



## PACKING CONTEST ANNOUNCED

**B**ig news at your trade association! We're revitalizing a 100+ year old tradition at the September 2015 Annual General Meeting – the famed Packing Contest. Starting in the late 1800s, mills from all over sent their top packers to this type of event in hopes of earning the championship belt buckle for their mill. Back then, championships were so valued that contestants would take out ads in local newspapers challenging their colleagues to a packing contest, or better yet, claiming they refused to give up their title until a certain person met them at a certain place so the championship could be 'properly' earned.

This year's 100th Anniversary Annual General Meeting will be held in Whistler, British Columbia. The CSSB will be holding its event as part of the Global Buyers Mission, hosted by BC Wood Specialties Group.

The CSSB is holding its first packing contest organizing meeting in February 2015, in Mission, BC, and needs help from mill experts please. We are looking for volunteers to advise staff on developing contest rules, prizes, product types to use, donated material, equipment loaning for the contest, time clocks, etc. If you can spare some advice and time (and maybe a bundle or two), we'd love to hear from you.



Parking lot of the hotel where the 1987 CSSB Packing Contest was held.



Contestants - start practicing and ensure your mill sends its top packers to our contest. Excellent prizes will be presented to the champions at our 100th Anniversary formal dinner event. The packing contest is a great way to show your customers what your mill can do, and also entice buyers to see how much history and camaraderie is

part of the forest industry. Initial conversations at our recent AGM in Chicago resulted in several folks already stepping up to the plate with many more expected. Don't miss out!



People watching the 1987 CSSB Packing Contest are, left to right: Dave Mooney, Wayne Hogrefe, Frank Welch, Patty Wood-Shields, Earl Mancell and Joe Kostachuk is on the microphone.  
Source: CSSB Archives (all images this page)

### CONTENTS

Packing Contest Announced	page 1
Editor's Message	page 2
In Memoriam	page 2
Help for PA Students Requested	page 2
District Manager Profile	page 3
District Manager Reports	page 3
Marketplace Profile: Minneapolis-St. Paul	page 4
Ladies' Luncheon	page 5
History in a Minute	page 5
Community Project a Success	page 6
At the Mill	page 7
Sponsors	page 8



## Help for PA Students Requested



**D**o you have 5 squares to spare? Due to budget cuts, a carpentry instructor in Pennsylvania is in need of donated product for his students' playhouse projects. His students are meticulous with their work, and would love to continue using cedar roofing materials in their career training. Help out on this worthy cause and we'll profile the results in an upcoming newsletter, mentioning your firm by name.

To make a donation please contact:

Gary Schmaltz at Chester County Technical College High School, Pennock's Bridge Campus.

Tel: (610) 345-1800 Ext. 2053 or GaryS@cciu.org.



### Member Manufacturers:

Please note that your Certi-label™ brand product labels are valuable inventory items. You MUST keep them in a secure location and have accurate inventory counts. The CSSB does run random label audits! Thank you for your cooperation.



## EDITOR'S MESSAGE



**H**appy New Year and welcome to the first 2015 edition of your Certi-Scene™ newsletter! Thanks to all who participated in our November meetings in Chicago. We saw higher than expected attendance at our non-confidential meetings and the Annual General Meeting. Many stayed afterward to watch the

two vintage films from the CSSB's archives. It was very rewarding to watch the productive meeting dialogue between Directors, District Managers and Members in attendance; suggestions, refinements and additions to plans all proved extremely helpful to guiding the CSSB's efforts in 2015.

We have submitted an application for matched funding and will receive feedback in the first quarter. Inside the CSSB's application was a host of marketing projects that will help all CSSB members promote and support Certi-label™ products in new ways. You can count on your association team to continue to innovate with new product promotions. Quality Certi-label™ products go hand in hand with educational and technical outreach programs. The CSSB message is out in the marketplace and it's only getting stronger!

Our 100th Anniversary History Book was printed in late 2014. Sales of this hard cover, color, 240 page book are now underway – be sure to contact our office to place your order today! They make great gifts for your friends, colleagues and customers. Numerous members stepped up to share family photos, memories and artifacts. It's very reassuring to know that our proud history is safely housed in a proper archives with a climate controlled vault and professional archivists on site. Writing the book was a true honor and I encourage all members to celebrate their accomplishments.

In closing, we're pleased to report that feedback on our revamped newsletter was very good. The most frequent request received was to make it a faster read... so we're responding by publishing a shorter edition on a more frequent basis. As always we're interested in hearing from you - please send your comments to me at [lynn@cedarbureau.com](mailto:lynn@cedarbureau.com) and let us know how we're doing!

