



2024 VRLDA Lifetime Achievement Award Recipient

John Brigham
BROSCO

John Brigham's distinguished career in the lumber industry exemplifies a lifelong commitment to excellence and innovation. Born in Auburn, Massachusetts, against the backdrop of the Bay of Pigs Invasion and Alan Shepard's historic spaceflight, John's journey began with a solid educational foundation at the University of Massachusetts Amherst. Initially pursuing a major in Forestry, John's academic path shifted to Wood Science and Technology, a field that would shape his future.

John's professional life started at Cowles Building Supply in North Amherst, MA, where he immersed himself in the industry through various roles—from yard work to inside sales. His tenure at Cowles, a company renowned for its sustainable timberland management and being the largest private landowner in Massachusetts, provided a robust grounding in the lumber business.

In 1987, John embarked on a 36-plus year journey with Brockway-Smith Company (BROSCO). His career at BROSCO saw him excel as an inside salesperson, Inside Sales Manager, and Territory Sales Manager, with responsibilities spanning Vermont and parts of Western New Hampshire, Massachusetts, and New York. His focus later shifted to Brosco Products only, where he made a significant impact.

John's contributions to the industry have been recognized through several awards, including the Howard C. Smith Jr. Achievement Award in 2017 and the Charlie Smith GM Growth Award in

both 2011 and 2023. His participation in industry associations, such as attending the NRLA conference in the 1980s, further reflects his engagement with the broader lumber and building materials community.

Outside of his professional achievements, John's personal life is marked by deep connections and family. He met his wife, Dr. Deanna Denault, at UMass, where they both played soccer. Deanna, an Associate Program Director at Mass General Brigham Institute, and John have three children: Ryan, Kelly, and Brendan. The Brigham family has lived in Norwich, VT, since 1997, where John has balanced his career with a rich family life and a passion for sports and outdoor activities.

John's involvement extends beyond his professional life. He has been an active member of the Upper Valley Soccer Club and the Hanover Hockey Association, demonstrating his commitment to community and youth development. His guiding principles, influenced by the Smith family's legacy at BROSCO, emphasize the importance of treating employees and customers with respect and valuing relationships.

John Brigham's philosophy is simple yet profound: build lasting relationships and foster a positive work environment. His career is a testament to the values of dedication, integrity, and connection. As he approaches the next chapter of his life, John continues to inspire those around him, embodying the spirit of the Lifetime Achievement Award with grace and unwavering commitment.