



# IT'S VANCOUVER!



The Fairmont Hotel Vancouver

The Cedar Shake and Shingle Bureau is pleased to announce that its 101st Annual General Meeting will be held in Vancouver, British Columbia from August 26-27, 2016. There are activities for everyone, so make sure you attend this not-to-miss event. On August 26th, we get right down to the important business at our Board of Directors non-confidential meetings and Annual General Meeting. All members are welcome to attend and see what their association is doing to promote and protect the Certi-label™ brand. Attending a meeting really is a great way to get more involved as well as network with colleagues who have the same dedication and commitment to Certi-label™ shake and shingle quality.

Following a good day's business, members are welcomed aboard a fabulous yacht for a lovely cocktail reception and boat cruise. Experience the wonderful lights of Vancouver as the sun sets and a gleaming boat effortlessly glides across the water, showcasing how lovely this modern city really is. A full selection of hot and cold hors d'oeuvres plus desserts will be available. Mingle with the titans of industry and celebrate our 101st annual membership event.

August 27, 2016 sees avid golfers head out to King's Links where tee times and carts have already been reserved. Play golf at the edge of the ocean and enjoy the breathtaking West Coast scenery.



The Sunset Bay II



Never been to Vancouver before? No worries! Buses are arranged to take all guests from the host hotel and back for both the boat cruise and golf course outings. Registration and sponsorship forms are enclosed with this newsletter – sign up today and take advantage of special early bird rates!

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## EDITOR'S MESSAGE



It's another busy time in the cedar shake and shingle industry. Our District Managers are all reporting very busy desks and have already spent many long days in the field in 2016. Everywhere our team goes we are pleased to see that the Certi-label™ mark of quality continues to earn more widespread recognition. How proud our founding

members would be to see how our efforts today are continuing what they started all those decades ago.

### Annual General Meeting

I urge everyone to seriously consider attending our Annual General Meeting. The information sharing and business education opportunities are wonderful. You never know who you'll be sitting next to at a meeting; take advantage of all that our AGM 2016 event in Vancouver, BC has to offer. Some of you have mentioned that attending the business meeting can seem a bit intimidating... don't worry. You don't have to make a formal presentation or be put on the spot. Come out and say hello – you'll be warmly welcomed by your fellow members. We're all working towards the same goal and we guarantee a friendly handshake and introduction if you're a first time member attendee to our Annual General Meeting. If you have questions about how the event is scheduled, then do not hesitate to contact our wonderful staff at the Mission, BC office – we're here to help.

### Installer Program Revamp Update

Yes, we've heard from you – many new applicants are awaiting our newly revamped installer program application packages. We're still on track for a summer release date and are in the midst of proofing updated paperwork. We're doing this correctly and methodically to ensure the best service possible... watch for an eblast later this year with the formal announcement. We will be doing outreach calls to our wait list as well.

### Looking Ahead

We have a new grading and inspection seminar we've put on the road numerous times already. Clay Walker, Cedar Quality Auditor, travels with a District Manager to give a comprehensive overview of product types, grades, inspections and of course installation techniques. If you'd like to schedule one for your area, contact your District Manager and make a request. The Cedar Shake and Shingle Bureau has successfully obtained matching government funding for another round of exceedingly helpful marketing projects. Along with assistance for our new grading and inspection seminar, your association will also be revamping its installation video, updating two brochures, creating new looping videos for retail yards (including fastener education) and working on critical building code lobby work. Keep an eye out for Certi-Scene™ issues to follow and read all about it!

Enjoy the warmer weather and best wishes for a successful roofing season.

Lynne Christensen, MBA, CAE

Director of Operations

lynne@cedarbureau.com

**Welcome NEW MEMBERS!**

GMG Management, Inc. DBA Woodroof.com -  
Retailer, Maple Ridge, BC

## IN MEMORIAM

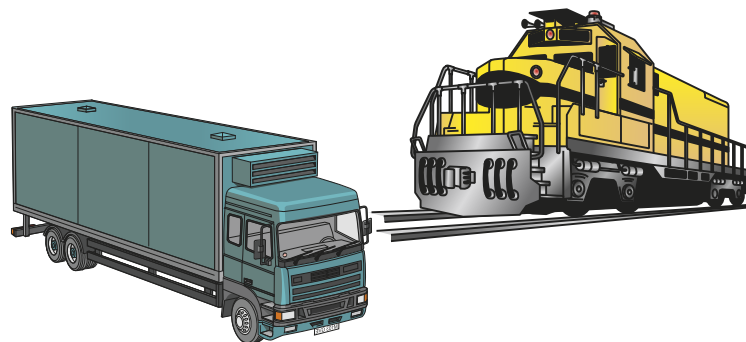
### Gordon MacKinnon

(Owner of Stoney Cedar Ltd.)

