Membership Dues Are Now Due For 2019-2020

It’s that time of year again: fall. You’ll be sure to not fall with the steady support of NLA! Membership dues are now out, about, and ready for renewal for the 2019-2020 season. The membership dues statements were mailed out with the 2019 Year in Review in October. Please fill out your dues statement online or return them via mail/fax to NLA as soon as possible.

Being a current member allows you to rest easy knowing you will be kept informed of the latest scams that cost you time and money. It also ensures the services and programs available to you are accredited and will provide the best value for your business. For those who have already renewed their membership, we appreciate you and look forward to working with, and for, you again this year. If you have not renewed your membership, please take a moment to do so as soon as possible so that your member benefits and perks do not lapse.

If you need a new membership dues form, please click on one of the following links for a new form:

- Retail Single Location Form
- Retail Multiple Location Form
- Affiliate Form
- Associate Dues Form

If you have additional questions regarding membership or would like to learn more about the benefits of being a member of the Northwestern Lumber Association, please contact Will Claussen at 763-595-4057.

What’s Happening

- Nov. 6, 2019
  Understanding Sales
  Oshkosh, WI
- Nov. 13, 2019
  Marketing & PR
  Roseville, MN
- Dec. 3, 2019
  Fleet Management & DOT
  Fargo, ND
- Dec. 4 & 5, 2019
  Yard & Delivery Workshop
  Alexandria, MN
- Dec. 9-11, 2019
  Estimating 1-2-3
  Omaha, NE

Don’t miss your opportunity to attend NLA’s ONLY Marketing & PR Boot Camp for LBM Dealers with Craig Webb! November 13th in Roseville (St, Paul) Minnesota.

Word of mouth advertising alone won’t pay the bills. Learn from communications expert, Craig Webb what the best LBM dealers are doing to promote themselves and how you can use those ideas to improve your marketing outreach and company sales!

Register today to ensure you have a seat on November 13th.

Upcoming November & December Professional Development Events

- November 6 – Understanding Sales, Oshkosh, WI
- November 13 – Marketing & PR Boot Camp, Roseville (St, Paul), MN
- December 3 – Fleet Management & DOT, Fargo, ND
- December 4 & 5 – Yard & Delivery Workshop, Alexandria, MN
Nebraska Scholarships Available

The NLDA Board of Directors and Scholarship committee are making up to **10 – $100 Employee Scholarships** available to help offset the cost for Nebraska members to attend any LumberTech class. This includes the upcoming December 9-11 Estimating 1-2-3 in Omaha and the Yard & Delivery class on March 31 & April 1 in Lincoln.

The NLDA will also be awarding **one - $1,000 college scholarship** to a high school senior or a current college freshman, who is enrolled or is planning to enroll in a construction-related college or technical school program for the 2020-2021 academic year. Applications were mailed to each Nebraska member dealer and can be found on the NLA website. **Please share the application information with your employees and your local high school, college, and tech schools.**

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**2020 NLA Conventions – Badge & Ticket Registration Opens Soon!**

Registration for badges, seminars, and meals at the 2020 Expo North and Expo South is coming your way soon. The registration booklet should be arriving in mailboxes within the next 1-2 weeks, so make sure to keep your eye out for it! Within the booklet, you will find complete details for these two conventions as well as both DEALER and EXHIBIT BOOTH WORKER registration forms.

Prefer a digital format? Online registration is scheduled to be available by **Wednesday, November 6th**!

- Lumberyard dealers will be able to fill out AND SUBMIT their forms entirely online.
- Exhibitors/booth workers will have a fillable PDF form option, but will still need to print the form off and scan, fax, or email the registration in. (This is due to how our event software processes booth worker registrations, as they differ from the dealer registrations.)

Advance registration is highly recommended, as it helps NLA staff plan accordingly for space, meals, hotel room demand, etc. **Every person attending the convention must have a badge**, so registering in advance will also ensure your badge is ready and waiting for you on-site for a smooth, quick pick-up. Because food counts are due to the venue several days in advance, there will be no on-site meal tickets available. Please order them in advance with your badges!

**Questions? Contact Jodie Fleck at jfleck@nlassn.org or 763-595-4058.**

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**Wisconsin Leadership Conference Registration Opens in November**

The registration brochures are on the way to Wisconsin & Upper Michigan dealers for the 3rd annual **Wisconsin Lumber Dealers Leadership Conference** on February 4th. The conference will again be at the Glacier Canyon Lodge in Wisconsin Dells and will have a combination of learning and networking opportunities.

**Spend the day networking and learning ways you can refine your leadership skills and position your company for growth!**

Future Lumber Leaders Roundtable • Thought Provoking Seminars • Networking Lunch • Cocktail Reception • Membership Meeting and Awards Dinner
opportunities for retail lumberyard owners, managers, and sales teams.

The 2020 conference will feature:

- Seminars lead by Rick Davis, Emily Overson, Tony Misura and Tim Peterson
- Keynote Speaker Brad Boycks, Executive Director, Wisconsin Builders Association, with a housing market update
- A Future Lumber Leaders Roundtable with Tony Misura answering questions on leadership
- Networking Lunch and Cocktail Reception
- And the WRLA & WLDEF Membership Meeting and Awards Banquet

You can find all the details under the Events tab of the NLA website at www.nlassn.org

ATTENTION SUPPLIERS / EXHIBITORS

WHICH DOOR IS RIGHT FOR YOU?

You've secured your booth at the Expo North and/or South. That's fantastic and we're excited to have you join us!

But now what?

Do you know how you're going to make your company stand out in a sea of building products?

Are you aware of the different ways OFF the Expo exhibit floor where you can build relationships?

