Wisconsin Lumber Dealers
LEADERSHIP CONFERENCE
February 6, 2019  Wisconsin Dells, WI

"Working together to create success"

Join your fellow dealers for a day of learning and networking at the Wisconsin Lumber Dealers Leadership Conference on February 6th at the Glacier Canyon Conference Center in Wisconsin Dells. This one-day event is designed to bring together retail lumberyard owners, managers, and sales teams to network and learn from each other and our featured speakers, Bradley Hartmann and Rob Bell.

Featured Speakers

Bradley Hartmann
Bradley Hartmann grew up in the LBM industry and understands the frustration and struggles many LBM dealers have. That is why he started Behind Your Back Sales Co. Bradley travels the country teaching dealers how to work with builders, how others are using social media to improve their business and how to be a great leader!

Learn more about Bradley

Rob Bell
Drawing on more than 25 years of experience in leadership roles, customer service and training, Rob makes it simple, clear and FUN to improve customer service and gain leadership skills.

Learn more about Rob

Seminars Include

- The Skeptical Lumberman's Guide to Social Media
- Leading and Managing Millennials
- Service Excellence - Enhance Your Company’s Reputation
- Behind Your Back Sales Workshop
- TeamWork Makes the DreamWork - Supporting and Encouraging Your Team
- Take Control - How to Control Insurance Costs and Ensure You are Covered

Other Conference Highlights

- Future Lumber Leaders Roundtable
- Networking Lunch and Cocktail Reception with FREE beer and soda
- Awards Banquet and WRLA & WLDEF Membership Meeting

All this for only $50 for the first attendee, $25 for each additional attendee (dealer price). Associate members are welcome to attend for $100 per person.
Spend the night in the Dells - Book your room at the Glacier Canyon Lodge by January 6th to receive the Leadership Conference discount block rate of $99 plus tax & fees.

Seats Are Filling Up Quickly in the Winter Classes!

We have limited seating left in our January and February classes. To make sure you get your spot, sign up today for these upcoming professional development events.

Upcoming January & February Professional Development Events

- **Contractor Sales** - January 8 in Eagan, MN Instructor Bill Sharp
- **Yard & Delivery Workshop** - January 9-10 in Shakopee, MN Instructor Emily Overson
- **Future Lumber Leaders Minnesota/Dakota Chapter** - January 11 in Brooklyn Park, MN
- **Estimating 123** - January 15-17 in Madison, WI Instructor Casey Voorhees
- **Sales Roundtable** - January 29-30 in St. Cloud, MN Facilitated by Rick Davis
- **Future Lumber Leaders Wisconsin Chapter** - February 6 in Wisc. Dells, WI
- **Classic Roundtable** - February 11-13 in Apple Valley, MN Facilitated by Ruth Kellick-Grubbs
- **Estimating 123** - February 19-21 in Brooklyn Park, MN Instructor Casey Voorhees

Click [HERE](#) to view the Full LumberTech class schedule.

Thank you to our December Professional Development Hosts & Sponsors

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Don't Forget to Register for the Upcoming NLA Lumber Conventions Held in January, February and March Throughout the Midwest!

Get full show details and register.

Get your hotel rooms before the discounted rates expire!

- **EXPO HOTEL INFO** (HURRY! Block expires January 4th!)
- **IOWA HOTEL INFO** (Block expires on February 4th)
- **NEBRASKA HOTEL INFO** (Block expires on February 9th)

**Invite Your School to Attend the Trade Shows**

To help educate students about the products used in construction, along with careers in the LBM industry, NLA invites tech schools and colleges in our region to attend our trade shows and the career presentations. We also encourage members to invite their local high schools to attend. It's FREE for instructors and students to come to the trade show and career presentation. You can help by personally inviting your local instructors to bring their students to the show (pre-registration is recommended).

- **Expo School Invite**
- **Iowa School Invite**
- **Nebraska School Invite**
Scams Increasing Dramatically
NLA continues to receive reports from members in Minnesota and Wisconsin about a number of potential scams taking place.

