



# FUNDING PROGRAM CONFIRMED

The Cedar Shake and Shingle Bureau is very pleased to announce that it has secured a matched funding program for the 2015-2016 fiscal year. The British Columbia provincial government's Forestry Innovation Investment Ltd. ("FII") organization confirmed the Recipient Agreement in March 2015. Funding is for a US Market Access and Development program.



## PROGRAM HIGHLIGHTS

Program highlights include the following elements:

- Sample Boxes
- New promotional brochure
- Global Buyers Mission event attendance and support
- Installation Tips Videos
- Media Campaign/Advertising – both print and e-advertising
- Building code lobby work to correct underlayment specifications
- Lunches at architectural training seminars



This column: CSSB ad and publications created under prior FII matched-funding programs: Courtesy: CSSB Archives.

## NEW SEMINAR AT WHISTLER

Over the next few months you'll see many more details about our exciting September 2015 event. Not only are we celebrating our 100th Anniversary, we're also providing some excellent networking opportunities for you to meet potential new customers. We're giving a new inspection and grading seminar right before our packing contest. Co-presented by Intertek and the CSSB, we're going to help architects and specifiers learn about product quality and how the product inspection process works.

## REPORTING HELP NEEDED

Stringent accounting and progress reporting requirements are a condition of this funding program. As the CSSB begins investing its portion of matched funds and starts work on its projects, it would like to make members pre-aware of the need for future feedback regarding program results. The CSSB will be asking members for seminar results, reception to sample boxes, number of sales contacts made, popularity of products in the marketplace etc. All members are asked to keep tallies of information that will prove useful in future program reporting compiled by the CSSB. Members are in the field each and every day; the CSSB sincerely appreciates your help in filling out results surveys when they are sent to you. We are relying upon your help and thank you in advance for your support.



Educational publications produced for insurance industry. Courtesy: CSSB Archives.

## SUMMARY

The CSSB is very grateful for this opportunity to boost its promotional and educational support to the marketplace. The new projects listed will spotlight CSSB member cedar roofing and siding products to the marketplace and ensure specifiers know that wood is the right choice for their building project. More updates will be sent out in future Certi-Scene™ newsletters.

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## IN MEMORIAM

Wynn William Walker (1947-2015)



The Cedar Shake and Shingle Bureau was saddened to hear of Wynn Walker's passing on February 12, 2015. One of the founding partners of Waldun Forest Products Partnership, Wynn exhibited a courageous entrepreneurial spirit throughout his life, starting at the age of six with a roadside berry stand. He would later cut salvage logs off the beaches and near the Stanley Park Seawall in Vancouver, British Columbia. Much of Wynn's life was dedicated to the forestry business and Mission-area locals will remember his spectacular light display every Christmas. His love for family, friends and the cedar shake and shingle business was well known.

Attendees at the February 27, 2015, Cedar Shake and Shingle Bureau Board of Directors meeting stood for two minutes of silence to recognize Wynn's numerous accomplishments and appreciate his contributions to the industry. A memorial service was held in Wynn's honor on February 28, 2015, in Mission, British Columbia, Canada.

"He will be missed by his family and our industry, but never forgotten."

## EDITOR'S MESSAGE



Excitement's in the air! The CSSB held another very productive Board of Directors meeting in Vancouver, BC. Plans for our 100th Annual General Meeting event are shaping up well. In this newsletter you'll see a Save the Date reminder... although we're still working on the final event schedule details, we thought it best to at least ask you to pencil in the

September 9-12, 2015, date on your calendars. The CSSB is rolling out a large, West Coast welcome and offering the following to its members: Educational Seminars, Sales Networking, Potential Customer Contacts, Trade Show, Packing Contest, Dinner Event and Lifetime Achievement Awards. The Packing Contest tradition goes back over 100 years to the very early days of our association; the last time we hosted such an event was in 1987 so it's high time we held another one. Special recognition will be given to those in our industry who have earned Lifetime Achievement Awards. All awards will be presented at the dinner event so make sure you sign up as soon as you receive your registration forms... this event is expected to sell out.

Kudos to our wonderful team members who are busy working on Certi-label™ promotions both out in the field and in the office. Phones are ringing and emails are flying, as quickly as we can type.

We are pleased to begin work on our new matched funding government contract which will provide a serious boost to our promotional activities. Our Board of Directors has also formed a new Mentoring Committee, chaired by Director Aron Kurlander - more information to come in future editions of Certi-Scene™.

