



AGM EXCITEMENT GROWS



The CSSB looks forward to welcoming its members and guests to Whistler in September 2015!

Left to right: Kathy Milne, Membership Services Coordinator; Michelle Foucher, Administrative Assistant; and Christine Inglis, Customer Service Representative.

Photo courtesy: Lynne Christensen

Plan for September 10 – 12, 2015 in Whistler, British Columbia

Members, now is the time to confirm your plans to attend the Cedar Shake and Shingle Bureau's 100th Anniversary Event. Combined with our Annual General Meeting, it's definitely not to be missed. Held in beautiful Whistler, British Columbia, Canada, it will provide excellent networking opportunities with multiple buyers. The CSSB is partnering with BC Wood Specialties Group this year and will be in Whistler during the Global Buyers Mission – an annual event that brings in hundreds of buyers from around the globe. Take this valuable opportunity to meet with your colleagues and make new sales contacts by attending this exciting schedule of events. CSSB event registration forms are enclosed with this newsletter: sign up today as events are sure to be quite popular (please note that registration for the Global Buyers Mission is handled through the BC Wood Specialties Group office: 877-422-9663 or bcwood.com).



Schedule of Events

2015 Whistler, BC

September 10, 2015:

CSSB Board of Directors Meetings
and Annual General Meeting, Westin Hotel

Welcome reception for Global Buyers Mission ("GBM")

Presented by BC Wood Specialties Group
Roundhouse/Top of Mountain

September 11, 2015:

GBM Trade Show, Whistler Conference Center

GBM Golf Tournament, Whistler Golf Club

September 12, 2015:

GBM Trade Show, Whistler Conference Center

CSSB Packing Contest, Westin Hotel

CSSB Networking Gala Dinner, Westin Hotel

CONTENTS

Editor's Message	page 2
In Memoriam	page 2
CSSB AGM Event Details	page 3
New Seminar	page 4
Certi-label™: Made to Last	page 4
Packing Contest Update	page 5
Chairman's Challenge	page 6
Why Whistler	page 6
Mentor's Corner	page 6
Island Profile	page 7
Sharron Beauregard Update	page 7
Welcome New Member	page 7
Field Reports	page 8
Member Profiles	pages 9 & 10
Summer Label Orders	page 10
At the Mill	page 11
Thanks to Sponsors	page 12

EDITOR'S MESSAGE



Summer weather is now upon us and it's a relief to many after enduring some exceptionally long winter months. Our office is busy with label orders and product questions from marketplace participants – this is great news!

Welcome to our special Summer Edition Certi-Scene™ newsletter. We made this issue a bit longer than usual to accommodate all of the 2015 AGM event details for readers. Given that we're in the midst of some very exciting AGM plans, I can say this with certainty: if you're not in Whistler at our AGM event in September, 2015, then you will be missing out. We're bringing back a 100+ year old tradition with our Packing Contest. There will also be a grading and inspection seminar, as well as a fabulous networking gala dinner. This year we're partnering with BC Wood Specialties Group and its Global Buyers Mission ("GBM"); make sure you take in the GBM's Welcome Reception, Golf Tournament, Trade Show and everything else that this event has to offer! Buyers from all over the world will be there, offering excellent opportunities for your business.

Our District Managers continue to make inroads with tough marketplace challenges. These dedicated team members offer a wealth of knowledge and experience; their educational efforts regarding correct fastener and underlayment specifications are paying off. Field offices are now receiving a higher call volume of questions regarding these topics before the job is installed. Well done Tony, Peter and Tony!

Make sure you read this Certi-Scene™'s back cover where we've listed all the AGM event sponsors to date. These generous firms have stepped up to the plate and offered their assistance to make this event special. The next time you're on the phone with these firms, say thanks to them for their admirable commitment. After all, it's not every year that the CSSB celebrates its 100th Anniversary!

The registration forms you'll need for our AGM event are included with this newsletter mailing. Make sure you fill yours out and submit today. Sincere thanks, once again, to all our sponsors and see you in Whistler!

Lynne Christensen, MBA, CAE
CSSB Director of Operations
lynne@cedarbureau.com

IN MEMORIAM

Francisco "Pancho" Leiza
January 6, 1945 - April 26, 2015

The Cedar Shake and Shingle Bureau mourns the loss of Francisco "Pancho" Leiza, 70, of Clallam Bay, WA. Pancho was born on January 6, 1945 in Spain. He died of natural causes on April 26, 2015 in Clallam Bay.

