



# SEMINARS WORK

Education is a powerful asset to any business. Members: Ensure you harness education's full advantage at your company. Your employees need to be aware of the latest product types, trends and installation requirements.

Numerous professional organizations also require members to stay abreast of current trends by taking a certain number of learning unit courses per year to maintain their certification, credentialing or license. The CSSB offers three courses that provide American Institute of Architects learning unit credit (some other organizations also permit credits for their own programs – check with the respective organization for confirmation):

- “Western Red Cedar and Yellow Cedar Shakes & Shingles. Identification, Application and Benefits.”
- “Finishes/Coatings: Recommendations for Western Red Cedar and Yellow Cedar Shakes & Shingles.”
- “Grading & Inspection Seminar” (our newest seminar)



These courses involve a classroom lecture, PowerPoint presentation, sample products and ample opportunity for questions. Facilitators are experienced CSSB Managers, all of whom have worked in the industry for many years and are well versed in product description and function. They all have knowledge of manufacturing and grading rules and have toured numerous production facilities. Provided to audiences of 4-200 people, they consistently turn in 90-95% attendee satisfaction results based on surveys received.

With comments such as “excellent information presentation” and “the best seminar I have attended yet”, the CSSB is proud of the seminar work done. Both residential and commercial design is covered, and sharing the facts about our quality cedar shake and shingle products is critical to marketplace acceptance. The CSSB speaks to a wide range of audiences, including architects, builders, roofing contractors, building code officials, retail & wholesale distributors, brokers, city managers, designers and more.

The colder months provide the best times for scheduling seminars, as people are not out on job sites so frequently. Seminars provide a great opportunity to educate your staff and customers with the facts, getting them ready for the busy building season ahead. The CSSB will speak in remote and urban areas all over North America and is versatile, providing seminars in ballrooms, classrooms, high rise buildings, yard trailers, restaurants, diners and showrooms. Members – give your business the information advantage and request a seminar today!

## Your seminar leaders



Tony Bonura  
District Manager, Northeast



Tony Hyatt  
District Manager, Northern Midwest



Peter Parmenter  
District Manager, Southeast



Clay Walker  
Cedar Quality Auditor

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## EDITOR'S MESSAGE



Welcome to Certi-Scene™! This is our last issue of 2016 and it's jam-packed with Certi-label™ news for our loyal members and readers. As the cover story shows, our District Managers have been working extremely hard on seminar provision and arranging more for 2017. We've detailed out some of the highlights and, of course, if you'd like to book your own seminar please feel free to give any of our District Managers a call.

Inside this holiday issue you'll find exciting updates from our District Manager team, a Certi-label™ benefit review as well as our unique Member Profile and At the Mill pages. Mentor's Corner continues to provide effective information about the industry and how it works. Also in this issue we take a look at the opulence of Newport Rhode Island's "summer cottages" of the Gilded Age, mansions that will simply take your breath away, all within this popular cedar shake and shingle market.

We're busy working on four different film scripts right now. In 2017 you will see two new looping videos debut for retail yard customers plus a revamp of the longer roof installation video. We're also filming a new Grading and Inspection video. Also on deck are more case studies; these project histories have proven immensely popular with architects, specifiers and homeowners who are planning their next project.

The holidays are a great time of year to celebrate with family and friends. It's a time to retell family stories and ensure the little ones are engaged with the magic of the season. Be sure to donate to your local food bank, wish tree or toy run to help those less fortunate enjoy some warmth and cheer as well.

Best Wishes to You and Yours,

Lynne Christensen, MBA, CAE  
Director of Operations



## 2017 Trade Shows: CSSB Exhibits

National Assoc. Home Bldrs. (NAHB)	Orlando, FL	Jan. 10 – 12, 2017
Chicago Roofing Contractors Assn. (CRCA)	Chicago, IL	Jan. 19 & 20, 2017
Lake County Home Improvement Expo	Grayslake, IL	Jan. 21 & 22, 2017
Minneapolis Home & Remodeling Show	Minneapolis, MN	Jan. 27 – 29, 2017
Int'l Roofing Expo (IRE)	Las Vegas, NV	March 1 – 3, 2017
IDEAS Show	Valley Forge, PA	March 1, 2017
JLC Live Northeast	Providence, RI	March 24 & 25, 2017

## New QC Policies from October 2016 Board of Directors Meeting:

- All Member Manufacturers are currently being transitioned to a pallet release tag program at their mills. Inspectors and the CSSB's Cedar Quality Auditor are making in person visits to all of our member mills to help implement this additional quality control component.
- Certi-Ridge® Manufacturers are transitioning to using Type 316 fasteners on their ridge material. Type 316 is the most durable fastener the CSSB is aware of in the market. Member Services Coordinator Kathy Milne has personally called each ridge manufacturer to discuss this change.