Due to the incredible amount of snow Mother Nature gifted to the Northeast, we are anticipating busy late Spring and Summer seasons once the weather clears. On a related and somewhat humorous note, I have learned to avoid telling our East Coast friends about the daffodils and tulips we saw on the West Coast this past February!

I'll sign off this issue with a kind word of thanks to our many volunteers who generously share of their time. CSSB Directors are an experienced group and each spends countless hours governing your trade association. Sincere thanks to you all from the Cedar Shake and Shingle Bureau... the Recognized Authority since 1915.

Wishing you a pleasant spring season,

Lynne Christensen, MBA, CAE

CSSB Director of Operations  
lynne@cedarbureau.com

# DM REPORTS



## Tony Bonura (Northeast)

Due to record snowfall levels in Tony's area, demand has slowed down and has resulted in cancellations of a number of scheduled field activities. Issues with fasteners and non-permeable underlayment are still occurring, but on the plus side, architects, builders, and

contractors are calling more frequently for technical assistance. The CSSB's involvement in the ICC code writing arena has played an important role in correcting these issues. Education garnered from RICOWI, Inc. is also proving very helpful. Two seminars were well attended by staff and clients of affiliate members in Speonk, NY and Harrisburg, PA. Tony attended the Eastern Building Materials Dealers Association "IDEAS" Show in Valley Forge, PA, and the JLC (Journal of Light Construction) Show in Providence, RI, in March. Affiliate sponsored seminars are scheduled in April and May. Tel: 631-643-7839 tony@cedarbureau.com

## Tony Hyatt (Northern Midwest)

Tony attended the Chicago Roofing Show in January, which was a wonderful event attended by many architects, roofing consultants and contractors. He held training seminars in Minneapolis for distributing members and their sales team, another with 40 contractors attended. Members in Chicago feel there is still storm damage to be fixed in the area from last year's storm.

Tony has upcoming seminars in Chicago, IL, and Milwaukee, WI. Recently he's received quite a few calls from homeowners and contractors. Currently, the most popular product in his territory is Certi-Split® 24" x 1/2" handsplit and resawn shakes.

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## Peter Parmenter (Southeast)



Interestingly, Peter reports an increase in calls from architects in California. Throughout the West/Pacific Northwest/BC there seems to be a spike in new construction as well as replacement of existing wood roofs. The East Coast of Florida continues to expand usage of Certigrade® Number One

Perfections for sidewall installations as well as Certi-Sawn® Tapersawn Shakes for roofs. Many Northerners, driven South by excessive snow events, are likely driving this trend. North Carolina, Tennessee, Greater Atlanta and parts of Alabama are showing an increase in activity. Mississippi is also generating more interest in Certi-label™ products with historic and government projects. Peter notes some feedback from people unhappy with certain insurance companies that are unsupportive of wood roofs. Peter was pleasantly surprised when the owner of a roofing company approached him at the recent IRE show and thanked him for the CSSB's unbiased, free educational assistance.

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# WANTED

FOR EXTREME CERTI-LABEL™  
PROMOTION



## Tony Hyatt, District Manager, Northern Midwest

**Location:** Madison, WI

**Territory Coverage:** Northern Midwest, parts of the Southwest plus Saskatchewan, and Manitoba

**Hobbies:** Motorcycling, Fishing, Boating, Hiking, and Camping.

**Favorite Vacation Spot:** Right now it's Texas, but to be truthful it's wherever my grandson is at!

**Pet's Name:** Snickers (Silky Terrier)

**Biggest Success:** Raising 3 boys who are happy and contribute to society

**Building products industry background:** Started roofing as an apprentice in 1977 and was then promoted to Foreman and next Superintendent. In 1983, started his own roofing company and ran it for 20 years. During that time he worked with the Wisconsin Builders Association on roof related building codes plus gave seminars to schools, churches, businesses, and Government Boards. Closed roofing business in 2003 to become a District Manager/Trainer for a steel roofing company. He gave hands on educational training seminars in multiple states and Japan. Started with the CSSB in February 2011, and appreciates the CSSB's focus on high quality in material and educational programs.



## PETS CORNER

Welcome to the Parmenter home: Vera is a lovely 8-pound (and rapidly growing) white bulldog puppy. She currently enjoys sleeping and biting Seamus, the Parmenters' older (and patient) bulldog.

