



*Cedar Shake and Shingle Bureau  
100th Anniversary  
Souvenir Program*

September 12, 2015  
The Westin Resort and Spa, Whistler, British Columbia, CANADA

Cover Photos:

Top left: The impressive results from a promotional mail-in coupon campaign.

Top right: Chief Inspector Fred Monte conducts an inspection, 1923.

Bottom left: Close up of a bundle getting inspected.

Bottom right: From Manager William W. Woodbridge's personal photo album located in the CSSB Archival Collection. Woodbridge was the CSSB's Secretary-Manager from 1934-1953, responsible for an impressive list of accomplishments, including his brilliant wartime and agricultural promotional campaigns. "For Better Roofs and Sidewalls" was also the tagline used in *The Certigrade® Salesman* newsletter.

Source (all cover images): CSSB Archives.

# *Schedule of Events*

## September 12, 2015



5 pm Cocktails

6 pm Dinner Events:

Lynne Christensen, Director of Operations – Introductions

Kent Gibson, Chairman – Official Opening and Welcome

Brian Hawrysh, CEO, BC Wood Specialties Group –  
Congratulatory Remarks

Sponsor and Volunteer Recognition Awards

Past Chairmen Photo

Board of Directors Photo

SALAD SERVED

ENTRÉE SERVED

Heritage Film Premiere (21 minutes)  
"A Century of Cedar"

DESSERT AND COFFEE/TEA SERVED

Packing Contest Awards

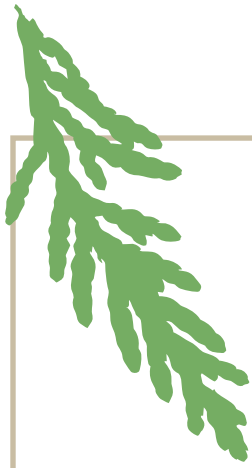
Film Tribute to Lifetime Achievement Award Recipients

Lifetime Achievement Awards

ADJOURN



Historical AGM Banquets



# *Menu*

## ***100th Anniversary Dinner***

### **First Course**

Arugula and frisée salad,  
golden beets, goat cheese,  
candied walnuts, pear vinaigrette

### **Choice of Main Course**

Prime Rib,  
Yorkshire pudding, mashed potato, natural jus

or

Free run chicken breast,  
forest mushrooms, mashed potato, thyme sherry jus

or

Vegetarian Option

White Wine: Nk'Mip Pinot  
Red Wine: See Ya Later Pinot Noir

### **Dessert**

Cedar Shake and Shingle Bureau  
100th Anniversary Cake with blueberry and  
caramel drizzle

**\*\*please advise your server if you have any allergies or special  
dietary restrictions.\*\***

Table favor: foil-wrapped milk chocolate wafer

# *Chairman's Welcome Message*



Kent Gibson  
Chairman, Cedar Shake and Shingle Bureau  
S & K Cedar Products Ltd.

## **Welcome to our 100th Anniversary event!**

It's a pleasure to serve as your Chairman during this very special year. As we look back on our 100 years of success, let's appreciate what our industry has done for hundreds of small communities in the West. The cedar shake and shingle industry has built towns and provided employment for thousands of people. It's paid for homes and vacations, helping families raise their children and get a good start in life.

Our industry is well known for its unique craftsmanship. Many pairs of human hands touch each shake or shingle before it's packaged into bundles; it will always be a labor-intensive product and that's part of what gives it such charm and appeal. Shingle machines are the same as they were 100 years ago, and those machines have played a vital role in local, regional and national economies for a century.

Join me in celebrating our accomplishments at our special evening event.

Tonight you'll see awards presented to our dedicated sponsors, volunteers, Packing Contest award packers and, of course, our special Lifetime Achievement Award recipients.



We can all look forward to reminiscing about our organization's amazing past as well as its exciting future. I sincerely hope that you enjoy the camaraderie tonight and spend time visiting with your friends and associates, many of whom you've known for decades.

With very best regards,

A blue ink handwritten signature, appearing to read 'Kent Gibson', with a long, sweeping underline.

Kent Gibson

Chairman, Cedar Shake and Shingle Bureau  
2014-2015



Chief Inspector Fred Monte in 1923 – Perhaps the most famous photo from the CSSB Archives.



Fred Monte in later years.

# *Director of Operations' Welcome Message*



Lynne Christensen  
Director of Operations  
Cedar Shake and Shingle Bureau

Thank you for joining us this evening at our special 100th anniversary networking gala event. Tonight we're creating unique memories for our trade association while fondly looking back at our past.

Many of you have remarked that it's rare in this day and age to see an organization celebrate 50 years of success, let alone a full century. The Cedar Shake and Shingle Bureau has withstood two World Wars and the Great Depression, cherished the improved efficiency of computers as well as taken on a myriad of roofing and siding marketplace challenges over the years.

It is a humbling experience to review our association's century of accomplishments. Considering that much of our highly successful quality control and marketing work was done without the internet, convenient air travel or cell phones, we have much to appreciate. In 1915, a

strong set of founders dedicated to quality and branded promotions set us on the right path to success. We have not wavered. Our dedicated Members, Directors, Staff, Industry Partners and Vendors continue that good work today.

Many of you have travelled great distances to be with us tonight and we thank you for being here. We have a wonderful program of events for you to enjoy, including the premiere of our heritage film compilation, "A Century of Cedar" as well as our awards ceremonies.

Thank you for helping the Cedar Shake and Shingle Bureau celebrate its 100th anniversary. Please enjoy your special evening.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Lynne Christensen', written over a light blue circular stamp.

Lynne Christensen  
Director of Operations, MBA, CAE

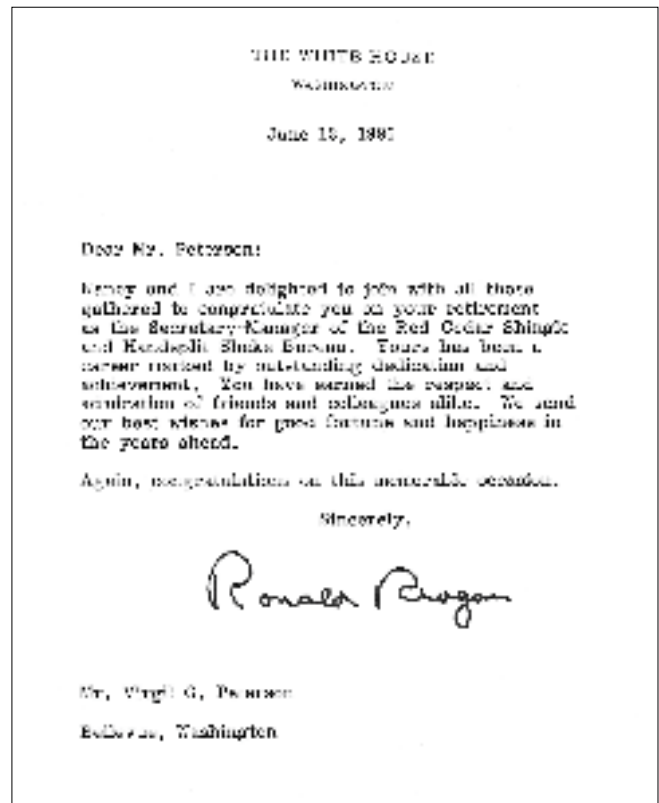
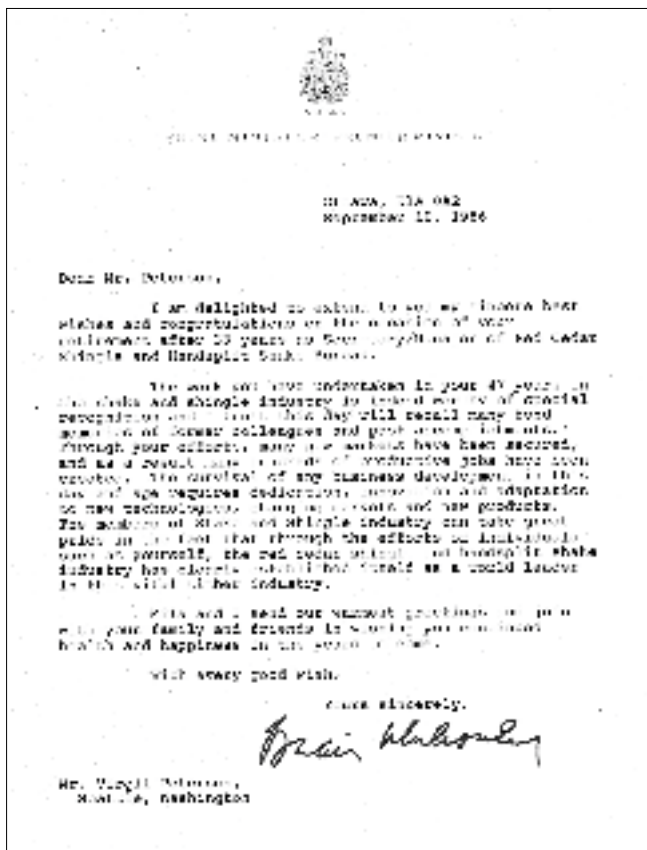