Lynne Christensen, MBA, CAE  
Director of Operations

## In Memoriam

The CSSB was very saddened to hear of Jim Sward's passing. Jim was very active in our industry as well as in the community. He will be missed. The CSSB offers its sincere condolences to his family, friends and industry colleagues.



# DM REPORTS



## Tony Bonura (Northeast)

Thanks to Tony's work sharing the CSSB education program, one roof installation was halted due to the fact that the inspection label did not display a third party inspection agency's name. The building code official who noticed this thanked Tony for the education

program, he stated "...prior to you coming up here and teaching us the grade and legitimate, third party inspections, we had no idea of what was right or wrong." Tony is busy answering questions and relaying technical advice to his members and new contacts, and instructed two AIA-CES (CSSB 1) seminars: Rye, NY and Newport, RI. Appreciative audiences are now familiar with Western Red Cedar identification, application and benefits. Tony offers a marketing tip: One trade show to consider is the Journal of Light Construction "JLC Live" Northeast show, traditionally held in Providence, RI. It's a well-attended event and the show is well marketed to the building/contractor trades, which results in outstanding attendance year after year. Tel: 631-643-7839 tony@cedarbureau.com



## Tony Hyatt (Northern Midwest)

Tony has generated significant interest for Certi-label™ opportunities in Chicago and Minneapolis. He works a vast territory with many miles in between major city centers. Of special note this month are Certi-Split® handsplit shakes going into the Chicago

area. Due to his educational work and recent seminars, two contractors recognized the poor quality of the shakes they had received, subsequently sent them back and then requested Certi-label™. In the winter months, Tony's averaging about 110 calls per month from his territory so it's steady with requests for Certi-label™ information. Tony recalls a humorous call from a contractor that said he installed his cedar shakes upside down. Tony asked him if he meant rough side down, the caller said no, thin side down (i.e. he'd exposed the tip not the butt in each course across the roof)! Remember, your friendly District Manager team is there for your customers to call, even with the most basic question. We answer each query professionally, with a focus on sharing knowledge and proper installation practices. Tel: 608-848-2667 hyatt.t@cedarbureau.com



## Peter Parmenter (Southeast)

Peter attended the RICOWI (Roofing Industry Committee on Weather Issues, Inc.) semi-annual meeting, which was extremely valuable in furthering the CSSB's building code lobby efforts for fasteners (achieved at ICC) and underlayments (pending in 2015). The common comment from members is how

the Roof and Sidewall manuals are important tools in the sale process, and for homeowners to understand the installation process. Peter reports the most frequent calls he receives are from homeowners, contractors and architects. He recently attended the

## WANTED

FOR EXTREME CERTI-LABEL™ PROMOTION



## Tony Bonura, District Manager, Northeast

**Location:** Northport, NY.

**Territory coverage:** Northeast, Mid-Atlantic United States and Southeast Ontario, Canada.

**Hobbies** Travelling, auto mechanics, hockey, stock car and drag racing.

**Favorite Vacation Spot:** Daytona Beach, Florida.

**Military Service:** Veteran, United States Navy.

**Pet's name:** Maggie (American Shorthair Cat).

**Biggest success:** Educating the on-grade product consistency and value of Certi label™ shakes & shingles to a market that specified a high percentage of non-member product; member shakes & shingles are now being shipped into that market.

**Building products industry background:** 5 years hauling lumber with 18 wheeler in 7 different States. 16 years in wholesale and distribution followed by 21 years in forestry association work, the last 11 with the CSSB. Over the past 15 years has been involved with finishing and coatings research at the USDA Forest Products Laboratory in Madison, WI.

JLC Live show in Portland, Oregon, a show the CSSB hasn't exhibited at for quite some time. Peter stated that the trip was well worth it, and the traffic on the show floor was very good with lots of great questions. At our recent AGM, Peter reported a 100-mile swath of good Certi-label™ prospect area in his territory, running from Mississippi to North Carolina. The funniest question Peter was asked ran like this (note similarity to Tony Hyatt's odd question of the month): "I've got my Certigrade® Perfections loaded on the roof and am about to start the first courses. I've been on your website and reviewed the roof manual. One thing you don't seem to mention is which part of the shingle goes down toward the eave, the skinny part or the thick part?" Tel: 912-898-8173 peter@cedarbureau.com



# MARKETPLACE PROFILE: Minneapolis-St. Paul (Twin Cities)

**Known for:** Certi-label™ roofs on homes and in multiple parks. Grand Round National Scenic byway chain of lakes. Lake Minnetonka. Park shelters with wood roofs. Kind, outgoing residents. Focused business attitudes. Appreciation for the land. Boating. Hiking. Walking. Running. Biking. Avid sports fans. The Twins (baseball). Vikings (football). Gophers (University of Minnesota college football). Timberwolves (men's basketball). Minnesota Lynx (women's basketball). Minnesota Wilds (hockey). Museums and art galleries. The zoo. Plays and concert halls. Mall of America. Some very tough winters. Skyway (grass walkways between buildings). Commerce. Finance. Rail and trucking. Healthcare. Headquarters to multiple Fortune 500 companies.