New Painting Services policy is as follows:

**PAINTING SERVICES ONLY (FOR CARTONED, WEDGED & BUNDLED PRODUCT)**

Painting-only for R&R products is allowable, on member stock only when ALL of the following conditions are met:

- Feeder stock must be re-graded by the person feeding the machine AND the packer at the end of the production line.
- All repackaged material must be available for inspection AND must meet grade requirements.
- All repacked product must be labeled with the mill label used by the mill painting the product. The CSSB allows repackaging of member product back in original carton so long as a custom painting services sticker is affixed to the carton.
- All product altering (re-grading etc.) must be done at the mill painting the product.
- Any new procedure MUST be brought to the inspection services' attention and is pending CSSB Board of Directors' approval BEFORE the new procedure can begin. The inspection agency will make a judgement call as to whether to immediately inspect the product.
- Members cannot offer painting services for non-member stock.

### Next Board of Directors Meeting

**January 30, 2017**

**Abbotsford, BC (Hotel TBA)**

Please advise Kathy Milne at the CSSB office if you will be attending so we can properly arrange for seating and catering. Thank you.



# DM REPORTS



## Tony Bonura (Northeast)

Tony has noticed that building code involvement is really starting to pay off; three code officials recently contacted the CSSB office to confirm fastener and underlayment specifications in the CSSB Roof Manual and the IRC; these three code officials halted the installation and ordered a tear off of cedar on three different roofs due to inferior fasteners, shingles being installed over an ice-dam barrier and incorrect underlayment. The biggest positive for this season was a consumer who just re-roofed/re-sided his private residence with Certi-label™ products after his contractor tried to talk him out of “wood shingles”, telling him “...they’d look awful in a year or two due to proximity to water...” (really?). After speaking to the CSSB, the homeowner received the knowledge and advice to go with cedar shingles, he commented that the CSSB is knowledgeable and generous with its time. At this time of year things start to slow down and Tony has been busy planning 2017 trade shows and giving 2016 fall/winter educational seminars. If you are interested in hosting your own seminar or helping out at a trade show please contact Tony for more information.

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## Tony Hyatt (Northern Midwest)

Tony has had positive feedback on the new AIA-approved seminar: Grading & Inspection. After hosting a seminar for a non-member, a container of non-member Number 1 grade shingles is being returned from overseas due to about 50% of the product being flat grain. Furthermore, this non-member is now an Affiliate member! Tony and Clay Walker, CSSB Cedar Quality Auditor, have hosted four Grading & Inspection lunch and learn seminars so far this past fall in Oregon and Missouri. It is becoming a highly sought after educational seminar and a great add on to existing CSSB AIA-approved seminars. Tony was in Hawaii this past fall to educate members and non-members, hosting eight seminars in two weeks. He also attended a networking function where he met with architects and answered questions about cedar roof installation techniques. Some of the comments received during this trip: “Extremely informative, we have a newfound understanding of product to help sell it”, “Speaker was very knowledgeable, so much information I wasn't aware of”.

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## WANTED

FOR EXTREME CERTI-LABEL™ PROMOTION



**Michelle Foucher**  
Administrative Assistant

**Location:** Abbotsford, BC

**Territory covered:** North America, UK

**Hobbies:** My kids, spending time outdoors, reading

**Favorite vacation spot:** Shuswap Lake

**Biggest success:** Raising four amazing, now adult, kids

**Most popular question at the Cedar Bureau:** Is my check ready??

**Building products industry background:** I previously worked in disaster restoration and fireplace installation.



## Peter Parmenter (Southeast)

Peter continues to receive inquiries IN ADVANCE of the job beginning, from architects, homeowners and consultants, all looking for information about specifying Certi-label™ treated shakes & shingles as well as grades and best installation practices. Note that these are key people the CSSB needs to reach. Members are grateful for the prompt and accurate information they receive from both District Managers and Office Staff when their customers have technical questions. Off grade, non-member material is encroaching into spots in Georgia, and Peter is working with code officials and homeowner associations to rectify this situation. After 'stormchasers' had sold four homeowners manmade synthetic roofs, Peter was able to keep three of these homeowners using Certi-label™ products.

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# MARKETPLACE PROFILE:

## Newport, Rhode Island



**Known for:** A seaside city. Summer resort. Newport Mansions referred to as “summer cottages”. Salve Regina University. Naval Station Newport. A major 18th-century port city. Oldest part of town known as “The Point”. History of tall ships and tall ship racing. Major center of piracy during the late 17th and early 18th century. U.S. Naval War College. Newport Jazz Festival. Sunset Music Festival. Newport Folk Festival. Museum of Yachting. Newport International Film Festival. Brenton Point Kite Festival. Newport International Boat Show. Citizens Bank Pell Bridge Run. Newport Cliff Walk. First official Bicycle Friendly Community in the State of Rhode Island.