Lieutenant Colonel Warden on horseback. Thanked by HM King George V and his Queen for his service in World War I, Lieutenant Colonel Warden was one of the association's first field representatives.



# Congratulatory Messages

The Cedar Shake and Shingle Bureau received letters from Prime Minister Mulroney and President Reagan to commemorate Manager Virgil Peterson's retirement in 1986.



Today, at its 100th Anniversary, the association is honored to share the many new congratulatory messages received...



BUCKINGHAM PALACE

12th August, 2015.

Dear Ms. Christensen,

I have been asked to thank you and the Members of Cedar Shake and Shingle Bureau for your kind letter to The Queen, sent on the occasion of your Centenary which is being commemorated with a Networking Gala Celebration Dinner on 12th September in Whistler, British Columbia.

Her Majesty was interested to learn that one of your first international field representatives, Lieutenant Colonel Warden, served at the Battle of Ypres during the First World War.

The Queen much appreciates your thoughtfulness in writing as you did and, in return, sends her best wishes to all concerned for a most successful and enjoyable event.

Yours sincerely,

Christopher Sandamas  
The Chief Clerk to The Queen

Ms. Lynne Christensen.





THE GOVERNOR GENERAL · LE GOUVERNEUR GÉNÉRAL

Exceptional entrepreneurs have been able to perceive a market niche and provide customers with services or products that make life easier and better. For 100 years, the Cedar Shake & Shingle Bureau has operated in the community, creating jobs and contributing to Canada's prosperity.

Throughout its history, the bureau's proud employees have understood the importance of building a good reputation, ensuring that the company survived and evolved to carve a place for itself on Canada's commercial landscape.

Now, 100 years later, the business continues to operate successfully and I am pleased to congratulate all employees on their hard work in achieving this milestone. I wish the Cedar Shake & Shingle Bureau many more prosperous years ahead.

David Johnston

September 2015



*This certificate is presented to*

## *Cedar Shake and Shingle Bureau*

*in recognition of your one hundredth anniversary.*

*It gives me great pleasure to extend to you warmest greetings  
and best wishes on this special occasion. My colleagues in the Government of  
Canada join with me in recognizing this significant achievement and wish you many  
more years of continued success.*



A handwritten signature in blue ink, likely of Stephen Harper.

The Rt. Hon. Stephen Harper, P.C., M.P.  
Prime Minister of Canada  
Ottawa 2015

THE WHITE HOUSE  
WASHINGTON

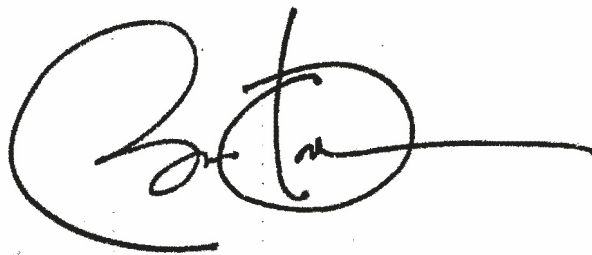
February 24, 2015

I am pleased to join in celebrating your anniversary.

In America, history is not only made by presidents and generals. Change often comes when caring and engaged individuals join together to build a brighter, stronger future for themselves and for the generations to come.

For years, you have carried forward a proud tradition. By daring to imagine the world as it could be and working tirelessly to realize that vision, you are helping America reach a better tomorrow.

Congratulations on your anniversary. As you reflect on your years of service to your community, I hope you take pride in what you have achieved. I wish you all the best for the years ahead.

A handwritten signature in black ink, appearing to be "Barack Obama", with a large circular flourish on the left and a horizontal line extending to the right.



*A Message from Premier Christy Clark*

On behalf of the Province of British Columbia, I am pleased to congratulate the Cedar Shake & Shingle Bureau Association on its 100<sup>th</sup> anniversary.

For a century, the Association has administered quality assurance programs, pushed for improved building codes, and helped keep the cedar shake and shingle industry strong. It has provided consumers with unique natural products that are appreciated around the world. And its members have created jobs and opportunity in communities across B.C.

I commend the Association on its excellence work, and I hope these anniversary celebrations in Whistler will be memorable.

All my best wishes for continued success in the future.

Sincerely,

A handwritten signature in black ink that reads "Christy Clark".

Christy Clark  
Premier

State of  
Washington  
Office of the  
Governor



July 23, 2015

Lynne Christensen, MBA, B.Comm, CAE  
Director of Operations  
Cedar Shake & Shingle Bureau  
PO Box 1178  
Sumas, WA 98295

Dear Ms. Christensen:

I am pleased to congratulate the Cedar Shake & Shingle Bureau on its 100<sup>th</sup> Anniversary.

Over the past century, your organization has served as a respected industry authority. By providing education, technical support and professional advice to the public and building code officials, the Cedar Shake & Shingle Bureau has promoted quality products and enhanced customer service.

I applaud your organization for its many accomplishments over the past 100 years, and I know your commitment to excellence will continue to benefit the public and the industry for many years to come.

Again, congratulations, and please accept my best wishes for a memorable celebration.

Very truly yours,

A handwritten signature in blue ink, appearing to read "Jay Inslee".

Jay Inslee  
Governor





Suite 200, 9282-200th Street  
Langley, BC V1M 3A6  
www.bowood.com info@bowood.com

July 3, 2015

The Cedar Shake and Shingle Bureau  
#2 – 7101 Horne Street  
Mission BC

On behalf of the BC Wood staff and our Board of Directors, we would like to congratulate the Cedar Shake and Shingle Bureau on the extraordinary success of achieving 100 years as an association.

BC Wood was proud to celebrate our 25 years in 2014, so we are well aware of what an achievement this is.

Your commitment to the industry, through good times and economic challenges has created a proud community of members and industry followers, second to none in the wood products industry of our province. Well done and we look forward to your continued growth and success in the years to come.

Very Best regards,

A handwritten signature in black ink, appearing to read 'Brian Hawrysh', with a long horizontal flourish extending to the right.