A Memorial Mass was held at noon on May 9 at the St. Thomas Catholic Church, 52 Pioneer St., Clallam Bay with a BBQ-potluck immediately following the service at the Sekiu Community Hall.

The Cedar Shake and Shingle Bureau will miss Pancho. He was a dedicated member manufacturer and enthusiastic industry participant. The Cedar Shake and Shingle Bureau offers its heartfelt condolences to his family and friends.

IN MEMORIAM

John David Deskins
January 19, 1943 - April 1, 2015

The Cedar Shake and Shingle Bureau mourns the loss of John Deskins, long time cedar shake and shingle mill inspector. He was a lifetime Lebam, WA resident and died at the age of 72.

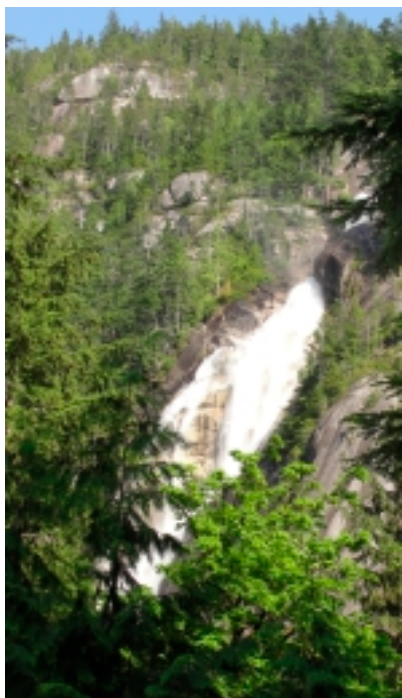
A Potluck Celebration of Life was held at 1:00 p.m. Saturday, May 2, 2015 at the Willapa United Methodist Church.

John worked as an inspector for various private companies over 50 years, the last being Intertek. He had a true love of the industry and appreciated the history and craftsmanship that went into each shake and shingle bundle.

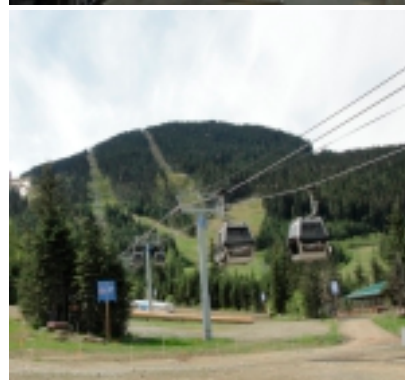
The Cedar Shake and Shingle Bureau will miss John. He was a kind man who took the time to help his industry friends. The Cedar Shake and Shingle Bureau offers its heartfelt condolences to his family and friends.



Lovely Nita Lake – A short drive from Whistler Village.



Shannon Falls showcases the stunning drive to Whistler on the Sea to Sky Highway.



Join BC Wood on a gondola ride for the fabulous welcome reception at the top of the mountain.

CSSB Event Details (open to Members and Invited Guests):

CSSB Non-Confidential Board of Directors Business Meeting: Learn about your association's current projects in the marketing, quality control, label and administration departments.

CSSB Annual General Meeting: Participate in the floor nomination/elections and proposed bylaw amendment process. This is where members hear a recap of the year's events as well as participate in open floor discussion (voting is sent to ballot if item is on agenda sent to members ahead of time).

CSSB Packing Contest: Two competitions will be held, shake and shingle, each with two heats. The best score from each heat will determine the winners. Cash and belt buckles will be awarded for first, second and third prizes in each category. The 2015 Grand Champion is the person who has the top combined score from participating in BOTH shake and shingle categories. Member Mills: send your best packers to this event – all your friends will be there. Entry is FREE and all contestants will receive a free t-shirt. Entry forms and complete rules are included in this newsletter.

Whistler 2015 Packing Contest Prizes

Contestants, you could win:

Grand Champion (winner must compete in shakes and shingles): Belt buckle and \$1,000 USD

First Place (shakes or shingles): Belt buckle and \$500 USD

Second Place (shakes or shingles): Belt buckle and \$300 USD

Third Place (shakes or shingles): Belt buckle and \$200 USD

ENTER TODAY WITH THE ENCLOSED ENTRY FORM
OR ASK YOUR INSPECTOR FOR A COPY!