**Places and People:** Taylor Swift (singer). Seth MacFarlane (television producer). Debra Messing (actor). James Woods (actor). Conan O'Brien (television personality). Gilded Age Mansions. Congregation Jeshuat Israel, is the second oldest Jewish congregation in the United States. In 1663 Benedict Arnold was elected the first Newport Governor. William Ellery, one of the signers of the Declaration of Independence.

**Why Certi-label™:** Newport has been and still is today, a very affluent city. The mansions built there were built by industrialists and bankers who demanded the highest quality in their homes. Everything was built out of the best materials so Certi-label™ products were obvious choices for their roofing and sidewall materials.



**Interesting Facts:** Founded in 1639. City has a total area of 11.4 square miles. As of 2013, there were 24,027 people residing in the city. Newport Country Club was one of the five founding clubs of the United States Golf Association. White Horse Tavern considered one of the oldest surviving taverns in the U.S. The Newport Bridge is the longest suspension bridge in New England.

Sources: [https://en.wikipedia.org/wiki/Newport,\\_Rhode\\_Island](https://en.wikipedia.org/wiki/Newport,_Rhode_Island), pages 1-9, Peter Parmenter.



## Welcome NEW MEMBERS!

**Affiliates:**

Wholesaler – Sherwood Lumber, Islandia, NY

Subsidiary – Sherwood Lumber, Lake Oswego, OR

**Member Contractor/Installer**

Anchor Roofing & Exteriors, Woodbury, MN

Streamline Roofing Services LLC, Fairfield, CT



# Importance of the Certi-label™

## Every bundle. Every day. Everlasting quality.



In 1921, Chief Inspector Fred Monte was already hard at work for the association. It's rare to find another association with members having a 101 year commitment to quality, using such a stringent inspection program: third party inspectors, Cedar Quality Auditor and member staff.



**THESE LABELS  
SET OFFICIAL  
STANDARDS.**



**THESE LABELS  
ARE A NATURAL  
ATTRACTION.**



**THESE LABELS  
HELP YOU BUILD  
A GREAT  
REPUTATION.**



Big, bold and true. These late 1980s-1990s headlines say it all.

All photos source: CSSB Archives.

**QUALITY**

**CERTIGRADE**  
Real Cedar  
**SHINGLES**  
ON ALL GRADES

**YOU CAN COUNT ON**

**CERTIGRADE**  
CEDAR SHAKES  
**NUMBER 1 GRADE**

These labels of quality — CERTIGRADE for cedar shingles, CERTIGRADE for cedar shakes — identify the products of members with the Red Cedar Shingle Bureau. Only members who meet the quality grading standards can obtain these labels, which certify that the shingles or shakes to which they are being applied are insured by the Red Cedar Shingle Bureau.

**RED CEDAR SHINGLE BUREAU**  
215 SPRING STREET  
HANDSPLET, N. H.

Approved by the U.S. Forest Service, September 1933

In 1955 the CSSB said what members knew, and continue today: Reliable Quality=Certi-label™ cedar shakes and shingles



Quality Craftsmanship  
Ask for cedar. Demand the Certi-label™.



Visit us online for additional resources, technical assistance and much more.  
WEB: [www.cedarbureau.org](http://www.cedarbureau.org) | PHONE: 604-820-7700 | EMAIL: [info@cedarbureau.com](mailto:info@cedarbureau.com)

CERTI: Ted Knappe Co., Inc. Lower photos from left to right: Photographer: Mario Novak, Architect: Bob Ortmann, Zwick & Ortmann Architects, P.C., Builder: Telemark Inc. | Olson Photography, LLC | RM Mulligan Co., Inc.

Marketplace recognition is strong in 2016 and in the future because our members work hard to support a common cause: QUALITY.



# MEMBER PROFILE:

## Waldun Forest Products Partnership

Maple Ridge, British Columbia, Canada (submitted by Curtis Walker)



L to R: Kirk Nagy, Curtis Walker and Ross Holmes inspecting logs.

1. **When was your company founded?**

1974, founded by Wynn Walker and Dave Duncan.

2. **How many people work at your firm?**

185 people are employed by our firm.

3. **Who owns your firm?**

Kirk Nagy and Curtis Walker are the majority shareholders and Ross Holmes is a minority shareholder.

4. **What does your company do (products made, services offered)?**

Our company manufactures Certi-Split® Handsplit and Resawn plus Certi-Sawn® Tapersawn shakes in Premium, Number One and Standard Grades. We also produce Certigrade® shingles in 16, 18 and 24 inch lengths, in Number One through Number Four grades. More specialty items we are known for include one inch butt thickness Certi-Sawn® Tapersaws, one and a quarter inch Certi-Split® Jumbo Shakes, and 100% 2-Pack Products available to meet our customers' needs. Our company is the first cedar shake and shingle mill "Safe Certified" by the BC Forest Safety Council.