Brian Hawrysh  
CEO  
BC Wood Specialties Group





**American  
Forest & Paper  
Association**

*Office of the President*

June 9, 2015

Cedar Shake & Shingle Bureau  
P.O. Box 1178  
Sumas, Washington 98295-1178

Dear Friends:

On behalf of AF&PA, I am pleased to congratulate the Cedar Shake & Shingle Bureau on its 100<sup>th</sup> anniversary.

AF&PA is honored to have the Cedar Shake & Shingle Bureau as an association member. Since 1915, you have provided your manufacturer and affiliate members with extensive quality control and technical and marketing services.

Throughout your rich history, you survived the Great Depression, World War II and uncertain economic times. This is no doubt a testament to your steadfast commitment to quality and the value of your members' green products, which enhance people's homes throughout North America and the world. Top quality Certi-Label<sup>TM</sup> cedar shakes and shingles are the environmentally responsible choice: renewable, recyclable and sustainable for future generations.

Again, congratulations on reaching this important milestone. Best wishes for the next century and the future.

Sincerely,

Donna A. Harman  
President and Chief Executive Officer



Mrs. Lynne Christensen  
Director of Operations  
Cedar Shake & Shingle Bureau  
#2 -7101 Horne Street  
Mission, BC V2V 7A2

May 11th, 2015


Dear Mrs. Christensen;

On behalf of the Members and Staff at the Canadian Wood Council, I would like extend a note of congratulations on the 100th Anniversary of the Cedar Shake & Shingle Bureau. This is a wonderful achievement and we share in your happiness during this special milestone.

It is occasions such as these that allow us to reflect on the proud history of the CSSB, the quality of your reputation worldwide and the ongoing dedication of your Members and Staff. Bill Clinton once said, "We cannot build our own future without helping others to build theirs." Reaching an anniversary of this magnitude is a direct reflection of the people and companies that the CSSB has positively influenced or helped throughout the years.

As an Association of Associations dedicated to increasing market share and advocating in the best interest of our Members, the Canadian Wood Council shares an appreciation and understanding for the work of your organization and commitment to the communities that you serve.

Congratulations from all of us at the Canadian Wood Council for your wonderful journey of 100 years of success and we hope the same for the future of the CSSB.

Yours truly,  
  
Michael Giroux  
President  
Canadian Wood Council

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2665 East Mall  
Vancouver, British Columbia V6T 1Z4  
T 604 224-3221  
[www.fpinnovations.ca](http://www.fpinnovations.ca)

August 5, 2015

Cedar Shake and Shingle Bureau  
2-7101 Horne Street  
Mission, B.C.  
V2V 7A2

On behalf of FPInnovations, we want to extend our warmest wishes as you celebrate a remarkable 100 years of service to the Canadian industry.

Your rich history, excellent reputation and dedicated service to your members are truly commendable. We have long valued our relationship and we are proud to be your research and technology provider.

We wish you continued success as you celebrate this important milestone. May you continue to foster innovation for many more years to come.

Sincerely,

A handwritten signature in dark ink, appearing to read "Peter Lister", with a stylized flourish at the end.

Peter Lister, MAsC, PEng.  
FPInnovations  
Vice President of Forest Operations and Wood Products

# Heritage Film Compilation

*The Cedar Shake and Shingle Bureau thanks*

**Intertek**

Valued Quality. Delivered.

Intertek Testing Services NA Ltd.

*for its exclusive sponsorship of  
tonight's heritage film compilation : "A Century of Cedar".*

The Cedar Shake and Shingle Bureau has an extensive film history. Starting in the 1920s with mill production lines, members have supported this means of promotion and education for decades.

Tonight we offer you a heritage film compilation "A Century of Cedar", a premiere showing of our best work over the years. While some of the film was made before words were spoken on film, and some of the footage color has faded, the principles of Certi-label™ quality still hold true to this day.



The camera crew from Hollywood shooting scenes in the Pacific Northwest for the association's film "The Home of the Wooden Soldiers".

Come back with us in time and enjoy this unique look at how things have changed... and how Certi-label™ quality has now been cherished for 100 years.



"Greenbelt U.S.A." wins award. Cedar Bureau President Stewart Ferguson (right) and Marketing Manager Glen Simon are seen accepting the award plaque at an annual meeting of the National Forest Products Association in Washington D.C. 1965.

Fritz Herzog, Collections Curator, Academy Film Archive, Hollywood, California, accepts the film "The Home of The Wooden Soldiers" collection donation from Lynne Christensen, Director of Operations, Cedar Shake and Shingle Bureau, 2014.



**SEE and HEAR**



**Charlie Murray**  
★ AS A CARPENTER

**Lila Lee** ★ AS  
**THE WIFE WHO REALIZED  
HER FONDEST DESIRE**

*in the* **HOME OF THE  
WOODEN SOLDIERS** ★

*with All-Star Supporting Cast!*

**T**HIS FEATURE PICTURE, produced in Hollywood by the Freeman Lang Studios, with the dramatic shingle industry of the North Pacific Coast as a setting, presents in graphic form an intensely interesting panorama of action and beauty as seen through the eyes of a typically intelligent and alert Lumber Merchant.

Lovely Lila Lee has never been more charming; Charlie Murray never in a more human, humorous role. "The Home of the Wooden Soldiers" will be shown in your city. Lumber Dealers will cooperate with the Bureau in presenting this tremendously interesting picture.



**LUMBER DEALERS  
Attention**

The First Showing of "The Home of the Wooden Soldiers" will be given at the scores of Annual Conventions of Lumber Dealers throughout the United States and Canada. Immediately following each convention, showing, will be given at towns and cities arranged at the convention. Both standard 16mm and 8mm films available.



*The same Charlie Murray you have enjoyed in hundreds of Comedies, such as "The Cohens and The Kellys," stars in "The Home of the Wooden Soldiers."*

★ **RED CEDAR**

**SHINGLE BUREAU SEATTLE-WASH.**

"The Home of the Wooden Soldiers" was one of Hollywood's first industrial talkies. Starring Charlie Murray and Lila Lee, it showcased famous actors of the era and was shown across the nation to thousands of people. The movie premiered in Kansas City, MO in January 1936.

# *Sponsor Recognition Awards*



*The Cedar Shake and Shingle Bureau thanks  
Forestry Innovation Investment Ltd. for its matched funding and  
the following companies who helped make this event possible.*

## **Diamond Sponsor: \$2,000 US**



FSR Treatment Inc. /  
Watkins Sawmills Ltd.



Intertek Testing Services NA Ltd.



G & R Cedar Ltd.



The Waldun Group

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## **Platinum Sponsor: \$1,000 US**



Anbrook Industries Ltd.



Riverhead Building  
Supply Corp.



Capital Forest Products Inc.



S & K Cedar Products Ltd.



Cedar Design Inc.



Comox Valley Shakes & Shingles Ltd.



Taylor Forest Products  
Incorporated



Independent Dispatch, Inc.



Wolf Wenzel Graphics



Lane Powell PC

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## **Gold Sponsor: \$500 US**

Capital Construction LLC    Serpentine Cedar Ltd.

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## **Silver Sponsor: \$300 US**

Benjamin Obdyke Incorporated    Building Envelope Consultants Ltd.    DC Roofing Inc.

Golden Ears Shingle    Kinder Sidhu & Associates    Mid-State Lumber Corp.

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## **Bronze Sponsor \$100 US**

Allegra Design, Print, Marketing



# *Volunteer Recognition Awards*

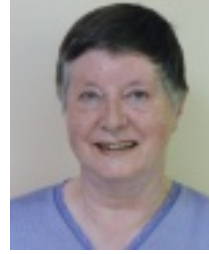
Tonight we share with you the Cedar Shake and Shingle Bureau's fascinating history. Being able to do this is the result of many hours of volunteer time spent sorting, cataloging and researching precious records. Compiling our archives was no small task: over three carloads of materials were organized for donation to the government's BC Archives in Victoria, British Columbia. Some of our guests here tonight were located and invited to our 100th celebration



Neil Christensen

after intense genealogical research using vital statistics, online resources and intelligent ingenuity.

