



DEALERS: 2016 Conventions Online Registration is Now Open!

Attention all Lumber Dealers! The online registrations for the Minnesota Expo and Wisconsin Convention are now open! Visit the links below to register online and secure your spot at one or both of these great events! Browse our Trade Show web pages at www.nlassn.org for details about each convention as well.** (Iowa and Nebraska registration forms will be available in mid-December.)

- [MN Expo Online Registration - DEALER \(Members\)](#)
- [MN Expo Online Registration - DEALER \(Non-Members\)](#)

- [Wisconsin Convention Online Registration - DEALER \(Members\)](#)
- [Wisconsin Convention Online Registration - DEALER \(Non-members\)](#)

**The printed brochures will also hit the mail this week, so watch your mailbox for the Expo and/or Wisconsin Convention registration brochures to arrive shortly.

For convention questions, please contact Jodie at (800) 896-5134 or jfleck@nlassn.org.

SUPPLIERS: 2016 Booths, Badges and Sponsors Available!

Reserve your booth today for NLA's 2016 Conventions! This is the time of the year where the show floors are starting to really fill up so make sure not to delay in getting your booth registrations in.

1. REGISTER FOR YOUR BOOTH

Click [HERE](#) to register for multiple shows at one time and receive a discount!

Click below on each show to register individually:

[Expo](#)

[Wisconsin](#)

[Iowa](#)

[Nebraska](#)

Note: all forms need to be printed off and sent in. They are not interactive online. Visit www.nlassn.org to view up-to-date floor plans.

2. EXHIBITOR SERVICES

Remember to check the Trade Show tab on the website, www.nlassn.org, for additional convention information such as hotel reservations, schedule of events, floor plans, directions, electrical forms and more!

3. REGISTER YOUR BOOTH WORKERS

Expo and Wisconsin registration forms for booth worker badges, meal tickets and seminar tickets are now available online at www.nlassn.org under the Trade Show tab or by clicking [HERE](#). Advance registration is highly encouraged in order to make the onsite process as quick as possible. Iowa and Nebraska registration forms will be available in mid-December.

4. SPONSOR AN EVENT

Consider being a sponsor for one or more great events at the convention! Learn how to [maximize your exposure with a sponsorship!](#)

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What's Happening

Click [HERE](#) for complete Professional Development calendar

Jan. 11-12, 2016
[2016 Northwestern Building Products EXPO](#)
Bloomington, MN

Jan. 25, 2016
[2016 WI Lumber Dealers Convention](#)
Wisconsin Dells, WI

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Call our
Association Partner!

It's Our Business to Protect Yours
FEDERATED
INSURANCE 

Professional Development

Date & Location Change for Contractor Sales Class

The November 10th Contractor Sales class in Altoona, Iowa has been canceled. You can still register for the November 12th class in Lincoln, Nebraska or the April 26th class in Minnesota (moved from Sioux Falls, SD).

Our instructor for **Contractor Sales**, Bill Sharp, has taught more than 900,000 salespeople how to get to (or get back to) the top of their game. His course reminds veteran salespeople of the sales techniques that made them successful and provides ready-to-use sales tools to help new sales staff become successful.

Blueprint Reading & Material Take-Off

"Thank you for everything. It was an awesome course. I will enjoy putting it to work."

"Instructor went at a good pace and walked through all of the steps so they were very clear."

These are just a few quotes from the latest **Blueprint Reading and Material Take-off class with Casey Voorhees**. Don't miss your opportunity to walk away with the skills and confidence needed assist customers by being able to read blueprints and to provide an accurate material take-off. Attend an upcoming class in North Platte & Omaha, NE; Madison, WI; Cedar Rapids, IA; Rapid City, SD or Egan, MN.

Selling Value Seminar

This January Mick Frank returns with an expanded five hour **Selling Value in a Price Market seminar** on January 11th in Bloomington, MN. Attendees discover how to differentiate themselves from the competitors and get the sale even at a higher price. Register by December 11th and save \$20 per registration.