# MARKETPLACE PROFILE:

## St. Augustine, Florida

**Known for:** Certi-label™ roofs with the most popular products being Certi-Split® Handsplit and Resawn Shakes, Heavies and Mediums, along with the corresponding Certi-Ridge® cap materials. The oldest wooden schoolhouse in the United States. Fountain of Youth Archaeological Park. Florida Agricultural Museum. Castillo de San Marcos (fort). St. Augustine Light. Cathedral Basilica. The King's Bakery. Spanish Military Hospital Museum. Florida National Guard Headquarters. Fort Matanzas National Monument Headquarters. Gonzalez-Alvarez House. Horse-drawn carriage rides. Flagler College. Wildlife reserve. Gorgeous sunsets. Beautiful weather. Storm season. Bird of Paradise flowers. Beaches. Art walks. Fishing. Alligator Farms. Ripley's Believe It or Not! Museum. Amphitheatre.

**Places and People:** Located just South of Jacksonville, FL, St. Augustine is a lovely coastal, historic city with a population of 13,000 (city) to near 70,000 when suburban areas are included. It is recorded as being the oldest city in the United States (founded in 1565). It boasts a wonderful, rich history including Spanish and French explorers plus British colonization forces. Residents enjoy warm weather as well as a variety of recreational activities. St. Augustine is great for swimming, golf, fishing and sailing.



Horse drawn carriage rides

**Why Certi-label™?** Wood roofs are a longstanding tradition in this area and cover nearly all structures in the original city.

**Interesting Facts:** St. Augustine is the oldest city in North America, founded in 1565. Animatronics are used to give visitors their tour at the Oldest Wooden Schoolhouse. Chains and a ship's anchor were installed ages ago to weigh the structure down in case of a hurricane!



Flagler College



Castillo de San Marcos

## Know the Code

The CSSB continues to be involved with RICOWI, Inc., and the Cool Roof Rating Council. Both organizations offer great educational opportunities as well as networking with industry colleagues... The CSSB's proposed building code amendment regarding non-permeable underlayment has been moved to the 2016 ICC code hearings... Some accredited organizations are now offering new Listing Report services – Intertek, the CSSB's third party inspection provider, recently began offering this service to the marketplace.

Members, do you have a building code question? Contact your District Manager – they'd be glad to assist.

## Welcome NEW MEMBERS

The following companies have recently joined the Cedar Shake and Shingle Bureau:

### Affiliates:

National Forest Products, London, ON, Canada

S M Imports Ltd., Manningtree, Essex, UK

### Manufacturers:

A B Cedar, Sicamous, BC, Canada

Cedarwood Shingle Leguizamo Inc., Amanda Park, WA, USA

# AFFILIATE MEMBER PROFILE: Q&A with Benjamin Obdyke

1. **When was your company founded?** 1868 – We're a 147 year-old company founded in Philadelphia by Benjamin Obdyke.
2. **How many people work at your firm?** Our team consists of about 50 people.
3. **Who owns your firm?** Benjamin Obdyke is privately owned by Richard & David Campbell.
4. **What does your company do (products made, services offered)?** Benjamin Obdyke is one of America's leading providers of high-quality roof and wall building solutions. We invented the first ridge vent on a roll, Roll Vent, and expanded our ridge vent line to include options to meet most needs and preferences. We also invented Cedar Breather, a roof underlayment that provides ventilation for cedar shakes and shingles.

We also have a full line of moisture protection options for the wall, including the Slicker family of rainscreens as well as housewraps such as HydroGap and FlatWrap HP. These products provide peace-of-mind for the building professional and owner that moisture damage will not affect the wall system. We also offer compatible accessory products for maximum protection and durability.

5. **What is the most unusual project your company's ever worked on?** One of our more unique projects was the restoration of Independence Hall in Philadelphia. Cedar Breather was used under Waldun Forest Products Partnership's western red cedar. The Cedar Breather will help the cedar last and maintain the look of the original architecture of this important national historic landmark.



Courtesy: Benjamin Obdyke.

6. **What are your future goals?** Benjamin Obdyke is always looking for new ways to bring innovative products and services to building professionals and home owners. I expect that the company will continue to push the envelope and provide new products and services that help the industry to Build Better.
7. **What is one thing most people don't know about you?** I taught elementary school for 6 years.
8. **What is your favorite meal, vacation spot and sport/activity?** My favorite meal is anything Italian. We really enjoy vacationing in Ocean City, NJ, with our grand kids. Racquet Ball is the activity I enjoy the most.
9. **What does the Certi-label™ brand mean to you?** It conveys quality and reliability. It garners respect throughout the industry.
10. **Anything else you would like to add?** The relationships we've been able to foster within the wood industry have proved to be mutually beneficial and educational.