Sincere thanks are due to the volunteers who donated over 175 hours of their time to sort, arrange, package and load the association's precious archives. Our archival collection is the only one of its kind in the world and their efforts have helped save it for future generations.



Penelope Christensen

## ***The Cedar Shake and Shingle Bureau recognizes and appreciates the volunteerism of:***

Penelope Christensen, PhD.

Neil Christensen. B.CIS.



The Cedar Shake and Shingle Bureau office in Mission, BC. This is where the archival research and organization was performed.



Sorting ad tear sheets alone consumed three 8-hour days in 2013.

# *Packing Contest Awards*

Earlier today the Cedar Shake and Shingle Bureau hosted its 2015 Packing Contest. Following a 100+ year old tradition, the industry asked its manufacturing members to send us their best shake and shingle packers. Packing bundles of shakes and shingles is a craftsmanship art, one perfected over many years experience at mills. Thanks to all our contestants who stepped up and showed us how it was done. We offer congratulations to the winners of:

## **Shake Packing Winners**

1st place (\$500 USD + belt buckle): \_\_\_\_\_

2nd Place (\$300 USD + belt buckle): \_\_\_\_\_

3rd Place (\$200 USD + belt buckle): \_\_\_\_\_

## **Shingle Packing Winners**

1st place (\$500 USD + belt buckle): \_\_\_\_\_

2nd Place (\$300 USD + belt buckle): \_\_\_\_\_

3rd Place (\$200 USD + belt buckle): \_\_\_\_\_

The Packer earning the best combined score is our Grand Champion:

**2015 GRAND PRIZE WINNER OF \$1,000 USD AND BELT BUCKLE:**

\_\_\_\_\_

## **Chairman's Challenge Winner:**



Mill Owners were dared to take on the "Chairman's Challenge" hosted by Kent Gibson, CSSB Chairman. The winner receives a prize ribbon, free drink and bragging rights.



From the archives: at the packing bin. A production crew member carefully packs product. Note bandstick on top of bundle and product label underneath.

Also note the press mechanism on the side of the packing frame which compresses the bundle of product so the bandstick and metal strap can be securely nailed.

# *Lifetime Achievement Awards*

## *An introduction...*

Our 100th Anniversary is a time to reflect upon past accomplishments and celebrate those who helped secure our association's future. The Cedar Shake and Shingle Bureau is proud to honor the special people who have shown true industry spirit and outstanding loyalty, dedication and determination.

Among them are multigenerational industry family members, leaders, sales experts, administrators extraordinaire, a master roofing contractor, incredible scientific innovators and marketing aces... all stalwart defenders of what the world knows as Certi-label™ quality. The short biographies which follow are merely brief highlights of their impressive accomplishments. Summary words simply do not do justice to a lifetime of commitment to our trade association.



## *And the Recipients are...*

# *Lifetime Achievement Award Recipient*



**Fred Amundson**

Fred Amundson is an attorney and a wood science product innovator who founded Chemco, Inc. in 1981. The firm is based in Ferndale, WA. Over the years, Fred has been heavily involved in the promotion and defense of quality fire retardant treated wood roofs. For many years his firm also provided preservative treatment to the forest products industry. In the late 1980s, Fred was appointed to Team L.A. and lent his firm's name as co-Plaintiff in the 1989 lawsuit against the City of Los Angeles regarding arbitrary restrictions on the use of wood roofing products. He volunteered much time in handling a high volume of legal filings and motions, directing fire safety consultants Favro & McLaughlin. Fred chaired the association's Research & Development Committee and led work concerning fasteners, treating, insulative

qualities and grade performance. He was also granted several patents in the fire retardant wood treating business.

Fred served as Chairman of the Cedar Shake and Shingle Bureau from 1991-1992. As a result of Fred's dedication to quality vacuum pressure impregnation treating standards, ground breaking innovations as well as diligent work with industry colleagues, Class A, B and C rated wood roofing systems are represented equally alongside alternative products in most jurisdictions in North America and beyond. Today Chemco, Inc. has expanded to serve worldwide markets. Fred currently resides in Washington State.



# *Lifetime Achievement Award Recipient*



**John Coker**

John was part of the successful Board of Directors Executive team that managed the Canadian government funding in the 1988-1992 period. As Cedar Shake and Shingle Bureau Chairman from 1988-1989, John's leadership ensured that monies were steered to the correct place, including a significant media advertising program. John oversaw association staff, making certain that all required economic data for the funding program was tabulated and reported. The best spending, as he showed, was when all industry participants received the maximum value from their matched funding dollars.

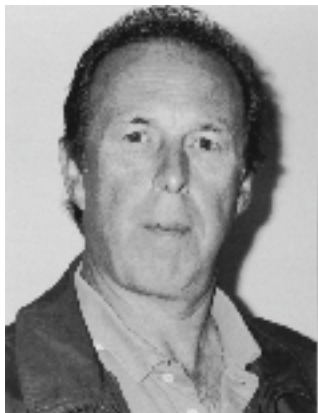
His work resulted in a coordinated effort between the Board of Directors and staff. He pursued industry unanimity and a level playing field driven by top notch quality control. Code arena work was important, in both grading and regulatory agencies. Of particular note were

John's leadership and coordination of Team L.A. during the Los Angeles wood ban legal case. He was also very adept at encouraging critical shifts in program strategy depending upon marketplace needs.

John and his family created and ran the largest cedar roofing ridge cap manufacturing company in the world. John is the second generation in his family to receive the Cedar Shake and Shingle Bureau's Lifetime Achievement Award. Marty Coker, John's father, was honoured for his multiple contributions to both the manufacturing process and distribution of wood roofing, which included; creating the first hydraulic shake splitters, opening up patent royalty free ridge making for all producers, was the first to produce builder's shim shingles and build mobile roof conveyor loading systems. John currently is a Director of a Hong Kong based company and lives in Seattle with his wife Lin.



# *Lifetime Achievement Award Recipient*



**John Dziedzic**

John enjoyed a long, successful career in the cedar shake and shingle industry. He served as Cedar Shake and Shingle Bureau Chairman from 1992-1995 and is well recognized for his unwavering dedication. He was first elected to the Board of Directors in 1979 and gave outstanding leadership as Chairman of the Research and Development Committee from 1979-1982. He also served as Chairman of the Product Promotion and Advertising Committee, helping to ensure that the Canadian funding program was geared to the full capacity of the marketing department. John was focused on uniting the diverse research, marketing, code development and market protection functions. He was pleased to support the Architectural Awards program, and also saw great merit in new promotions for the Certi-Guard® and Certi-Last® pressure impregnated treated products. Under his leadership, the field team attended their most trade shows ever. John also

showed tremendous foresight by ensuring members were aware of quality control agency work, ICBO number program development and the Colorado Springs wood ban issue.

John is a particularly strong defender of the Certi-label™ brand, and during his tenure, made certain that the association's referral services were strengthened and that the end user was educated about the true merits of cedar shake and shingle roofing and siding. John's work galvanized member involvement at the administrative level as well; bylaw revisions, warranty reviews and legal issues were dealt with, all beginning with a kind letter to the membership addressed "Dear Friends". In the early 2000s, John also served as Acting Manager during a challenging time at the association office, including assisting with a review of the Roof Maintenance Technician program. He currently resides in Washington State with his wife Linda.