CSSB Dinner Networking Gala Event: 2015 marks the Cedar Bureau's 100th Anniversary: Networking will be at its finest during this evening as you will be surrounded by key business colleagues. Enjoy a fabulous meal courtesy of the Westin Hotel while you watch the premiere of our new heritage film compilation. This also is where the CSSB will recognize its dedicated sponsors, volunteers, packing contest winners and lifetime achievement award recipients.

More events include the BC Wood trade show, golf tournament and umpteen networking opportunities during your time in Whistler. Make sure you register with the CSSB and BC Wood/Global Buyers Mission today!



After a long day of business, consider some mountain relaxation at Scandinave Spa (discount vouchers included with this newsletter).



Join BC Wood for a great day of golf on September 11, 2015.



All photos courtesy Lynne Christensen

Inaugural Grading & Inspection Seminar: Whistler 2015



On Saturday, September 12, 2015, the CSSB will showcase a brand new seminar. Attendees will learn about proper grading and inspection of cedar shakes and shingles. The instructors are Clay Walker, CSSB Cedar Quality Auditor, and Wayne Rourke, Manager/Inspector, Shake and Shingle Division, Intertek. Hands on demonstrations will be provided, showing what to look for in a bundle of product. After the seminar, head outside the Westin Hotel to watch the CSSB's exciting Packing Contest.

Lunchroom Blues?

Mill Owners: Make sure your crew also gets a chance to read this newsletter. We always have extra copies on hand here at the office. If you'd like additional copies, just let us know!



Certi-label™ Products: Made to Last

In today's world of disposable consumer goods, it's nice to know that certain products are still made to last. Marty Obando, retired CSSB Director of Application Specifications and current Roofing Consultant Member, sent us these photos of Pennsylvania's Codorus State Park. He roofed the structures in 1972 and today they're still going strong! Thanks Marty for sharing this wonderful Certi-label™ moment!

1972 - THEN



2015 - NOW



43 years later.

Photos courtesy: Marty Obando

Packing Contest Organizing Committee

The Cedar Bureau is very grateful to its members, inspectors and staff who have volunteered to serve on the Packing Contest Committee. The following is a pictorial summary of where we are to date:



The team kicked off the 2015 Packing Contest with a breakfast meeting in Mission, BC. Pictured left to right are: Curtis Walker, Waldun Forest Products Partnership, Dave Mooney, Intertek, Terry Wiens, Serpentine Cedar Ltd., Bob Friesen, Retired Shingle Weaver, Clay Walker, CSSB Cedar Quality Auditor, Christine Inglis, CSSB Customer Service Representative, Lynne Christensen, CSSB Director of Operations, Jim O'Neill, Anbrook Industries Ltd.



Jim O'Neill, Anbrook Industries Ltd., tests out the packing frame and bin.



Curtis Walker, Waldun Forest Products Partnership, discusses how best to arrange the packing frame and bin.



Clay Walker, CSSB Cedar Quality Auditor, checks coverage on a test bundle.



Committee Members held a contest practice dry run in the parking lot of the CSSB in Mission, BC. Equipment needed, product types and strapping were all big topics of discussion. From left to right: Denise Dugas, Intertek, Terry Wiens, Serpentine Cedar Ltd., Bob Friesen, Retired Shingle Weaver, Clay Walker, CSSB Cedar Quality Auditor, Jim O'Neill, Anbrook Industries Ltd., Ross Holmes, Waldun Forest Products Partnership, Wayne Rourke, Intertek, Curtis Walker, Waldun Forest Products Partnership, Michelle Foucher, CSSB Administrative Assistant.

*Also providing assistance but not pictured are Inspectors Denis Malow and Dave Mooney from Intertek.

All photos except top left, courtesy Lynne Christensen

Chairman's Challenge: 2015 Packing Contest



Kent Gibson, Partner at S&K Cedar Products Ltd. and Chairman of the CSSB Board of Directors, has issued a "Chairman's Challenge". Kent invites all fellow member mill owners to TRY and beat his score in the Packing Contest held at the Westin Hotel in Whistler on September 12, 2015.

If you think you have what it takes, there's a bold prize ribbon, free drink plus bragging rights up for grabs.