In our most recent example(s), the scammer calls the yard directly and asks for pricing for large amounts of lumber, roofing, siding or other commonly-sold building materials. In most cases, the caller simply asks for your price. The scammer will then either buy immediately or call you back within a short period of time to proceed with their order.

The scammer will proceed with their purchase using a credit card over the phone. In most cases, this credit card is often valid (i.e. able to be processed/hand-keyed by you) but the charges are either disputed by the scammer, the card is cancelled immediately by the scammer or the card is fraudulent/stolen, and the charges will be disputed by the actual cardholders bank.

Did you know: If you hand-key enter a credit card number into your credit card machine/POS system - your liability for the transaction increases and the bank will often have little to no recourse other than to refund the money to the customer leaving you with empty pockets and less inventory.

Lastly, once you have processed the transaction, the scammer will ask you not to ship the material but will send a truck to pick it up. In most cases, the scammer sends a truck/trailer to pick up the material which you help load and they (along with your material) disappear forever.

If a sale doesn't feel right to you, trust your instinct. Let NLA know about the incident so we can keep everyone aware of what is happening in the area.

Is Your Membership Renewed? Don't miss out!
Happy New Year from NLA! As a reminder, the 2018-19 membership year is underway and we are excited for the coming months full of trade shows and education. We look forward to seeing you in the coming weeks and months and look forward to working with you in 2019!

As a reminder, your 2018-19 membership dues are now due.

1st and 2nd notices have been mailed to your main office for processing. You have 2 options for submitting your 2018-19 dues payment:
1. Fill out and return the membership dues form mailed to you - please include a check or credit card information for payment
2. Go to www.nlassn.org and log in to your member profile and submit your 2018-19 payment online

2019 is already shaping up to be one of our most exciting years yet! Our conventions, as you have read about above, continue to be revamped with exciting new features and amazing speakers. The services and programs available to all of our members - from credit card processing to 401k plans to our new and improved Staples program - can save you time, hassle and, in many cases, will pay for your membership dues.

Don't delay - renew your membership today and join us for an exciting 2019!

U.S. Senate Has Voted to Approve Farm Bill
The agriculture industry throughout the Midwest received some welcomed news recently regarding the $867 billion farm bill. This bill will certainly influence lumber yards and the building materials industry that works with farmers. Earlier in December, lawmakers in the House and Senate came to a compromise on key issues contained in the potential bill. Now that it has passed the Senate it will be presented in the House for a vote. Previously, President Trump showed his support for the bill, which would be his to sign into law once approved by vote in the House. This bill is not expected to increase the federal deficit. Also introduced in the bill is legalizing the production of hemp, which is projected to grow into a $20 billion industry by 2022. Among those that opposed the bill was one of two farmers in the Senate, Charles E. Grassley (R-Iowa). He did not approve of the expansion of federal subsidies to further-distant relatives of farmers, such as cousins, nieces and nephews.

"I'm very disappointed the conferees decided to expand the loopholes on farm subsidies," said Grassley before the vote. "I've been trying to make sure the people who get the subsidies are real farmers. ... I've been trying for three years, and it gets worse and worse and worse."

Winter Safety Checklist for LBM Dealers
Working outside in the winter can be a dirty job, but many of us have to do it. Are you ready for winter work? Likewise, winter is a great time to address safety training and OSHA compliance. Below are a few simple reminders to keep you safe and fill those often cold (and not so busy) days at the yard:

- Two big concerns of working or simply spending time outdoors in cold weather are frostbite and hypothermia. Exposed skin can start to freeze at just 28 degrees Fahrenheit (-2 degrees Celsius) and deep frostbite can cause blood clots and even gangrene. Symptoms of hypothermia include fatigue, nausea, confusion, lightheadedness and profuse sweating. Make sure your yard staff (and all employees) are properly outfitted with winter coats, hats, gloves and footwear.