**Stave Lake Cedar Mills (1992) Inc. ("Stave Lake")**

Our sidewall division, Stave Lake, manufactures a vast array of R&R sidewall shingle products. Stave Lake is part of The Waldun Group and has been serving customers since 1939. In addition to rebutting and rejoined sidewall shingles, Stave Lake also produces a one coat oil semi-transparent or semi-solid pre-stain. Stave Lake can match any request or any color a customer requires; it also built a custom machine to produce a two or three coat finished shingle. The full finished product is first primed with a high quality oil primer, racked, then kiln dried. Next the shingle is finished with any color by spraying on the latex finished coat(s). This procedure offers the highest quality, fully finished shingle that is unmatched by any other process in the industry. This oil-based primer, finished with an evenly-sprayed top coat, gives the industry a fully finished product backed by a 15-25 year warranty.

5. **What is the most unusual project your company's ever worked on?**

In 2012, Waldun Forest Products Partnership's customized products were used to restore Philadelphia's Independence Hall, one of the most significant historical sites in North America. We recently provided Waldun cedar shakes and shingles for Congress Hall and Old City Hall at Independence Mall. With help from Mark Carroll of Capital Forest Products, Inc., we also just finished



Curtis Walker and Mark Carroll standing on The West wing looking onto Independence Hall. Every building in the restoration used Waldun premium products.

re-roofing Edger Alan Poe's house as part of this exciting project. Having used Waldun products for the cedar roofing at Independence Hall 5 years ago, The

National Park Service again specified Waldun products for the remainder of this significant American Landmark.

6. **What are your future goals?**

At Waldun's we will continue to care for our employees and maintain our business quality and integrity. Top quality products are at the heart of our operations and we strive to meet that goal each day.

7. **What does the Certi-label™ brand mean to you?**

The Certi-label™ is the industry's true measure of quality, representing producers who have committed their entire operations to a brand that unites dedicated industry participants. Waldun's has been a proud member of the CSSB since 1974 and will continue to help promote and protect the Certi-label™ brand with passion and veracity. Our team of knowledgeable

employees will make this happen!



Partners Curtis Walker and Kirk Nagy in Waldun Forest Products Partnership's yard.

All photos courtesy Curtis Walker.



# AT THE MILL



And so the lesson continued for the new mill worker who, on that cold, snowy day, learned why a product label meant so much, to so many. Dedicated members earned the right to proudly display the Certi-label™ on their product bundles, and they continue to earn that right with proper quality control practices at their mills.



**Merry Christmas and Happy Holidays to you and yours**  
From the Cedar Shake and Shingle Bureau!





# MENTOR'S CORNER



## BOOM BOATS

Maneuvering logs towards the log slip (metal chute with chain) that pulls logs up to the mill saw floor is a tricky job. In the early days of the shake and shingle industry, workers had to step over floating logs and push the right ones in correct sequence towards the mill.

Aron Kurlander

Enter the Boom Boat. Tiny compared to most water craft, their operators, called Boom Men, rely upon this small, hardy water craft to sort logs and arrange them for the mill. Highly agile, it's quite a sight to watch Boom Boats spin and bob in the water. The Boom Man's job is to open the log booms (see last issue of Certi-Scene™ for this definition and photo example).

Logs generally come in bundles within the booms. The head Boom Man is also responsible for safely collecting and inventorying the following:

1. Bundle wires (hold bundles of logs together, are recycled);
2. Swifter cables (hold the log boom together, one boom stick to another, are reused);



Boom Man operating a Boom Boat. Photo courtesy Curtis Walker.

3. Boom sticks (form a perimeter frame around the boom to contain the bundles, are reused); and
4. Boom chains (hold the ends of the boom sticks together, are reused).

Today, Boom Boats form an integral part of shake and shingle mills' log processing methods. Piloted by the experienced Boom Man, these hardy vessels work through rain, snow, sleet and sun to ensure their colleagues have a steady supply of Mother Nature's best fiber.





**Lynne Christensen MBA, CAE**  
Director of Operations



**Barbara Enns, CPA, CGA**  
Lead Accountant



**Clay Walker**  
Cedar Quality Auditor



**Tony Bonura**  
District Manager, Northeast

**Holiday Wishes from your CSSB Team!**



**Tony Hyatt**  
District Manager, Northern Midwest



**Peter Parmenter**  
District Manager, Southeast



**Kathy Milne**  
Member Services Coordinator



**Michelle Foucher**  
Administrative Assistant



**Christine Inglis**  
Customer Service Representative



Thank you for your commitment to the Certi-label™ brand!

**Contact us for more information**



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