Email Michelle Foucher, CSSB Administrative Assistant, if you dare take up the Chairman's Challenge: michelle@cedarbureau.com



Top 14 Business Reasons Why Members Need to Attend Whistler 2015

1. Your customers will be there
2. Visit member mills on the same trip
3. Ask District Managers technical questions
4. Have your say at association meetings
5. Learn about current association marketing projects
6. Get informed about shake and shingle industry trends
7. Network with industry colleagues
8. Educate yourself on proper grading and inspection requirements at our hands on seminar
9. Meet your Directors
10. Obtain buyers' incentives to attend Global Buyers Mission (see bcwood.com for details)
11. Recognize Lifetime Achievement Award winners and thank them for building the industry that provides your living
12. Learn about sustainable forestry practices
13. Enhance your product knowledge to impress clients back home
14. Benefit from the high economic value of this event – nowhere else in the world can you find all this education and great networking in one place!

Your customers will attend: Architects, Builders, Roofing Contractors, Wholesalers, Retailers, Homeowners... Everyone will be there. WILL YOU?

See you in Whistler!

Mentor's Corner

© 2015		004								
CERTI-SPLIT™ NUMBER 1 GRADE Handsplit Red Cedar Shakes CEDAR SHAKE & SHINGLE BUREAU <small>THE RECOGNIZED AUTHORITY SINCE 1915 SUMAS, WASHINGTON (604) 820-7700</small>										
Quality Control Agency Logo		Building Code Standards								
Mill Quality Certification Number	Cedar Shake & Shingle Bureau Label ID Number	Product Testing Numbers								
Litho in Canada	www.cedarbureau.org	Country of Manufacture								
Mill Name	Mill Location	Mill Phone Number								
HEAVY RESAWS 24" x 3/4" (610.0 mm X 19.0 mm)										
<table border="1"> <tr> <th colspan="2">COVERAGE CHART</th> </tr> <tr> <td>100 sq. ft. (9.3 m²)</td> <td></td> </tr> <tr> <td>BUNDLES</td> <td>EXPOSURE</td> </tr> <tr> <td>5</td> <td>10" (250 mm)</td> </tr> </table>			COVERAGE CHART		100 sq. ft. (9.3 m²)		BUNDLES	EXPOSURE	5	10" (250 mm)
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100 sq. ft. (9.3 m²)										
BUNDLES	EXPOSURE									
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We're pleased to introduce a brand new column in our Certi-Scene™ newsletter. Spearheaded by Aron Kurlander, CSSB Director, this column's purpose is to help out people new to our industry. Some of the industry's terminology and practices are quite jargon-intensive; the CSSB is going to demystify some of these terms and practices for you.

This issue's column is about **COVERAGE**. Coverage is defined as the amount of square feet the product will cover when applied to a roof or sidewall area. Coverage varies by product type, bundle packing dimensions and number of bundles per square. A **SQUARE** is how much product it will take to cover 100 square feet of roofing or sidewall area at maximum allowable exposure.

A few key things to note:

- Staggered course applications must not have any shakes or shingles exposed beyond the maximum allowable exposure for that product type and grade i.e. you should not overexpose product to achieve the staggered look; instead, reduce exposure on certain shakes or shingles.
- On grade bundles will contain the correct number of on grade lineal inches (or more). Consult the CSSB grading rules for specific details.

We hope that this information is helpful to you. Contact your supplier for help in calculating exact coverage requirements for your next project. Also, if you have a particular question you'd like answered in upcoming editions of Certi-Scene™, please email lynne@cedarbureau.com and we'll help!

ISLAND PROFILE: **Martha's Vineyard**



Known for: Certi-Sawn® Premium Grade 18"x 5/8" Tapersawn Shakes and Certigrade® Number One Grade 18" Perfection Shingles. Western red and yellow cedar products. Dutch Colonial, Traditional and Contemporary Homes. Clay cliffs. Dense forests. Rocks and boulders. Three primary towns. Favorite New England vacation spot. Massive summertime population increase. Ferry rides. Ecology and wildlife. Plane rides. Sunsets. Fuller Street Beach. Drinks at the Seafood Shanty. Outdoor Breakfasts. Boutique shopping. Gorgeous harbor views.

Golf or tennis at Farm Neck. Ice cream. Summer haven. Relaxation. The locals. Artists and musicians. Vacationing politicians. Flying Horses Carousel. Exploring the island by bus, scooter or bike. Hot lobster rolls. Winemaking. Film Festival. Homemade chocolate.



Places and People: The year round population is about 16,000. Nearly 100,000 people are on the island in the summer months. Many celebrities find their summer escape on the "Vineyard".

