Join your fellow dealers for the 3rd annual Wisconsin Lumber Dealers Leadership Conference on February 4th at the Glacier Canyon Conference Center in Wisconsin Dells.

Co-hosted by NLA and the Wisconsin Lumber Dealers Education Foundation, the conference brings together the owners, managers, sales teams and HR professionals from retail lumber dealers to connect and learn from each other and industry training experts.

This year's seminars include:

- Sales Success on Purpose – Rick Davis, Building Leaders Inc.
- Best Practices for Hiring & Retaining Quality Talent – Tony Misura, Misura Group
- OSHA at Your Door – Tim Peterson, OECS
- 5 Key Areas of Your Business You May be Overlooking – Emily Overson, Emily Overson Consulting

Other conference highlights:

- Future Lumber Leaders Roundtable
- **Networking Lunch with Keynote: The Future of Building in Wisconsin**
- Cocktail Reception with FREE beer and soda
- **Awards Banquet and WRLA & WLDEF Membership Meeting**

Thanks to our conference hosts and sponsors you can receive all of 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.

Important Deadlines:

**The Networking Lunch & Awards Banquet tickets must be ordered by January 24th.** Due to hotel deadlines we will not have extra meal tickets available for those registering on-site.

Spend the night in the Dells – Book your hotel room at the Glacier Canyon Lodge by January 4th to receive the Leadership Conference discount block rate of $99 plus tax & fees.

Click [HERE](#) for more information on the conference, hotel rooms and registration links.
Mosey on over to the Northwestern Building Products Expo North, taking place in just a few short weeks! This event is one of the largest of its kind in the upper Midwest region. LBM industry professionals attend this premier show to learn about the latest industry trends and products, as well as network with like-minded specialists. This annual face-to-face affair provides attendees with a diverse marketplace and learning platform to view and assess the tools needed to lead successful businesses into 2020!

If you haven’t yet registered for this fantastic event, make sure to do so today! Read through the schedule overview below to help you make plans, determine your best registration option, and to make the most of your time in St. Cloud for the Expo North 2020.

**WEDNESDAY, JANUARY 22**

**HIGHLIGHTS**

- **12:00 PM – 3:00 PM:** Educational Seminars
  - [Read full seminar and speaker descriptions here.](#)
    - 12:00 pm – 1:15 pm   “Building a Lean Culture,” with Jeff Tweten
    - 12:45 pm – 2:45 pm   “Avoid the Price Trap,” with Mick Frank
    - 1:30 pm – 2:45 pm     “OSHA at Your Door,” with Tim Peterson of OECS

- **3:00 PM – 6:30 PM:** Exhibit Hall Open
  - [Read full details about the events happening on the exhibit floor here.](#)

- **6:30 PM – 9:30 PM:** Awards Mixer, Dinner, Presentation & Entertainment
  - [Read full details about the Awards Dinner evening here.](#)

**THURSDAY, JANUARY 23**

**HIGHLIGHTS**

- **8:15 AM – 10:00 AM:** Dealer Panel Discussion (with Breakfast)
  - [Read full dealer panel discussion details here.](#)
    - 8:15 am – 8:45 am Breakfast Served *(Tickets must be ordered in advance!)*
    - 8:45 am – 10:00 am Dealer Panel Peer Discussion with Craig Webb

- **10:00 AM – 1:00 PM:** Exhibit Hall Open
  - [Read full details about the events happening on the exhibit floor here.](#)
    - Refreshment Stations
Networking Reception
Games, Contests & Prizes

Product Demo Schedule
Floor Plan & List of Exhibitors

1:30 PM – 4:30 PM: “Build Your Competitive Advantage” Sales Seminar with Lynne Jensen-Nelson
Read full details about this three-hour sales seminar here.

HOTEL INFO

Northwestern Lumber Association has secured a discounted block of rooms with the Best Western Kelly Inn, which is attached to the River’s Edge Convention Center. The rate will be honored through Wednesday, January 8th, 2020, after which point rates are subject to rack rate and availability. Make your reservations soon!

BEST WESTERN KELLY INN
100 – 4TH AVENUE SOUTH
ST. CLOUD, MN 56301
(320) 253-0606
DISCOUNTED RATE: $99 plus taxes
Check In: 3:00 pm
Check Out: 11:00 am

THANK YOU TO OUR EXPO NORTH SPONSORS

GET REGISTERED

DEALERS & GUESTS
REGISTRATION – ONLINE
REGISTRATION – PRINTABLE FORM

EXHIBITORS / BOOTH WORKERS
BADGE & EVENT REGISTRATION
PRODUCT DEMO APPLICATION
STILL NEED A BOOTH? GET ONE HERE!

Member Call to Action:

Urge Congress to Pass USMCA

Trump Administration and House Democrats Reach Agreement on USMCA Trade Pact

On Tuesday (12/1/2019), Speaker Nancy Pelosi (D-CA) announced that House Democrats have reached a deal with the Trump Administration to advance a revised United States-Mexico-Canada Agreement (USMCA).

Trade officials from the three countries formally signed the revised agreement later in Mexico City. This action now paves the way for the USMCA to be ratified into law. The House and Senate will have 90 days to approve the USMCA once the agreement text is officially submitted to Congress by the Trump Administration. Canada and Mexico will also have to ratify the new deal.

NLBMDA Calls for Members to Take Action:
NLBMDA strongly encourages members to reach out to their Representative and Senators to ask that they support approval of the USMCA once it receives a vote in Congress.