**Places and People:** Minneapolis is known as the City of Lakes and is the larger of the Twin Cities. It is the 46th largest city in the United States and St. Paul is the State Capital. The area is in the top 20 largest metropolitan areas of the US and ranks just after Chicago in terms of Midwestern economic activity. The Mississippi River is located in Minneapolis, along with adjoining creeks and waterfalls connected by parkways. Residents are avid outdoors people, taking full advantage of the local surroundings, in all seasons of the year (Source: Wikipedia). The area is so lovely that one often forgets they are right in the middle of a bustling metro area!



Burwell House Grounds



Lake Harriet Band Shell with stained cedar roof



Minneapolis skyline from Lake Calhoun shoreline



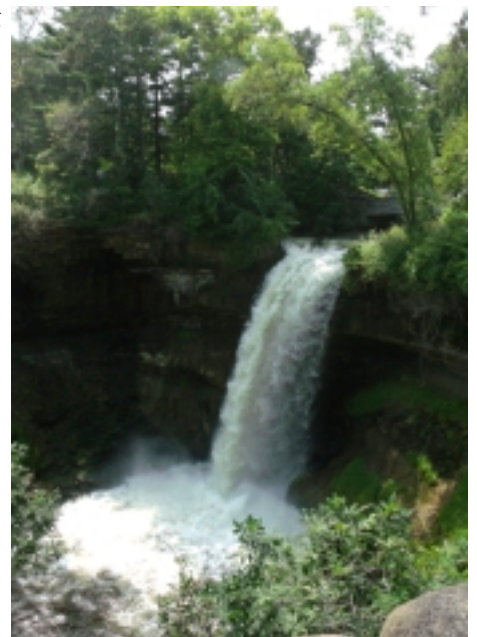
Ample parkways provide for a host of outdoor activities. Note cedar-roofed information sign.

The history & economic growth of Minneapolis are tied to water, the city's defining characteristic. There are twenty lakes and wetlands in the Minneapolis-St. Paul area. Most of these are parks with bicycle trails, hiking trails and auto parkways surrounding the lakes and wetlands.

**Why Certi-label™:** Homes in this area must be built to withstand both gorgeous summer heat as well as some quite brutal winters. Freeze thaw effects are easily handled by Certi-label™ products and they are popular amongst homeowners looking for roofing materials they can count on year after year, despite Mother Nature's changing 'gifts'. Most homes are 1,500-4,500 square feet. Lake Minnetonka, the largest lake in the metro area, has some larger mansions on its shores. Certi-label™ materials used are mainly Medium Handsplit and Resawn Shakes in the metro area, with some shingles in the Historic Districts and older homes in Minneapolis. Minneapolis is known as the City of Lakes; most are parks with bike trails, hiking trails and surrounding auto parkways. Some of the bike trails even pre-date cars!

#### Interesting Fact:

Minneapolis is a former flour mill town, also known as the Little Apple ("Mini" and "Apples" work together to make Minneapolis).



Minnehaha Falls

All photos courtesy:  
Tony Hyatt





# LADIES' LUNCHEON



L to R Denise Dugas (Intertek), Riva Bertram (CSSB) and Kathy Milne (CSSB) at the Ladies' Luncheon.  
Photo courtesy: Ileen Rourke

Photo courtesy: Denise Dugas

Over 25 industry ladies attended the 2014 Annual Luncheon at The Station Restaurant in Mission, BC. Initiated by Eleanor Lobb in 1973, the annual event has become a longstanding tradition with the cedar shake and shingle crowd. The gathering provides a wonderful opportunity for people to meet each other in person, as opposed to just over the phone. Good ideas are also generated for helpful solutions to industry issues. Event organization duties are rotated amongst industry organizations;

this year was co-organized by Intertek and the Cedar Shake and Shingle Bureau. Thanks to Denise Dugas, Michelle Foucher, Kathy Milne and Riva Bertram for their dedicated work. Also to note were the seven boxes of food collected for the local food bank, aimed at filling Christmas hampers for the less fortunate.

The group also raised funds for the St. Paul's Hospital Gastrointestinal Cancer Research Unit. Next year's event will be organized by Anbrook Industries Ltd.