Why Certi-label™? Homeowners like the traditional look of cedar and also expect the longevity that Certi-label™ products offer. Martha's Vineyard also boasts numerous summer cottages and community architecture clad in Certi-label™ products.

Interesting Facts: Martha's Vineyard is a small island (20 miles long and 9 miles wide) off the coast of Cape Cod, Massachusetts. The Flying Horses Carousel is one of the oldest working carousels in the United States.

Sources: Wikipedia, Trip Advisor, Tony Bonura



Sharron Beauregard Update

\$7,400 Cdn Raised to Help Sharron!

Thanks to many generous members and friends, the Cedar Shake and Shingle Bureau has raised \$7,400 Cdn to help

Sharron with living and medical expenses while she undergoes treatment for Stage 3 colorectal cancer. Sharron is still undergoing intensive chemotherapy treatment and this round is proving very challenging to endure. She is getting good reports back from her health care providers and treatment is producing results. We commend Sharron for her courage on this long journey and the CSSB offers its most sincere thanks to everyone who donated to the Sharron Beauregard Fund.

Welcome NEW MEMBER!

The following company has recently joined the Cedar Shake and Shingle Bureau:

John Brash and Co. Ltd., Gainsborough, Lincolnshire, UK

DM REPORTS



Tony Bonura (Northeast)

Tony hosted four seminars attended by approximately 200 people overall. He also finds that attending home shows and trade shows has increased member business. Tony is noticing that the fastener issue is being dealt with more often prior to project start and this is

great news. Tony also praises the case study program as it provides a visual reference of both new and aged products' appearance; it's a fantastic reference for architects and builders alike. Tony attended the formal New York City dedication ceremony for the Onderdonk House (a pending case study project). The CSSB obtained some valuable public relations exposure from this event as numerous dignitaries were present. To see case study articles visit <http://www.cedarbureau.org/about-us/case-studies.asp>.

Tel: 631-643-7839 tony@cedarbureau.com



Tony Hyatt (Northern Midwest)

It's the time of year where everyone is outside working on spring cleaning projects. This has led to multiple phone calls regarding proper care and maintenance practices. Territory business is picking up; there are many help wanted signs in area shop windows.

Milwaukee and Green Bay have been the hot spots recently, with more and more distributors on the hunt for Certi-label™ product. One proactive distributor member has stopped selling electro galvanized fasteners to contractors that refuse to use stainless steel fasteners for cedar. The CSSB's educational efforts are paying off!

Tel: 608-848-2667 hyatt.t@cedarbureau.com



Peter Parmenter (Southeast)

There has been a noticeable steadiness in phone calls; territory activity is definitely picking up. Architects are seeking information about correct job specifications, giving Peter the opportunity to inform them about Certi-label™ product quality and value.

This is very positive for our members. The marketplace is recognizing the importance of fasteners, as more questions are arriving in advance of installation. Historical restoration project activity is picking up, resulting in several unique case study prospects.

Tel: 912-898-8173 peter@cedarbureau.com

WANTED

FOR EXTREME CERTI-LABEL™
PROMOTION



Clay Walker, Cedar Quality Auditor

Location: Mission, British Columbia.

Territory Coverage: British Columbia (Lower Mainland, Interior, Vancouver Island), Washington, Idaho and anywhere else there is a CSSB manufacturer or distribution yard.

Hobbies: Camping, off-road motorcycle racing, spending time at the family beach cabin.

Favorite Vacation Spot: Maple Beach, WA; Interior of British Columbia.

Most Popular Question From Members?
Is everybody running?

Pet's name: Burnie the Llama (it's a long story), Edgar J. Hoover the plecostamus.

Biggest success: Consistently keeping mills on track and on grade.

Building products industry background: 16 years working in a shake and shingle mill and 14 years working in a lumber mill. I was hired at the CSSB in 2011 as the Cedar Quality Auditor.



Unusual Question of the Month:

Tony Hyatt had a question from a marketplace participant asking why the CSSB doesn't x-ray its shakes and shingles. To his credit, the question and answer session resulted in a 130 square Certi-label™ product installation. Well done Tony H.!

MEMBER PROFILE:

Q&A with Watkins Sawmills Ltd.



www.watkinsawmills.com



Vintage aerial photo of the firm.