Submitted by: John McGill, National Sales Manager



Sales & Marketing Group from a company outing. Courtesy: Benjamin Obdyke.



## SAVE THE DATE! September 9-12, 2015

Attend our 100th Anniversary Event in beautiful Whistler, British Columbia, Canada.

We've partnered with BC Wood Specialties Group at the Global Buyers Mission to bring you:

Educational Seminars, Sales Networking, Potential Customer Contacts, Trade Show, Packing Contest, Dinner Event, Lifetime Achievement Awards...

**EVERYONE will be there. WILL YOU?**

# AFFILIATE MEMBER PROFILE:

## Q&A with The Fania Company

1. **When was your company founded?** When Anthony Fania returned from WWII to his wife Phyllis and their young family in West Orange, NJ, he was greeted with opportunities in the construction industry and was soon installing roofing and siding for a prominent company in the area. In 1947, Anthony and Phyllis Fania formed their own company and the story of The Fania Company began.
2. **How many people work at your firm?** 45
3. **Who owns your firm?** Fred and Rick Fania, sons of Anthony Fania (founder).
4. **What does your company do (products made, services offered)?** Fania Roofing Company performs all types of roof installations; from rustic homes and churches, to large commercial facilities. We have dedicated crews that are well versed in specific segments; commercial low-slope replacement, residential roof replacement, specialty roofing (which handles slate, copper, standing seam, tile and wood shake) and our maintenance and repair division, which handles all roofing situations. Since the early 1980s, we've been proud to offer roof inspections for all types and slopes of roofing.
5. **What is the most unusual project your company's ever worked on?** Although many of our projects are unique and unusual there is one that comes to mind in Summit, NJ. At first this project was to be performed with old world slate. We brought in a structural engineer and it was determined that the structure would not support that roof system. After discussion with the customer it was decided that a Certi-Sawn® Premium Grade Pressure Treated 7/8" butt Tapersawn would be best. This project included 20oz copper Trims and Flashings, 16oz copper half round gutters as well as 20oz copper flat seam roofing system. The homeowners were extremely pleased with the result and even though the project is close to a decade in age we continually get referrals from the owners of that home.
6. **What are your future goals?** As our company enters into its third generation we are grateful to our customers who endorse our quality workmanship, ethics, and quality of products. We pledge to continue to exceed customer demands while providing a rewarding and safe environment for our employees. Educating both prospective and current clients on the importance of ongoing maintenance with respect to long-term financial and environmental costs has become a greater importance and we want to place a larger focus on this companywide.



Roofing job.  
Courtesy:  
The Fania Company.



Chad Brandon, Specialty Roofing Sales/Estimator.  
Courtesy: The Fania Company.

7. **What is one thing most people don't know about you?** We are actively involved in a national trade association of roofers whose purpose is to share member and industry expertise and best practices for offering customers better roofing products, installation, and service.
8. **What does the Certi-label™ brand mean to you?** That the product meets the highest level of quality.
9. **Anything else you would like to add?** We prefer Premium Grade products on all installations regardless of roof type. Routine inspections and preventive maintenance should be an integral part of maintaining any roof system.

Submitted by: Chad Brandon, Specialty Roofing Sales/Estimator



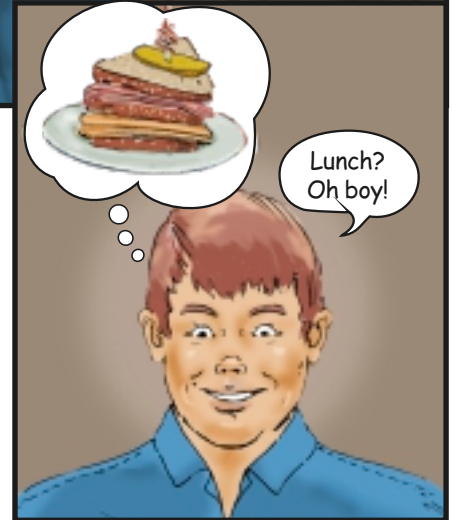
Roofing job. Courtesy: The Fania Company.