# *Lifetime Achievement Award Recipient*



**Homer Earll**

At the age of 14, and during World War II, Homer unloaded freight cars for his father in the family lumber business. He learned how to tally, working in the warehouses when he was home from college on summer vacation. After a few years of working on Long Island, New York, Rhode Island and Massachusetts, it was time for a change. In 1957, Homer went to work for Oregon Plywood Corp. in its Buffalo, NY office. He learned to sell in the international market, how to offer a full line of wholesale products and all about railroads, car equipment and routings. He subsequently ran his own business from 1959-1991.

Looking for a change, Homer was hired by the Cedar Shake and Shingle Bureau as District Manager, Northeast in 1991. Homer is recognized for his dedication to the Certi-label™

brand and kind, gentlemanly approach to business. His motto is “treat people as you want to be treated”. Homer spearheaded the Cedar Shake and Shingle Bureau’s AIA-recognized Continuing Education program; this program continues today with hundreds of successful training seminars recorded. Homer also spent much of his time combining his love of history with product knowledge by training numerous National Park Service employees, many of whom then specified Certi-label™ products on historic park structures when the time came. Homer retired in 2005. Today Homer lives with his wife in Maryland.



# *Lifetime Achievement Award Recipient*



**Dean Hurn**

During his career, Dean Hurn owned six mills in the Beaver, Port Angeles and Concrete, WA areas, including Hoh River Cedar and Hurn Shingle Mill. He had 225 employees at the height of his mill operations. Dean took over the family business in 1958, two years out of high school. He met timber supply challenges by starting a logging company that cut fir, hemlock and spruce which he then traded for cedar. He was quite involved with the US Shingle Weavers, serving as a trustee on a committee of four that managed the workers' retirement fund. He also travelled to Washington, D.C. to lobby the government on behalf of the industry. Dean operated his mills during the turbulent times between labor and operators; negotiations were tough, strike votes happened and mill production depended upon good crews working and maintaining the machinery.

Dean served as Cedar Shake and Shingle Bureau Chairman from 1975-1977. He worked closely with Stewart "Stu" Ferguson, Chairman 1964-1966, Paul Smith, Chairman 1940-1942 and Frank Schafer, Chairman 1960-1962. In the late 1960s, Dean spent two years working on palletization. He created large rubber bags that were pumped full of air and placed against rail car doors to ensure nothing moved during transportation. It worked and damaged loads were greatly reduced. This was an industry innovation that forever changed cedar shake and shingle shipping methods. Today Dean is retired and lives in Washington with his wife Elaine.



# *Lifetime Achievement Award Recipient*



**Eleanor Lobb**

Eleanor Lobb began her career with the cedar shake and shingle industry in the 1950s. She worked with her husband Don and son Clint to both build their business and improve the industry. In the 1980s, the Council of Forest Industries ("COFI") had a sector for all forest industry branches including that of shake and shingle. Eleanor was appointed Chair of COFI's Board of Directors' Shake and Shingle sector from 1985-1987. Once her COFI term was completed, Eleanor was asked to sit as an independent member on the COFI Board of Directors and did so from 1988-1990. She worked with legendary manager Virgil Peterson, long-serving attorney Lee Olwell, industry dynamo Patty Wood-Shields and marketing ace Frank Welch.

In 1973, Eleanor was the first woman to serve on the Cedar Shake and Shingle Bureau Board of Directors and chaired every standing committee except the Executive Committee. She was responsible for observing fire retardancy testing and reporting back to the Board of Directors. Eleanor hosted the inaugural Industry Ladies Luncheon, an industry tradition celebrating its 42nd year in 2015. In 1990 Eleanor was presented with a rare Medal of Honor to thank her for her 17 years of service to the organization. Eleanor resides in British Columbia with her husband.



# *Lifetime Achievement Award Recipient*



**Jack MacMillan**

Jack MacMillan began his cedar shake and shingle career in 1955 working as an 'office boy' at MacMillan Bloedel. He was hired into the extensive sales training program at the company and knew that he'd either be transferred to a job in the Lower Mainland or on Vancouver Island. He was sent to Port Alberni and was particularly grateful for that assignment as he met his soon-to-be wife Violet who was also working for the company at the time. They married in 1959 and in 1960 he was transferred to head office in Vancouver working with Bill Stevenson. Thus began Jack's long career in sales and marketing management.

Jack worked with Charles Plant, also known as 'Red Band Charlie', and who was Chairman of the Cedar Shake and Shingle Bureau from 1946-48. The pair promoted Red Band cedar shingles, one of the most popular brands on the market at the time. As the government fiber allocation increased, Jack expanded his customer base by promoting the value of cedar products. He travelled all over North America in the course of carrying out his duties and was transferred to Alabama, and then New York, to accelerate the firm's customer base. Jack championed the development of a wide product range for his customers, including everything from

wind resistance properties to the economy of reduced exposure application of Number Two Grade products in his sales programs.

Canadian Forest Products ("Canfor") hired Jack to work in Vancouver selling its Hunting Merritt product, a top quality shingle. The mill ran 18 shingle saws and 4-5 resaw machines over 2 shifts, employing over a hundred people. This was the largest mill in existence at the time. Jack was working with Pat Whittall and his father H.V. Whittall, both Past Chairmen of the Cedar Shake and Shingle Bureau. He also sold Stave Lake shingles which had 11 machines.

Jack was elected Chairman of the Cedar Shake and Shingle Bureau for 1979-1981. He also served a term for the Council of Forest Industries. During his term he travelled to Washington, DC to lobby on behalf of the Cedar Shake and Shingle Bureau. He worked for Canfor selling cedar shingles for over 35 years and was the first to sell to many new building product firms opening up shop. Jack also served as mentor to several young men learning selling techniques for cedar shakes and shingles. Jack worked for Canfor in Vancouver from 1967-2002. Today Jack is retired and lives in British Columbia with his wife.



# *Lifetime Achievement Award Recipient*



**Clayton B. Meeker**

Clay began working in the cedar shake and shingle industry at the age of 16. Together with his father, Toke, they'd drive all over British Columbia developing the family mill business. A third generation industry family member, Clay is well known as a staunch believer in top quality Certi-label™ cedar shake and shingle products. Over the years he has proven himself to be a vocal proponent of protecting the credibility of the Cedar Shake and Shingle Bureau's programs.

Clay was first elected to the Board of Directors in 1975. He served as Chairman of the Cedar Shake and Shingle Bureau in 1982-1984 and spent a total of 30 years on the Board of Directors. Clay was part of the delegation that

travelled to Ottawa to meet with Prime Minister Mulroney regarding the boxcar shortage issue. He was very active on the Metric Subcommittee, Membership, Grades and Inspection Committee as well as Executive Committee for many years. In particular, his work on the Executive Committee resulted in the development of formal qualifications for District Managers, clearer staff responsibilities as well as more detailed financial reviews. Clay chaired the International Trade Committee and worked on European code issues, trade shows and a new metric handbook. Clay's strong support of a top quality focus greatly contributed to making the Cedar Shake and Shingle Bureau successful today.



# *Lifetime Achievement Award Recipient*



**Townsend "Toke" Meeker**

Toke Meeker co-founded a mill on the banks of the Fraser River in Mission, British Columbia and called it Meeker Cedar Products. As a result of cedar shingle shortages during World War II, Toke invented the 18" handsplit shake and subsequently led the development of its use in the United States, Europe and Japan. He also created a new method of packaging and selling squares of product. Toke brought upright bandsaw machine technology to Canada thus improving the rate of production and converting single to double blanks.