1. When was your company founded?
1947.
2. How many people work at your firm?
60.
3. Who owns your firm?
Ed & Kris Watkins.
4. What does your company do (products made, services offered)?
We manufacture Certi-label™ Cedar Shakes and Shingles, R&R shingles and a full line of stain options. We treat shakes and shingles with fire retardant to meet Class "C", "B" and "A" assembly requirements.
5. What is the most unusual project your company's ever worked on?
36" x 1" tapersawn Bevel Butt shake for a roof.
6. What are your future goals?
Improve our group's market share as being the "One Stop Store" for all your company's sidewall shingle, fire retardant lumber & plywood and cedar roofing product needs.

7. What is one thing most people don't know about you?
That I put on my coveralls and work in the mill every day.
8. What is your favorite meal, vacation spot and sport/activity?
Tavola's Chicken, Cabos San Lucas, Golf.
9. What does the Certi-label™ brand mean to you?
Quality.
10. Anything else you would like to add? E.g. Human Interest - pets, volunteer work, public office?
Also love doing activities with my three grandchildren and catching fish on the "Predator".

Submitted by: Ed Watkins, Owner.



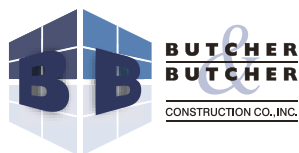
Troy Welsh and Dean Harrington, sales department colleagues.

You can still get good old growth cedar from Watkins.

All photos courtesy
Watkins Sawmills Ltd.

MEMBER PROFILE:

Q&A with Butcher & Butcher Construction Co. Inc.



www.bbconstruction.com

1. **When was your company founded?**
1974.
2. **How many people work at your firm?**
About 110 and hiring.
3. **Who owns your firm?**
My brother Joe and I are the owners.
4. **What does your company do (products made, services offered)?**
We are a multi-faceted organization that performs a wide variety of building envelope services. We are primarily a roofing contractor with both commercial and residential divisions. Our residential division installs high-end roofing products like asphalt, slate, metal, tile and of course, cedar. Our commercial division installs everything from standing seam metal roofs on airport terminals to torch applied modified bitumen on high-rise hotels. Both divisions have received nationwide recognition for quality. We also custom fabricate sheet metal products such as flashings and gutters in our in-house shop. Additionally, we have a glass and glazing division that fabricates and installs curtain walls, storefronts, and other commercial applications, as well as high-end residential door, window, skylight, and shower glass installations. Finally, we operate a 24-hour service department to handle leaks and building envelope maintenance.
5. **What is the most unusual project your company's ever worked on?**
We had the opportunity to work on five custom vacation homes within one year in Bay Harbor, MI. The scope involved both cedar shingle & cedar shake roofing & siding, as well as custom copper sheet metal roof panels. Each home was a 3-4 story, +/- 10,000 sq. ft "cabin" on the shores of Lake Michigan.
6. **What are your future goals?**
To continue to grow my business and prepare my sons to become the next generation of leadership at Butcher & Butcher. Personally I hope to maintain a healthy lifestyle, and to keep enjoying life with my wife, five children, and four grandchildren.
7. **What is one thing most people don't know about you?**
I'm an incredible hockey player. I can still outplay guys 10 years younger than me!
8. **What is your favorite meal, vacation spot and sport/activity?**
I love to BBQ lamb on my deck, and I enjoy sailing, boating, and fishing in the summer on Higgins Lake with my family. Disney World is also a family favorite. I travel there every year with my wife and youngest daughter for the Epcot Wine and Food Festival.



The company gathered holiday toys for the "Friends of Foster Kids" Christmas Drive. This work benefits the children of Macomb and Oakland counties who have been placed in foster care and deserve a good Christmas celebration. L to R: Pat Butcher, Matt Butcher, Patrick Butcher Jr., Joe Butcher and Ryan Butcher.

9. **What does the Certi-label™ brand mean to you?**
Being an Approved Installer with the Cedar Bureau and installing Certi-label™ products has enabled us to provide the best materials & warranties available, as well as recognition within the industry.

10. **Anything else you would like to add? E.g. Human Interest - pets, volunteer work, public office?**
I have coached soccer and hockey for over 20 years. I also have a black lab named Rosebud who is my best friend!

Submitted by Pat Butcher, Owner.



CUSTOM INSTALLED BY B&B: Certi-Split® Number One Grade Blue Label® medium handsplit and resawn cedar shakes, Certi-Last® Preservative Treated, with curved copper standing seam roof panels.