## HISTORY IN A MINUTE



Fred Monte

Inspector FRED MONTE, who worked for the Cedar Bureau from 1921-1961, is one of our earliest legendary quality control experts. Known to every mill he visited, Monte was a familiar face at Shingle Weaver meetings over the years. Not content to just inspect product, he would actively work with the Shingle Weavers to discuss machinery improvements and general industry conditions. Monte spent some time in Samoa yet felt the call (and missed the scent) of freshly sawn Western Red Cedar shingles. He came back to the US and enjoyed a long career with our industry. Perhaps he is most famous for wearing out 22 cars as he clocked in over 1 million miles performing mill inspections in Washington, Oregon and British Columbia. Monte spent 63 years in the industry and retired in 1961.

He came back to the US and enjoyed a long career with our industry. Perhaps he is most famous for wearing out 22 cars as he clocked in over 1 million miles performing mill inspections in Washington, Oregon and British Columbia. Monte spent 63 years in the industry and retired in 1961.

All photos source: CSSB Archives.





# COMMUNITY PROJECT A SUCCESS



The four Sisters who were involved with planning, organizing labor, communications, material storage, etc.

Brothers and Sisters of the “Community of Jesus” in Orleans, MA, wish to start this New Year with grateful thanks to members of the Cedar Bureau who donated 18” Perfections, shingle treating and transport over the last decade (this has been a 10-year re-roofing project). The last building, the Sisters’ convent annex, was completed in Fall 2014. Many thanks are offered to the following manufacturers and distributors whose generous support enabled community members to cover seven buildings with beautiful Certi-label™ cedar on a limited budget:

- A & R Cedar, Inc.
- Anbrook Industries Ltd.
- Capital Forest Products Inc.
- Clearbrook Shake & Shingle Ltd.
- Florence Corporation
- G & R Cedar Ltd.
- Goat Lake Forest Products
- Golden Ears Shingle
- Imperial Cedar Products
- Pacific Shingle
- Pleasant Lake Cedar
- Titan Cedar Products
- Waldun Forest Products Partnership
- Watkins Sawmills Ltd.
- Wesco Cedar, Inc.
- Western Wood Preservers, Ltd.
- And of course the CSSB!

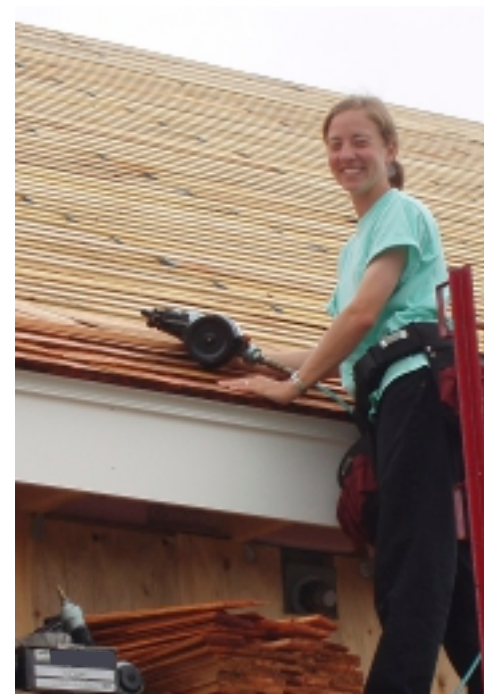
Along with the donations, Community Member Sister Clare wishes to recognize the many good suggestions that CSSB Members shared. Community Brothers and Sisters installed the product themselves and a host of project photos are included here.



A group shot of one of the larger guest houses showing many community members, Brothers and Sisters at work.



Sisters enjoying a picnic.