Click here to contact your Members of Congress today!
**Background:**
The USMCA is a new agreement intended to replace the North American Free Trade Agreement (NAFTA) and be the main trade pact between the three North American countries. Many aspects of NAFTA carried over into the USMCA, including the dispute resolution panels which allows one of the countries to appeal the trade rulings of another country. This provision is important to issues such as the softwood lumber dispute, as it addresses the efforts to mitigate countervailing and anti-dumping duties.

Some other provisions in the USMCA include intellectual property protections, address unfair currency practices, and labor and environmental protections.

For questions about the USMCA, contact NLBMDA's Director of Government Affairs Kevin McKenney at kevin@dealer.org.

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**Training for the Retail Lumber Industry**

"I absolutely loved everything about the class. I look forward to doing as many as possible." Chuck S.

NLA's LumberTech programs are designed to specifically address the knowledge and skills needed in the retail lumber industry. Our instructors share their expertise and best practices in yard operations, estimating, sales, and business management. Classroom discussions provide great insight into what others in the industry are doing in their businesses. Register early to ensure you receive training before the busy building season begins.

**Upcoming January - February Professional Development Classes**

- January 7 - Understanding Sales - How to Sell Efficiently and Effectively, Eagan, MN
- January 7-9 - Estimating 1-2-3, Rapid City, SD – ONLY TWO SEATS LEFT
- January 14-16 - Estimating 1-2-3, Madison, WI – SOLD OUT
- January 28 - Contractor Sales (New Instructor/New Course), Waterloo, IA
- February 5 - LBM Management-Planning for Success (New Class), Wisconsin Dells, WI
- February 26 - Project Management, Council Bluffs, IA

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

**Take your leadership to the next level! Join an NLA roundtable group and learn from your fellow dealers, guest speakers, and roundtable facilitators.**

- Future Lumber Leaders Wisconsin Chapter – February 4th in Wisconsin Dells, WI
- Future Lumber Leaders Minnesota/Dakota Chapter – February 7th in Eagan, MN

Contact Cody Nuernberg or Connie Johnson to learn more about Owner, Manager and Sales Leader Roundtable groups.

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**Thank you to our December Professional Development Hosts & Sponsors**

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**2020-2021 Scholarship Applications Due**

Nebraska High School Senior Scholarship applications are due to the NLA office by January 15th. Click [HERE](#) for a copy of the scholarship application forms.

Wisconsin College/Technical School Scholarships are due March 1st. To learn more about WLDEF Scholarship program, visit [www.wldef.com](http://www.wldef.com).
Featured NLA Program: OSHA & DOT Manual
Keep your employees informed with the latest on regulations, designed specifically for the building material industry!

**Manual Contents:**
- General Safety Programs
- Forklift Safety Program
- Hazardous Energy Control Program
- Hazard Communication
- Emergency Plans
- Personal Protective Equipment/Preventive Programs
- Workers’ Compensation Program
- The Occupational Safety & Health Act including OSHA Compliance
- Fleet Safety
- Safety Recognition Programs
- Various Forms

For more information on the OSHA & DOT manual, contact: Lindsay at (763) 595-4053 or ldutcher@nlasn.org

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**2020 Vision on Safety & Savings**
As we enter the new year, it’s a good time to highlight our new endorsed program. OECS was founded in 1993 with the primary goal and mission of providing OSHA, DOT, and environmental compliance services to companies that don’t necessarily have the resources the big chains do. There’s no price tag on workplace safety, however - OSHA and DOT are plenty willing to throw large fines your way. OECS is here to make the best of both worlds for you. They are committed to offering comprehensive, world-class services through a knowledgeable, dedicated, and readily available team of expert safety consultants.
Contact Melissa at (701) 371-4868 or Tim at (612) 396-3466 regarding any interest or questions. Solidify the safety of your employees and pocketbook and give them a call today!

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**BlueTarp Financial Releases**
**Its 2019 3rd Quarter Building Supply Index**
*Drop in Contractor Spend Slows Growth of Building Supply Index*

PORTLAND, ME – December 20, 2019 – BlueTarp Financial — the leading credit management company for B2B suppliers — released its Q3 2019 Building Supply Index. The Q3 2019 unadjusted view remained flat compared to Q3 2018 at 141.43. The trailing 12-month average, which accounts for seasonality also remained flat at 132.49 compared to Q2 2019.

Click **HERE** to read further.
Lumber Yard for Sale

Northern Minnesota lumber yard for sale. $1.3 million in annual sales. Current inventory of $300k. Equipment includes '13 Ford Truck with Refurbished 18’ Trailer, 2002 18’ Single Axle Delivery Truck, '12 Toyota Forklift, '81 Clark Forklift, trailers and more. Current ownership open to outright sale of business or remaining with new buyer for up to 6 years (if needed).

For more information or to inquire about sale, please contact the NLA office to be directed to current ownership.

Lumber Dealers - If interested in submitting a classified ad that will be published online, in the Scene...in a Flash! newsletter, and Building Products CONNECTION, please contact Melanie Hultman at mhultman@nlassn.org or (763) 595-4050.

If interested in placing a display ad in the Building Products CONNECTION or the Scene...in a Flash newsletter, contact Erica Nelson at erica@pierreproductions.com or (763) 497-1778.

Worry is like a rockin’ horse. It’s something to do that don’t get you nowhere.
Old Western Proverb