He developed working relationships with salvage block cutters and logging companies throughout the Province. By the end of 1945, Toke had created the handsplit and resawn shake. He operated two company offices, including a brokerage firm and a mill, supervised rail shipments and authored brochures. He also negotiated with governments and unions while maintaining a busy travel schedule across the United States to visit customers and open new distribution channels.

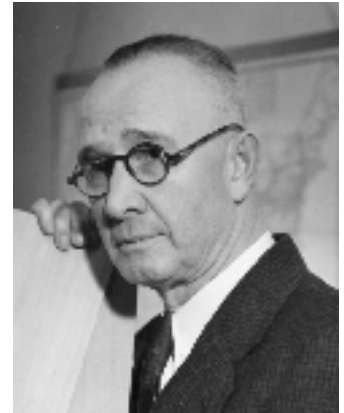
Toke was elected as Vice President of the Handsplit Red Cedar Shake Association in 1956. In that same year he was appointed to a three person committee to research barn shakes. He served on the Membership and Grade Committee as well as the Advertising Committee. As part of the Board of Directors for the Red Cedar Shingle and Handsplit Shake Bureau, Toke was also involved in strengthening association inspector and field representative programs.

Toke was one of the key people who built up an internationally successful shake and shingle business that helped Mission, BC earn its title in the 1950s of "cedar shake and shingle capital of the world". He was a generous philanthropist. In 2000, the District of Mission awarded Toke with a posthumous "Citizen of the Year" award. All six of Toke's sons joined the family business and his grandchildren now continue his legacy. Toke passed away in 1988.





# *Lifetime Achievement Award Recipient*



**Fred Monte**

Fred Monte took on the role of Red Cedar Shingle Bureau Chief Inspector in 1936. He was paid a whopping \$4.50 per day for traveling expenses. Monte began working in the industry as a block piler in Wisconsin at 15. He then went to work in the redwood industry. Missing the aroma of Western Red Cedar, he travelled by boat to Portland, Oregon, and rode a train to Seattle in 1904. He recalled the wonderful scent of Western Red Cedar wafting into the train carriage... he was home!

He held various jobs at mills starting in 1921 before his association work. He loved talking shop with production crews and enjoyed acting as a trouble shooter. Fred facilitated meetings at Shingle Filer conferences and his efforts were

very much appreciated. He was a beloved character who was extremely diligent with his work. His detailed reports about cut-out, weights, packing, exposure and grades are unmatched. Fred followed up his analysis with recommendations for the membership, a practice that still continues today with the Cedar Shake and Shingle Bureau's in house Cedar Quality Auditor. Fred managed an inspection service comprised of six inspectors who oversaw 200 member mills. The subject of the most famous photo in the association archives, Fred wore out 22 cars and travelled over a million miles for his job. He retired in 1961 after 63 years in the industry. Fred passed away in 1965 at the age of 86.



# *Lifetime Achievement Award Recipient*



**Kirk Nagy**

In 1985, Kirk Nagy, a young Chartered Accountant, started work in the cedar shake and shingle industry. His input and financial advice steered Waldun Forest Products Partnership through some early challenges, including a serious mill fire. Over the years, Kirk would become an active partner in the firm alongside Wynn Walker, Alec Clark, Ross Holmes and Curtis Walker. He developed more sophisticated promotional methods for the company as his role expanded to include sales and marketing. At the height of the market, the mill ran 15 machines on two shifts, 30 machine shifts a day, for years.

Kirk served as Chairman of the Cedar Shake and Shingle Bureau from 1997-1999 and served for over a decade on the Board of Directors.

His help was invaluable as the association needed a firm hand at the helm during some trying years. Due to Kirk's efforts, the budgets were revamped, sound management practices implemented and staff given a much clearer focus. He also championed quality control improvements which ultimately resulted in significantly improved quality control contracts, the Cedar Quality Auditor position as well as member adherence to grading rules. Kirk has shown unwavering commitment to the ethics and quality of the Certi-label™ brand. He is particularly proud of the fact that many of Waldun Forest Products Partnership's employees have 20-30 year track records with the company. He currently resides in British Columbia with his family.



# *Lifetime Achievement Award Recipient*



**Marty Obando**

Marty began his career in the cedar shake and shingle industry in 1953. His first job was sweeping out the mill floor and loading boxcars at the Huntingdon Shingle Mill in Springfield, OR. He was a union journeyman roofer in 1956 and was tested for and then received his California Roofing Contractors License in 1961. Marty secured a job at the Cedar Shake and Shingle Bureau in 1967 as District Manager and has been involved with the organization ever since. He is also an officer in the merchant marine/master mariner, a Buddhism student, hypnotist and deep sea diver. Other Cedar Shake and Shingle Bureau positions Marty has held are Director of Application Specifications and Cedar Quality Auditor.

He has traveled all over the world educating eager audiences about the value of quality installations; his hands on roofing demonstrations are still requested years later. He tried to retire in 2004 but “came back because he was bored”. Marty has roofed dozens of movie stars’ homes in Hollywood, military installations in Hawaii plus numerous structures in Egypt, Israel and the Caribbean. Known as the speed nailing expert on the Cedar Shake and Shingle Bureau’s installation video, Marty also developed the first technical specification for geodesic domes. He is the expert who helped revamp the roofing and sidewall manuals in the early 2000s, and is the person to contact with the toughest installation questions. In 2015, Marty continues to work as an independent roofing consultant and resides in Utah.



# *Lifetime Achievement Award Recipient*



**Virgil Peterson**

Virgil Peterson graduated from the University of Washington with a Degree in Journalism. He worked for the Boeing Company's public relations department before World War II. While going to university, Virgil helped his Dad out at the family shingle mill. In 1939, Virgil applied for a District Manager position at the Cedar Shake and Shingle Bureau and was interviewed by then Manager William Woodbridge. After many years with the association, Virgil accepted the promotion to Secretary-Manager in 1953, a position he held and cherished for 33 years. Peterson continued the good work of his predecessor Woodbridge; the Shingle Weaver newsletters and reports to members were regular, informative and witty. He was gifted in relating current events to the industry's needs, as

well as explaining marketing strategies to members with a kind smile. He was also renowned for his astute teachings on "codesmanship" in the building code arena.

A large retirement party was held for Virgil in 1986. His friends and colleagues presented him with a golden froe plus a large scrapbook, complete with hand carved cedar wood cover, filled with greetings and memories. President Reagan and Prime Minister Mulroney were among the many people who sent congratulatory letters. Virgil passed away in 2009.



# *Lifetime Achievement Award Recipient*



**Darrell Trask**

Darrell Trask began working in the forest products industry in 1949, acting as a livestock gate guard on his family farm that was having some trees logged. Some of his early industry jobs were modernizing a lumber company's invoice system and working with the Interstate Commerce Commission about non-allocated boxcars to the industry. In 1971, Darrell went to work for International Paper and often sold several truckloads/carloads of product a day. In 1973 Trask started up a wholesale company, "Blue Mountain Log Sales Ltd." at The Clarke Group, then a Cedar Shake and Shingle Bureau member that shipped over 130,000 squares in one month.

He served on the Board of Directors for many years and was known as "Cash Man" during the Federal Government funding era. Darrell earned this name by ensuring, as Treasurer, that the association always had enough funds to match the funding coming in from the government. Over his career, he served on every committee and held all officer positions, including that of Chairman. Darrell then moved on to a successful 17 years with the family-owned Watkins Sawmills Ltd. One of the industry's longest serving volunteers, Darrell was responsible for initiating the annual Crowning Touch Golf Tournament, a much loved event that was part of the Annual General Meeting for about 26 years. Darrell retired in 2008 and currently lives in British Columbia with his wife.