Intertek Summer 2015 Label Order Schedule

Member Mills: Please note that Denise Dugas, Office Manager, will be on vacation the following weeks:

July 15 – 21, 2015

August 10 – 14, 2015

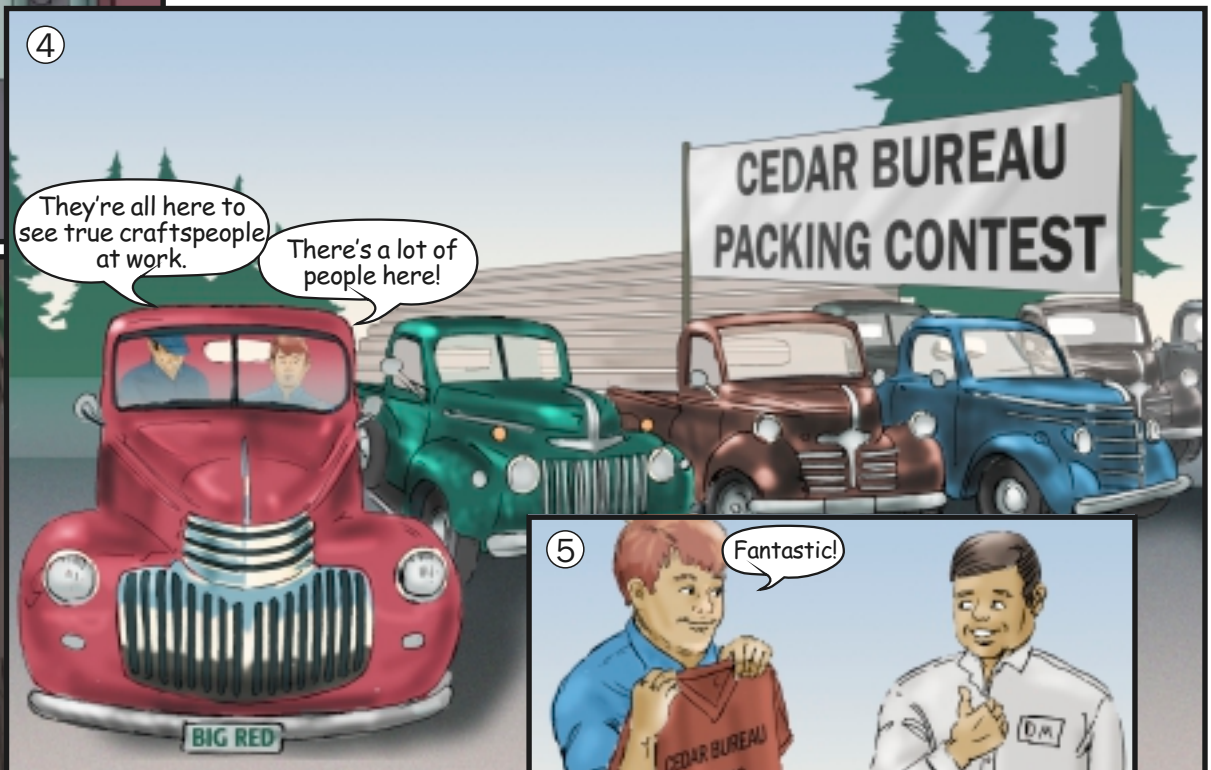
September 16 – 22, 2015

Regular label order cut-off is Thursdays at noon. Labels are delivered to the member mill 8 – 10 days later.

If at all possible, please try to order your labels **before** the weeks Denise is away. Labels will be ordered as usual throughout the summer, however, your cooperation with vacation dates will ensure an easier time for the Intertek administrative office.

Thank you!

AT THE MILL



THANK YOU TO OUR GENEROUS 2015 AGM EVENT SPONSORS:

Diamond Sponsor: \$2,000 US

FSR Treatment Inc. / Watkins Sawmills Ltd.
Waldun Forest Products Partnership

Platinum Sponsor: \$1,000 US

Capital Forest Products Inc.
Cedar Design Inc.
Intertek Testing Services Ltd.
Lane Powell PC

Gold Sponsor: \$500 US

Serpentine Cedar Ltd.

Silver Sponsor: \$300 US

Building Envelope Consultants Ltd.
DC Roofing Inc.
Golden Ears Cedar

Sponsorship Opportunity forms are enclosed with this newsletter.
Make sure you sign up before August 1, 2015 to get your firm's name
on event signage. Thank you for your consideration.

Contact us for more information



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