water, creating stucco slurry. The stucco slurry is then piped out between two pieces of recycled paper on a production line that is nearly the entire length of the facility. The board, which has now solidified, is rough cut and dried in a massive kiln that runs parallel to the production line. The tour came to a close as we ventured through the towering stacks of drywall and into the shipping area where massive trucks were loaded for delivery. A truly memorable trip, National Gypsum is changing the building industry one piece of drywall at a time.

- Michelle Wild & Katelyn Lange, Fontrick Door

NYLE and LDAC Team up for Habitat for Humanity

by Joe Cecarelli, Oxford Lumber



For years I have tried to be involved in the community needs and projects within the local area. They have ranged from play scape builds, community projects, and even Eagle Scout projects.

Recently, thanks to an invite from Jordan Russin (NYLE President), LDAC was asked to join NYLE on a Habitat for Humanity deck repair project in Danbury, Conn.

This was the first Habitat project I was part of and I can say after hearing from the staff at Habitat about how they work, the way they extend themselves to the housing needs, and the maintenance needs that exist in their local area, it left me asking how we can do more.

I was told that many of the Habitat locations operate re-stores, which take in donated goods and supplies. These donations fund many of their projects and each location, for the most part, works independently from other Habitats.

The reward for all of those that participated was being able to see the work we as a team had done and the heart felt thank you of the property resident.

I urge all of you to take the time to reach out not only to the Habitat locations around you, but to keep an open ear to the small needs of the communities we service and work in. The small gestures we perform yield the biggest rewards from the communities that support us all.

2016 NYLE Scott Robert Vasquezi Memorial Scholarship

Application available [here](#).



Applications must be postmarked by July 31.

NYLE 2016
Summer Dining
Saturday, August 17
Saratoga Race Course, Saratoga Spring, N.Y.

Please contact:
Donna Berger at 518.880.6344 or dberger@nrla.org
if interested in being put on the wait list.



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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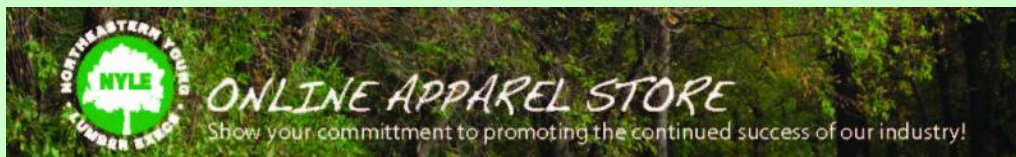
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