Save $5 on our Staples Program when you sign up at our trade shows!
For a $20 annual fee (normally $25), you get access to:
- Discounted office supplies
- Discounted food and beverage
- Discounted office furniture
- Much more!
Wear the right gloves for the work you are doing. Gloves should have enough insulation to keep you warm and prevent frostbite, but be thin enough so you can feel what you are doing if you are manipulating controls or tools. Gloves which are too thick can also make your hands and wrists work too hard trying to hold on to objects, causing repetitive strain injury.

Look at the soles of your winter footwear. Your shoes or boots should have adequate tread to prevent slips and falls on wet or icy surfaces. For extremely slippery situations, you can attach cleats or cleats to your footwear. Slow down when walking across slippery surfaces and be especially careful on ladders, platforms and stairways.

Get plenty of rest. Working in the cold and even traveling to and from work in the winter takes lots of energy. Cold weather can strain your heart, even if you aren’t overexerting yourself, so be sure to pace yourself when lifting heavy objects or shoveling snow.

Conduct safety training meetings for items such as forklift training, Hazard Communication and other general safety concerns when time is available. Forklift training is required every 3 years - regardless of experience or prior training completed - even if it was done by you 3 years ago.

Complete your OSHA 300 and 300A accident/injury reports

1. You are required by law - even if you've had no accidents or injuries - to post these reports

Take the time to clean up the clutter!

1. Is your office a mess? Remember that junk pile in the back of the yard that you've neglected for the past 12 months? Get rid of it!

Forklift OSHA Standard Easy Fixes

Here we feature six "easy fixes" relative to the OSHA standard 1910.178 on forklifts that you can implement with a simple self-audit.

(You can see the most frequently-cited standards - the top standards cited by OSHA in the LBM sector - at NLBMDA's Environment, Health & Safety Resource Center.)

Each of the items below represents a real citation and real fines.

Make sure you are in compliance with these:

1. Nameplates and other markings. Nameplates and markings must be in place and in legible condition. A violation of this standard resulted in a $1,500 fine.

Here are two violations related to forklift inspections:

2. If found to be in need of repair, or otherwise unsafe, the forklift must be taken out of service - immediately - until repaired or restored to a safe condition. Penalties ranged from $375 to close to $5,000.

3. A related violation is failure to inspect the forklift before being placed in service - something that must be done at least daily. Any problems or defects must be immediately reported, and the forklift must be placed out of service until the problem is fixed.

Dealers are also fined for neglecting the training requirements in the standard.

4. Failure to ensure safe operation of forklift resulted in an average penalty of over $1,500.

That comes under the requirement to implement a training program, which includes direct supervision of all trainees.

In one instance, a home center cited for failure to implement a training program was fined over $12,000 - later negotiated to just under $10,000.

5. Paragraph "L" of the forklift standard sets out specific topics that must be covered by a training program. You should be able to document you’ve covered all topics. Penalties for this requirement ranged from $3,500 to close to $10,000.

(One way to make sure you are covering all required topics is to use NLBMDA's Forklift and You training program. You can purchase the Forklift and You training program through NLA by calling 888-544-6822).

6. We’ve also seen citations for failure to provide refresher training - which is required for each operator at least every three years. Penalties for failure to do so averaged around $1,000 after initial assessments of close to $4,000

A violation that will definitely be considered serious and result in stiff penalties is the prohibition of unauthorized personnel operating forklifts. Two hardware stores, one a repeat offender, had initial citations averaging $63,000 and final penalties averaging $36,000.

Want to learn more? See NLBMDA's Key Takeaways from New Citation Data for Forklift Requirements at the EHS Resource Center.

Classifieds

Place a classified ad with the Northwestern Lumber Association and we'll triple your exposure! Ads will be placed on the NLA Website immediately. Advertise for two months or more, and your ad will be printed in the next issues of the Building Products CONNECTION magazine and the SCENE - all for one price.
Retail Lumber Dealers Click HERE for details. Suppliers Click HERE for advertising details.

Sometimes you have to take a break from being the kind of boss
that's always trying to teach people things. Sometimes you just have to be the boss of dancing.

Michael Scott