Learn more about these and all the upcoming NLA Professional Development programs by visiting <http://www.nlassn.org/professional-development.html>

Program Spotlight

NLA & NLBMDA's Forklift Operator and Training Program



All Forklift Operators **MUST** Be Certified Every 3 Years.
The Complete Forklift and You package includes:

- Lumber yard specific 45 minute **training video**
- **Trainer's guide** walks the presenter through the process of on-site training
- **Operator Package** includes 5 workbooks, exams, ID cards and certificates of completion

Available online or as a DVD package. Click [HERE](#) for complete details.

Is the Money Tree Becoming Dormant?

Larry Barthel, Commercial Collectors, Inc.

Have you taken fall inventory with customers that owe you money? During the summer they should have had plenty of business, and cash flow, to bring their account current. Most of your customers probably have. But, what if you haven't been paid? What are they telling you now? Are they still saying, "The money will be here soon"?

Most of your customers are coming into their slow time of year. If you haven't been paid yet, now is the time to assert pressure to get paid. Your customers should still have money coming in as they close on jobs, but soon the trees will be bare and cash flow will slow to a standstill.

If customers haven't paid by now, what more can you say to persuade them to pay today? What will these customers be telling you in 30, 60 or 90 days? How can you create more urgency?

Bringing in a third party to write letters, or make calls is the best way for you to tell your customer things have changed and payment

is needed now. If you are still calling in 90 days, they win and you lose. Commercial Collectors, Inc. (CCI) has a variety of services offered to help you collect your money. If all they need is a little nudge, you can collect your money for free with CCI. If they need a more assertive approach, you don't pay anything unless you get paid. If someone came to you and offered you 80% on a claim that is 150 days past due would you take it?

Commercial Collectors, Inc. is the endorsed collection agency for Northwestern Lumber Association. In the past two years, CCI has recovered money on 73% of the accounts placed. Time is of the essence for you to recover your money. If you wait until the last leaf has fallen, it can often times be too late!

For more information on CCI, you may contact Larry Barthel at 1-800-328-0793, extension 19.

2015 Mill Tour - Business? Pleasure? It's Both!

Six days, 550 miles, seven cities, one huge bus, 13 lumber dealers and a tour director. That's the basics of the recent 2015 Mill Tour to beautiful Tennessee on the first full week of October. This annual event is a perfect blend of learning opportunities for lumber dealers to see behind-the-scenes of some very large manufacturing processes while embarking on a vacation filled with sight-seeing activities with friends.

We spent the week touring manufacturing facilities such as Marvin Doors, Metal Sales, MGM Industries and Republic Door, weaving our way from Nashville to Memphis. We went honky tonkin' in Nashville, enjoyed classic blues music in Memphis and ate a lot of BBQ in-between!

Now that the tour is over and we're all back home, it's a great time to reflect on what we learned, how much fun we had and where to go for 2016! Whether you're a veteran Mill Tour attendee, have only been on it once or twice or have NEVER been on a trip, plan to join us next fall for quite possibly the best "business trip" you've ever been on!



Details and destination for the 2016 trip have not yet been planned, but if you want to share an idea for a fantastic trip, please do! Call Jodie at (763) 595-4058 or email at jfleck@nlassn.org to share ideas or inquire more about the NLA Mill Tours.

Paula Siewert Memorial Clay Shoot Recap

In the first year of the Paula Siewert Memorial Clay Shoot, we had dealers and associates join us at Wild Wings in Hugo, MN. It was a cool, sunny morning with 50 targets on the sporting clay course. Wild Wings proved to be a beautiful facility with a great staff and wonderful

food.

The top individual shooter was John Leshner of Universal Forest Products with a score of 34/50. The winning team was Mark Conrath of Federated Insurance, Tim Hennen of Hennen Lumber, and Greg Schempp of Royal Business Forms with a combined score of 79/150.