How about marketing? How are you promoting your participation in these shows to help get busy lumber professionals there?

OPEN THE DOORS OF OPPORTUNITY BELOW

Pick one or pick them all. You can't go wrong, no matter which door you choose!

DOOR #1 - MARKETING ASSISTANCE!
Promote your participation in the Expos and personally invite your customers! Consider having a show-only special that will help entice them to attend the show. NLA is happy to provide FREE mailing lists (no emails) and custom invitation templates to help you get the word out there! Or perhaps putting an ad in the Expo editions of the Connection magazine is more your style!

Marketing Tools
Connection Advertising

DOOR #2 - ENGAGEMENT ON THE EXHIBIT FLOOR!
There are MANY ways you can make your company stand out on the exhibit floor, including guaranteed traffic with our Sponsor Game or conducting a 15-minute product demonstration right on the show floor. Draw a crowd to your booth by having fun with our Wild West theme...decorate your booth, wear western attire, and have games and prizes within.

Sponsor Game
Product Demonstration

DOOR #3 - NETWORKING OFF OF THE EXHIBIT FLOOR!
Exhibits are GREAT for showing off your products and services. But as salespeople, you know full well that relationships aren't always built while doing "official" business. Rub elbows with lumberyard dealers OFF the show floor by attending seminars, receptions, dinners, etc. Book a room at the host hotel and buy your new friends a drink! Let the dealers see your face in ALL aspects of the show(s). Check out the trade show webpage for details on all of these events!
Featured NLA Program: Business Forms
Need sales tickets? Invoices or envelopes? Northwestern Lumber Association is your one-stop shop for all business forms! Free quote, set-up, proof & logo - Send us a sample of the forms you currently use and we'll get you an estimate! Minimum of 1,000. Read more HERE.

For more information on the Business Forms Program, contact: Diane at 763-595-4055 or dsass@nlassn.org

5 Tips for a Successful Small Business Saturday
Stores everywhere will be soon be extending hours and slashing prices to prepare for Black Friday, a day historically known for helping shift bottom lines everywhere from the red into the black. We’ve all seen or heard of the hordes of consumers that line-up outside their stores of choice at such ridiculously early hours that even their Thanksgiving dinners haven’t digested yet.

Perhaps your company has also observed this well-known day of consumerism. But for many small businesses, it’s simply too difficult to compete with the big box stores. And that’s how Small Business Saturday – the day following Black Friday - came to be. American Express actually founded Small Business Saturday in 2010, giving brick-and-mortar stores/small businesses across the country recognition and a way to get shoppers’ attention between Black Friday and Cyber Monday. This year, Small Business Saturday falls on November 30th.

So, over the next month, think about how you, as a small business owner or employee, can attract customers into your store and build community relationships that will support you all year long. Here are 5 tips to help you get started!

1. Amp Up Your Online Presence*
If you have a website, is it up-to-date with current contact info, address(es), and hours? Ensure that all promotions are prominently displayed. And don’t forget to get the word out through social media accounts! #SmallBusinessSaturday

2. Utilize Free Resources*
If you’re looking for marketing materials, reach out to American Express. They offer FREE signs, email templates, web badges, posters and other marketing materials to get your business’ name out there. Visit https://www.americanexpress.com/us/small-business/shop-small/ to get started.

3. Consider Extending Your Hours
If you usually close at 12 p.m. on Saturdays consider staying open a few hours longer to commemorate a special day. Make sure you promote these extended hours on your website and social media accounts!

5. Plan Incentives - Don’t Try to Compete with Big Boxes
Going toe-to-toe with the big box down the street isn’t going to work for most small businesses. Deep discounts and door busters aren’t always necessary to bring in customers looking for your products. But you still need to give them a reason to come to your store – consider prizes, games, free snacks, a local “celebrity” appearance, local charity support, or other incentives that may sound enticing to your community.

*We’re short on time this year but start thinking ahead for NEXT year and make sure to reach out to Northwestern Lumber Association for assistance with social media post creation, website banners or updates, posters, etc. to help you prepare for Small Business Saturday 2020!
**NLBMDA Honors Scott Engquist with Chairman's Award**

[Washington, DC] - The National Lumber and Building Material Dealers Association (NLBMDA) was pleased to honor Scott Engquist with the 2019 NLBMDA Chairman's Award. NLBMDA Chair, Bob Sanford surprised Scott with the award during the annual ProDealer Award Dinner event on October 8, during the ProDealer Industry Summit in Colorado Springs. Bob recognized Scott for his years of dedicated service and outstanding contributions toward advancing the mission and goals of NLBMDA and for being a relentless advocate in Washington D.C. on behalf of the entire lumber and building material industry. Continue reading [HERE](#).

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**NLBMDA Guidance on DOL Overtime Regulations**

On September 24, 2019, the U.S. Department of Labor (DOL) announced a final rule to make 1.3 million American workers newly eligible for overtime pay, including NLBMDA-recommended provisions that were ultimately approved in a final rule, which are effective **January 1, 2020**. NLBMDA is providing this information to assist member companies and workers in understanding the new requirements, along with providing several resources DOL has developed for the regulated community. Continue reading [HERE](#).

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**Classifieds**

**Mitsubishi FD50**

- 11210 hrs.
- Cab w/Heat
- 11,000lb lift
- Everything works as it should. Looking to upgrade to all terrain lift. Click [HERE](#) for more pictures.
- 7,000.00 O.B.O

Jeremy Reeck
Central Building Supply Inc
Phone 218-894-3794
Fax 218-894-3965
jeremy@cbsstaples.com

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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.

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_I wish there was a way to know you’re in the good old days before you’ve actually left them._

Andy Bernard