# *Lifetime Achievement Award Recipient*



**Leonard Watkins, Sr.**

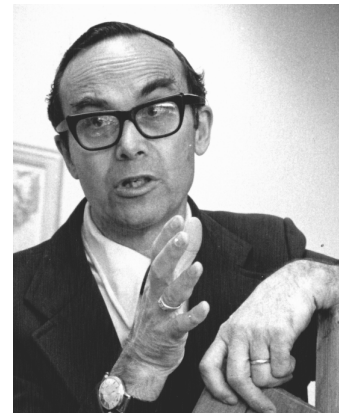
The Watkins Family has been involved in the industry and the Cedar Shake and Shingle Bureau since the early 1960s. In 1971-1978, Leonard Watkins Sr. expanded the family mill by adding more production lines, a second cut-off deck and a dry kiln. During this period, Leonard also became very involved with the organization, serving on the Board of Directors from 1976-1992. Of particular note was Leonard's work in the 1980s with the large promotional budget and resultant product research efforts. Leonard was on the Executive Committee which oversaw the complex administration of the large multi-million dollar Canadian funding program. He also participated on the Grades and Research &

Development Committees. These committees were heavily involved with developing installation guidelines and testing Certi-label™ cedar shakes and shingles.

Leonard showed his industry dedication by travelling to many parts of the United States promoting the Cedar Shake and Shingle Bureau name and its members' Certi-label™ products. Leonard passed away in 2012. Today, his son Ed and grandchildren keep his legacy alive through the fourth generation family business.



# *Lifetime Achievement Award Recipient*



**Frank Welch**

In 1962, advertising Account Executive Frank Welch began working on the Red Cedar Shingle Bureau's campaign. Welch worked for the Fredrick E. Baker Advertising Agency. His relationship with the trade association continued when he became Senior Vice President and principal at the Ayer/Baker agency. Welch was an expert with ads, messaging and pitching products. Welch worked on a series of black and white ads for the architectural community, placed in publications such as A.I.A. Journal and Architectural Record. He also produced a cleverly-designed tabbed folder for architects, filled with design and product selection details. He worked on the Mallet & Froe newsletter, a popular piece that reached multiple interest groups by the thousands.

In 1977, Welch was hired by the association as Advertising Manager. He opened an in-house advertising agency called CedarCrest Advertising which he would direct for 12 years. He was particularly proud of developing the Architectural Awards program that began in 1973 under his guidance; the program was widely recognized and yielded hundreds of entries from around the world. Welch retired in 1989, honored at the Cedar Shake and Shingle Bureau's annual general meeting luncheon for his 27 years of service to the cedar shake and shingle industry.

In his retirement, Frank enjoyed, among many things, world travel, family, history and Maui. He passed away in 2005.



# *Lifetime Achievement Award Recipient*



**William Woodbridge**

In 1934, William Woodbridge was hired by the Cedar Shake and Shingle Bureau as Secretary-Manager. Woodbridge was a prolific writer, his prior career being spent in public relations and writing stage plays. Woodbridge coined the Certigrade® brand name. He traveled across the United States via train, spending much time in Washington, D.C. lobbying government representatives during World War II. He put the Cedar Shake and Shingle Bureau's (known then as the "Red Cedar Shingle Bureau") promotional budget to excellent use. He was responsible for writing the script and arranging the production of one of Hollywood's first industrial talkies, "The Home of the Wooden Soldiers" starring famous actors Charlie Murray and Lila Lee. Woodbridge

also developed the highly successful Annabelle the Certigrade® Cow agricultural campaign as well as dealer advertising. He also lobbied the War Production Board for sufficient bandstick metal during wartime shortages.

Of particular note was Woodbridge's steadfast desire to record the history of the organization, as seen in his detailed annual reports. Over the years he led a strong field representative team that produced stellar marketing results. He trained his successor Virgil Peterson and both men worked on numerous successful projects together. Woodbridge managed the organization until 1953 when he was forced to retire due to ill health. He passed away in 1956.



# *Lifetime Achievement Award Recipient*



**Patty Wood-Shields**

Patty Wood-Shields began her career in the cedar shake and shingle industry in November 1976 as Assistant Bookkeeper. Throughout her time at the Cedar Shake and Shingle Bureau she played a key role in office computerization, codes and standards writing, product testing and authoring quality control manuals. From 1988-1992 she held key responsibilities for management of the multi-million dollar Canadian federal funding program. She was also well known for caring about her staff and went the extra mile to ensure her field team and mill inspectors had the resources and support they needed. Many staff became lifelong friends.

In 1992 she was Elected Vice-Chair of the Canadian Standards Association Technical Committee and Chairperson of the Sub-Committee for the cedar shake and shingle

standard. In 1993, Patty served as Chair of the Roof Consultants Institute ("RCI") Building Codes and Standards Committee, developed a Building Code Manual and received RCI's President's Award in 1997. She also served on the Southern Building Code Congress International ("SBCCI") committees.

In 1989 Patty represented the Cedar Shake and Shingle Bureau working with other associations to form the Roofing Industry Committee on Weather Issues, Inc. (RICOWI). RICOWI elected her as its Secretary in 1990 and she continued to represent the Cedar Shake and Shingle Bureau until 1993 when she moved to Atlanta. RICOWI then hired Patty full time as its Executive Director and she continued in that position until she retired in 2009. Today, Patty lives in Georgia with her husband and enjoys family, friends, gardening, travel and family history.



# *Our Lasting Tribute to our Lifetime Achievement Award Recipients*



The Cedar Shake and Shingle Bureau is currently working with the District of Mission, British Columbia, to arrange a cedar tree planting ceremony and recognition plaque in honor of our Lifetime Achievement Award recipients.

More information will follow in the Fall of 2015.



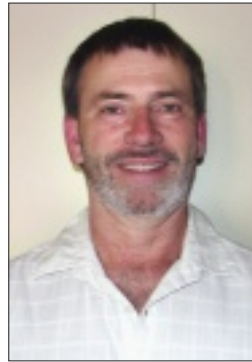
# *2015 Board of Directors*



Kent Gibson  
CSSB Chairman  
S & K Cedar Products Ltd.



Ed Watkins  
CSSB Vice Chairman  
The Watkins Group



Terry Kost  
CSSB Secretary/Treasurer  
Best Shingle Sales, Inc.



Len Taylor III\*  
CSSB Past Chairman  
Taylor Forest Products,  
Incorporated.



Scott Anderson\*  
Anderson Shake &  
Shingle Mill Inc.



Tom Haynia  
Cedar Design Inc.



Aron Kurlander  
Capital Forest Products Inc.



Brooke Meeker\*  
Anbrook Industries Ltd.



Andy Oakes  
Capital Construction LLC.



Jim Tuffin\*  
Riverhead Building  
Supply Corp.



Curtis Walker  
The Waldun Group



Terry Wiens  
Serpentine Cedar Ltd.

\*has also served as Chairman

## *2015 Management Team*



Lynne Christensen MBA, CAE  
Director of Operations



Barbara Enns CGA  
Lead Accountant



Clay Walker  
Cedar Quality Auditor



Tony Bonura  
District Manager, Northeast



Tony Hyatt  
District Manager, Northern Midwest



Peter Parmenter  
District Manager, Southeast

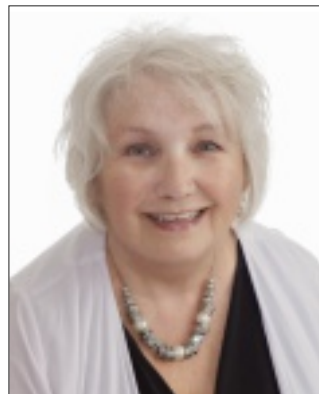
## *2015 Office Staff Team*



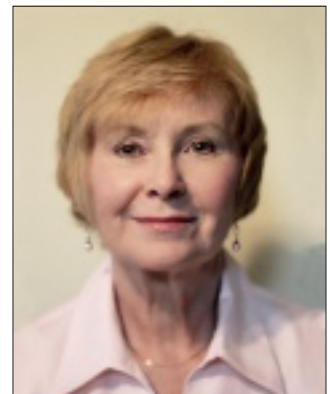
Sharron Beauregard  
Project Coordinator



Michelle Foucher  
Administrative Assistant



Kathy Milne  
Member Services Coordinator



Christine Inglis  
Customer Service  
Representative

*Thank you for being part of our special event*

To our Members, Directors, Volunteers, Sponsors, Staff, Management, Vendors, Buyers, Supporters, Certi-label™ and enthusiasts around the globe.