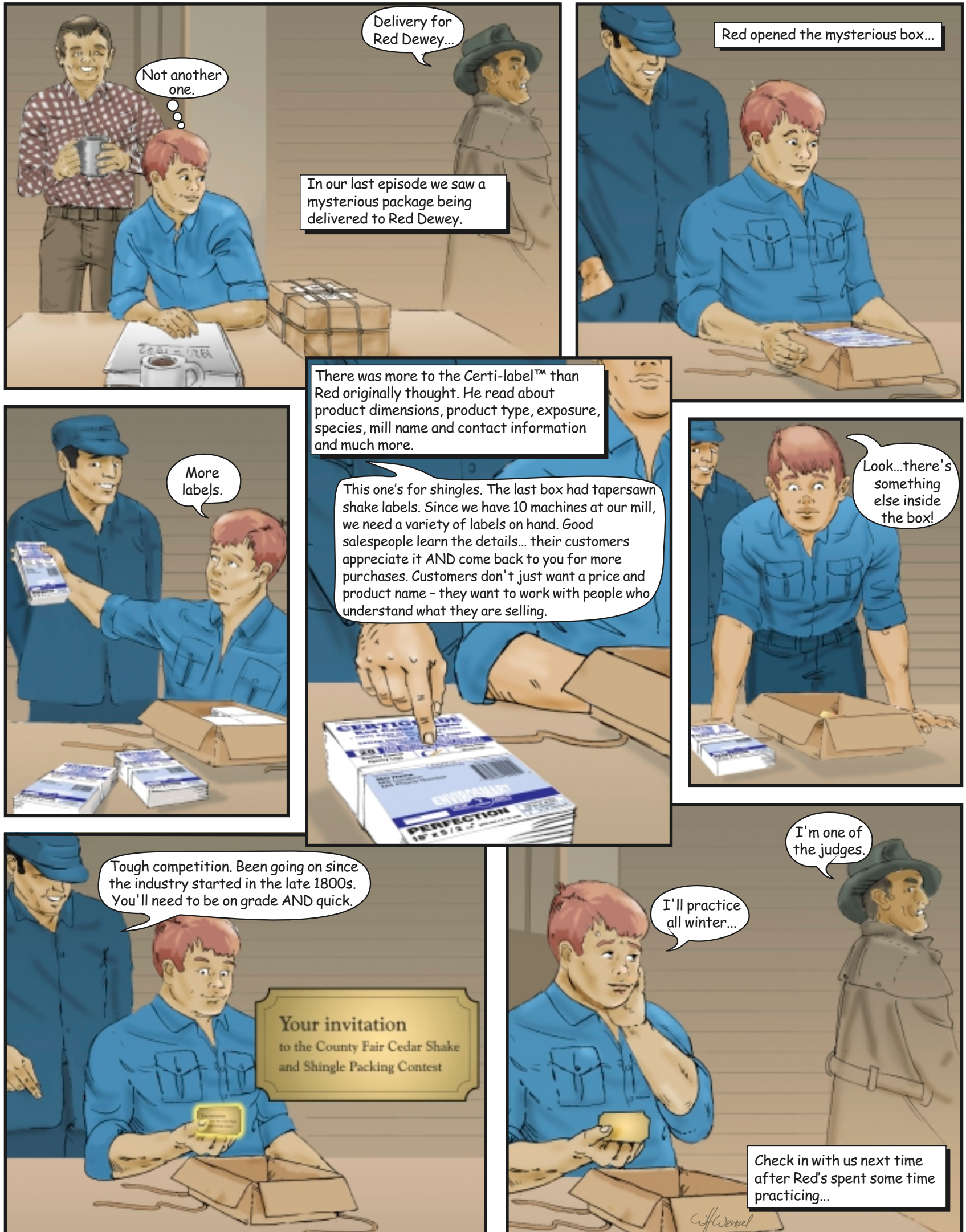


Sister Genevieve is learning how to roof by practicing on one of the buildings under construction.

All photos courtesy: Sister Clare, Community of Jesus.



# AT THE MILL



# THANKS TO OUR HISTORY BOOK SPONSORS

## PLATINUM LEVEL (\$1,000)

Anbrook Industries Ltd.

Capital Forest Products Inc.

Cedar Design Inc.

G & R Cedar Ltd.

Intertek

Pacific Coast Cedar Products, Ltd.

Riverhead Building Supply Corp.

S & K Cedar Products Ltd.

Taylor Forest Products, Incorporated

Waldun Forest Products Partnership/  
Stave Lake Cedar Mills (1992) Inc.

The Watkins Group

## GOLD LEVEL (\$500)

Anderson Shake & Shingle Mill Inc.

Comox Valley Shake

Lane Powell PC

Liberty Cedar, Inc.

Maze Nails

Serpentine Cedar Ltd.

## SILVER LEVEL (\$250)

Building Envelope Consultants, Ltd.

McCarthy Tétrault LLP

Speonk Lumber Corp.



## History Books now available.

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.



## Contact us for more information



TEL: 604-820-7700

FAX: 604-820-0266

[www.cedarbureau.org](http://www.cedarbureau.org)

[lynn@cedarbureau.com](mailto:lynn@cedarbureau.com)

US Address

PO Box 1178

Sumas, WA

98295-1178

Canadian Address

#2 - 7101 Horne St.

Mission, BC

V2V 7A2

Printed in Canada

**Members: Next Board of Directors Meeting is Feb. 27th, 2015, Vancouver, BC. RSVP by Feb 16th.**