Thank you to everyone that participated in the side games. NLA plans to make this an annual event in remembrance of Paula with 2016 being even bigger and better than 2015.

In honor of Paula, \$140 was donated to the American Cancer Society. Thank you to Federated Insurance for their sponsorship and to Dave Charpentier of Midwest Lumber for allowing NLA to use his membership and for paying for an afternoon hunt and inviting others to join him.



American Express NOTICE

We are no longer able to accept American Express for payment. If your company only uses American Express for company cards, you will have to send a check as payment.

Classifieds

INTERESTED IN BUYING OR SELLING A YARD? The 2008 melt down is past. New buyers available. New sellers available. Contact us - we are the Bldg Industry M&A Specialists.

EMPLOYMENT OPPORTUNITY AVAILABLE

Regional Development Manager will be responsible for identifying, recruiting and establishing a customer base of accounts within the NLA states. The RDM delivers strategic selling techniques and presentations to small, medium and large independent LBM dealers. Key roles of the RDM will be to recruit new members, establish, cultivate and maintain strong

Go to www.dillon-ma.com for more information.

OUTSIDE CONTRACTOR SALES: Fullerton Lumber Company has several open positions for Outside Contractor Sales Representatives at locations in Glencoe, MN, Watertown, MN & Ellsworth, WI. These positions could also work out of our main office in Plymouth, MN. Applicants are responsible for developing relationships and growing sales with home builders, remodelers, roofing and siding contractors, specialty contractors, and home owners at an acceptable gross profit margin. Education and experience * Technical school, college education, or experience in the building industry * Ability to read and interpret working drawings and blue prints * Knowledge of the local and state building codes. * Working knowledge of MS Office (Word, Excel, Outlook) * Ability to differentiate building material products and appropriate uses * Excellent communication and decision making skills * Excellent organizational skills * Ability to travel between project job, client/customer offices and lumber yard To apply please email Kim Airhart, human resources manager at kima@fullertonlbr.com.

regional development initiatives through continuous relationship building and follow up procedures within existing and new accounts of the co-op.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Identify, pre-qualify and recruiting new members growing the territory.
- Responsible for account management with existing accounts in his/her perspective territory.
- Perform weekly overnight travel (3-4 days per week), home office on non-travel days.
- Communicate effectively with the co-op sales staff and management on various issues regarding existing and future business opportunities.
- Develop long term and continually strengthen relationships with outside vendor partners. Develop strategies with vendors to gain business from competitive situations and work with company staff to maintain new business.
- Develop, maintain and increase participation with regional Pool Group purchasing.
- To act as the company's "eyes and ears" in the assigned region; gathering local market intelligence and disseminating all pertinent information to the co-op.

Desired Skills and Experience

- Advanced sales and closing techniques to include Needs Based Selling.
- Effective time management.
- Exceptional relationship building techniques.
- Excellent interpersonal and communication skills.
- Computer proficiency (Microsoft Office must)
- College Degree preferred
- 3-5 years outside sales experience within same or similar field.
- Knowledge and understanding of the building materials industry a plus.

About this company

Progressive Affiliated Lumbermen, Inc. (PAL) is a Grand Rapids, MI based cooperative that is owned by 230 independent LBM dealers in 17 states. As of January 1, 2016 we will merge with ENAP, a similar co-op in New Windsor, NY to create one of the industry's largest cooperatives with combined purchases of \$1.5 billion dollars. The new entity will be called LBM Advantage and will have over 450 independent lumberyards operating 850 locations in 34 states.

Our aggressive growth strategy creates a need for a Business Development Manager in the NLA states. This is a growth territory for LBM Advantage, so this is a large growth opportunity for the right individual.

Email confidential resumes to: joe.myers@pal-coop.com



Contact us!
Let us help you improve
your voice in the industry.

612-381-2620 | www.mbex.org

reporting
advertising
networking

Serving the construction industry for over 125 years.

If you really look closely, most overnight successes took a long time.
Steve Jobs

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