### CSSB History Books

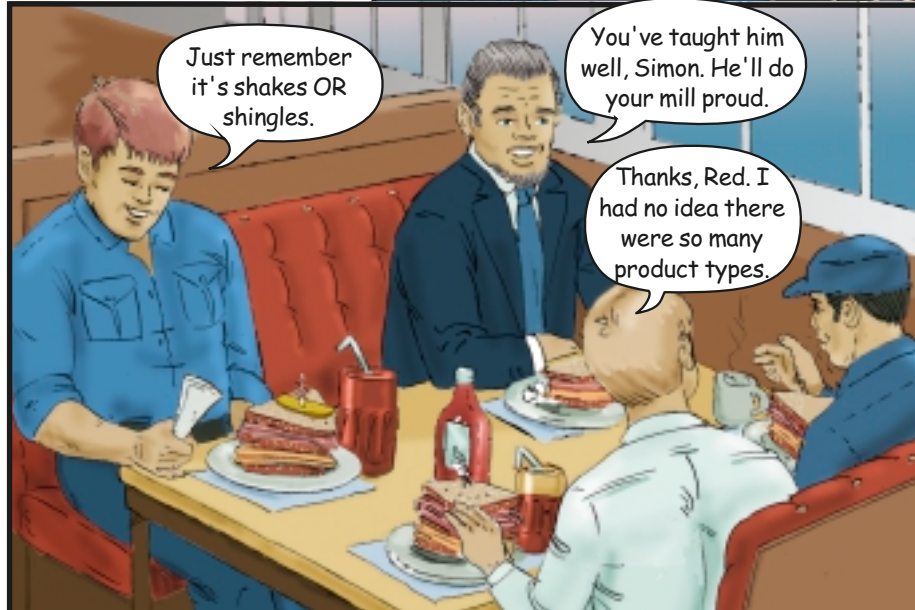
Have you purchased your copies for family, friends and colleagues? They are a timeless gift as well as a wonderful way to promote the CSSB to your customers. Call us today for special member pricing.



# AT THE MILL



Red and Simon met with the mill's East Coast customers, Bart and his son Dashwood Everson, for lunch.



# HISTORY IN A MINUTE

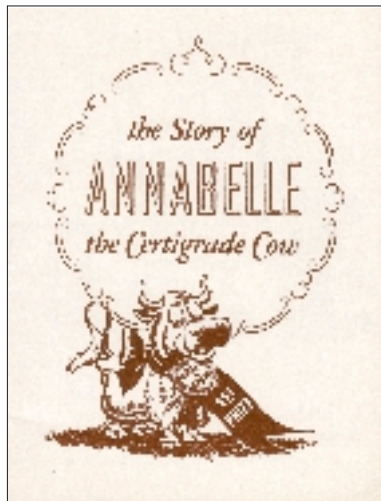


William W. Woodbridge,  
Source: CSSB Archives.

William Woodbridge worked as CSSB Secretary-Manager from 1934-1953. He was renowned for his amazing marketing abilities. Woodbridge came to the CSSB with fabulous writing skills; the older minute books contain his typed, annual reports that detail how the association operated in the 1930s and 1940s. He knew the value of advertising and promotion and was a fierce champion of the Certi-label™ brand. Some of his more famous work included developing the Annabelle the Certigrade® Cow agricultural campaign as well as

A cartoon cow. How quaint. How perfectly innocent for the 1930s, wasn't that the style back then? Sure it was. But dig a little deeper into the archives and you'll find that there's a lot more to Annabelle the Certigrade® cow that makes her udderly fascinating.

Source: CSSB Archives.



writing and developing the "Home of the Wooden Soldiers" film, one of the world's first industrial "talkies".

Woodbridge was also the man who travelled across the United States in the 1940s by train to lobby the War Production Board in Washington, DC. for sufficient metal to use securing bandsticks on Certi-label™ product bundles. Members, the next time you see a Certi-label™, think of all the work that Manager Woodbridge did to make our trade association "the recognized authority since 1915." And he did it without the use of cell phones, computers or the internet!



"Home of the Wooden Soldiers" starred famous actors Charlie Murray and Lila Lee. Source: CSSB Archives.

## Interested in learning more about the past?

Our 100th Anniversary History Book is now available from the CSSB office.

Here is what the market place is saying:

"... very well written..."

"... a lot of hard work and passion was involved in getting this book to the high standard that it is..."

"... the writer did an outstanding job..."

"... thank you Lynne Christensen for dedicating extra volunteer time putting together this piece of history..."

## Contact us for more information



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