## 25th Anniversary



CSSB Field Representatives in 1940, a subdued event due to World War II.

## 50th Anniversary



Stu Ferguson, President, Virgil Peterson, Manager, and Harry Abney, District Manager, cut the cake in 1965.

## 75th Anniversary



Patty Wood-Shields, Vice President, with Medal of Honor recipient Lee Olwell, CSSB Attorney for 56 years.

## 100th Anniversary

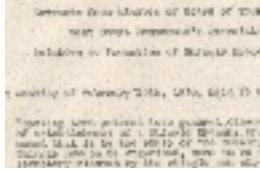
### REMINDER:

Look for the bonus issue newsletter coming out this fall with pictures from our marvellous 100th event!



# Our Historical Timeline

## 1910s



Minutes from **1915** - the year our organization was founded.

## 1920s

**1923** Chief Inspector Fred J. Monte, who retired some 40 years later in 1961, is shown "checking the stock" at a mill in Kenmore, WA resulting in our most famous archival photo.



**1920s** A strong field team is hired and this practice continues today.

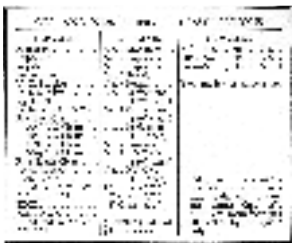
## 1930s

Arthur Bevan, an Early Manager, implemented the first US Department of Commerce product standard in 1931 achieved via government lobbying and industry support.



**1935** Manager William Woodbridge coins the brand "Certigrade", thus starting a family of trademarks still heavily in use today.

**1935** "The Home of the Wooden Soldiers" is written by William Woodbridge and Hollywood writers. Film is one of the first industrial talkies ever made and stars Charlie Murray and Lila Lee, two famous actors.



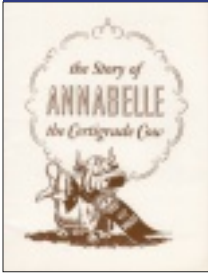
**1935** An Act of Congress was needed in the mid 1930's to permit association use of a collective trademark.

**1936** Receiving the first FHA commitment ever issued, the Certigrade Home was built in Arlington, VA, and dedicated with much fanfare. A small model was displayed before the U.S. Senate by Senator Homer T. Bone.



**1936** Grace Jones serves as Manager of Inspection Services and Statistics, the association's first female manager.

## 1930s



In 1939, cedar shingles were not a government restricted product. Manager Woodbridge seized the opportunity and created Annabelle the Certigrade® Cow, a wildly successful agricultural advertising campaign. A cedar shingle shortage results.

## 1940s

**1940** A proclamation by Washington State Governor Clarence D. Martin, shown at left with Cedar Bureau President Robert M. Ingram, kicked off a mammoth National Over-roofing Month promotion by the association.



During World War II, Manager Woodbridge travelled across the US to Washington DC, to lobby the War Production Board and secured sufficient metal for product bundles' bandsticks.

## 1950s

**1950** The Red Cedar Shingle Bureau develops a reputation for outstanding ad design.



**1953** Management torch passes from William Woodbridge (left) to Virgil Peterson (right).

**1956** The new Certi-Split® shake label is examined by Cedar Bureau President R. D. Mackie (right), Hand-Split Red Cedar Shake Association President A.B. Ferguson (center) and Cedar Bureau Manager Virgil G. Peterson.



## 1960s



Virgil Peterson, Manager, educates and protects markets with his special expertise with Building Code Lobbying and "Codesmanship".



## 1960s



**1963** Thousands of Easterners were exposed to the beauty of shake roofing for the first time at the Red Cedar Shingle and Handsplit Shake Bureau-sponsored "House of Good Taste" which was a feature of New York World's Fair.

## 1970s

**1970** Past President Paul R. Smith was honored for his "lifetime of service to the organization".



Frank Welch, Advertising Manager, opens in house CedarCrest advertising agency. Welch's Architectural Awards program is hugely successful and continues for many years.

## 1980s

Certi-label™ cedar shakes and shingles are the tract home builders' product of choice.



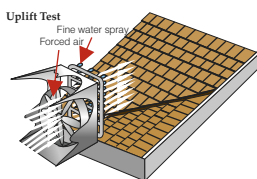
**1988** Organization's name officially changed to "Cedar Shake and Shingle Bureau".

**1988-1992** Multi-million dollar matching funding program received from Canadian Government. Massive promotional campaign results.



**1989** Vice President Patty Wood-Shields is co-founder of RICOWI (Roofing Industry Committee on Weather Issues, Inc.) which investigates wind and hailstorm damage.

## 1990s



**1990s** Research and Development Committee investigates fastener strength, treated products, installation methods and wind uplift testing.

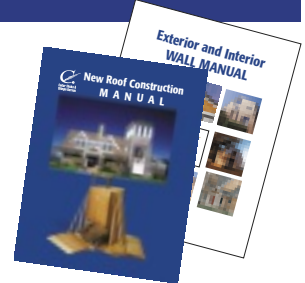
## 1990s



**1998** District Manager team reorganized and given more authority to do the job. Results are excellent. Shown at left are District Managers Homer Earll and Tom Seely.

## 2000s

Literature library is completely revamped. Educational seminar programs are developed by District Managers and Consultant Team for architect, government and insurance industries.



In **2005**, Director of Operations, Lynne Christensen, and District Manager, Peter Parmenter, deploy to Hurricane Katrina area for structural damage investigation.

**2006** Cedar Quality Auditor hired as second layer of quality control.



**2009** Board of Directors modernizes association with investments in current computers, website redesign, e-ads, installation videos, social media and more.

## 2010s

**2011** Association gets involved with Cool Roof Rating Council and continues to work with RICOWI, Inc. for critical building code issues.

**Proud member  
of RICOWI  
and CRRC**



**2014** Lost Hollywood film discovered in back of office safe and donated to Academy Film Archives. "The Home of the Wooden Soldiers" is saved along with 100 years of precious archives. Later this year the Cedar Shake and Shingle Bureau's history book is published.



### ***Photo Credits***

Source (all images unless otherwise noted): CSSB Archives.

Director of Operations' Welcome Message –  
Lieutenant Colonel Warden on horseback.

Courtesy: City of Vancouver Archives.

Item number: Port N246.

Photo: Major James Skitt Matthews. Major Matthews Collection.

Jack MacMillan photo – Courtesy of The MacMillan Family

Clayton B. Meeker and Townsend "Toke" Meeker photos – Courtesy of The Meeker Family



*Production of this dinner program was  
made possible with the generous support of:*



Forestry Innovation Investment Ltd.



Capital Forest Products Inc.



Lane Powell PC



Wolf Wenzel Graphics



Mid-State Lumber Corp.



Allegra Design, Print, Marketing



Two vintage ads plus the famous Timeless Beauty brochure