The Cedar Shake and Shingle Bureau was sad to hear of Gordon MacKinnon's recent passing on April 25, 2016. A memorial service was held on May 4, 2016 in Surrey, BC.

We wish to express our sincere condolences to Gordon's family.

## MENTOR'S CORNER



In this issue we're looking at some common acronyms used when discussing shipments of Certi-label™ cedar shakes and shingles:

**LTL:** LTL is an acronym for "Less than Truckload" freight. LTL freight is smaller than a full load and larger than something that can be shipped by your local parcel company.

**FOB:** FOB is an acronym for "Free on Board". A reference to the point in which the seller will deliver goods without charge to the buyer; additional transporting and handling would then be the responsibility of the buyer.

**Van vs. Flat Bed:** A van is an enclosed trailer that is often loaded onto the freight cars of a train for cross country travel and should be unloaded at a loading dock. Flat Beds are open trailers often used for more local deliveries and can be unloaded from either side.

Generally it takes about 10-12 days by rail and about 6-7 by truck for shipments to move from the West Coast to the East Coast. Consult your carrier/transport firm for exact details.

Members, if you have any questions please send them to lynne@cedarbureau.com and your trade association would be glad to assist.



# DM REPORTS



## Tony Bonura (Northeast)

Another busy season. Tony hosted one seminar and attended three trade shows in the Northeast. This provided the CSSB with exposure to over 5,000 people. Significant benefits with trade show participation to architects, builders, contractors, code officials

and the CSSB. Demand in New England and Northern Mid-Atlantic is very good. In the Hamptons the predominate roofing and siding request is for cedar shakes and shingles. Great future potential. Also there is an increase in usage of pressure-impregnated treated shakes and shingles in the Northeast District, the majority requested with preservative treatment. Tony is finding increased usage of Yellow Cedar products in his territory. Great feedback regarding the CSSB website with the addition of new videos on Roof and Sidewall Installation Tips plus available CSSB publications. Tony has multiple ongoing Case Study projects with anticipated publication dates of 2016-2017. Comments from seminars: "...have learned their lesson"; "you helped us justify taking the high road with CSSB-Member products"; "have just ordered our first van of Yellow Cedar 18" Certi-Sawn® tapersawn shakes (Premium Grade)".

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## Tony Hyatt (Northern Midwest)

Tony has received many inquiries regarding the pending relaunch



of the CSSB Approved Installer program (we're still on track for Summer 2016), indicating that contractors know the value of being a CSSB member. He reports numerous eager takers of the CSSB's new promotional USB drives and notebooks; Tony just received his second shipment of these promotional items for

distribution. In Chicago, the grading "Dice Brochures" are a hit with members who hand them out to homeowners at trade shows. Tony reports that a member in Chicago has decided to stay with Certi-label™ after a distributor tried to switch him to non Certi-label™ products. Members in Minneapolis are asking if the CSSB will attend the Minneapolis Home & Garden Show in the future. The Minneapolis region is currently a good market opportunity. The ability to make presentations at trade shows in front of roofers, distributors, architects and homeowners is a cost-effective way to spread the CSSB message in Tony's large territory. Phone calls have kept Tony busy over the last 2 months with over 300 calls from roofing contractors and over 125 calls from homeowners. In addition Tony attended the Minnesota ABC Supply Co. Customer Appreciation Show, provided a contractor seminar in Forest Lake and contractor training in Chicago.

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## WANTED

FOR EXTREME CERTI-LABEL™ PROMOTION



**KATHY MILNE**

**Member Services Coordinator**

**Location:** Abbotsford

**Territory Coverage:** North America

**Hobbies:** Knitting, Quilting, Reading

**Favorite Vacation Spot:** Hawaii

**Most Popular Question From Members?** What are the dial in numbers for the conference call today?

**Pet Peeve:** Discourteous Drivers

**Biggest success:** Planning our 100th Anniversary AGM in 2015

**Building products industry background:** My background is in the legal field which has helped me tremendously with the detailed administrative aspects of working with the CSSB Board of Directors.

## Peter Parmenter (Southeast)

Peter is noticing that correct fastener education is starting to pay off.



There are more calls for correct advice in advance of installation. Seminars and trade shows offer the CSSB the ability to showcase its presence in the marketplace, offer education to attendees and perform important networking functions.

Members appreciate the prompt delivery of manuals for their seminars. Peter is working with

a developer on Florida's West Coast now using ¾ inch Certi-Sawn® tapersawn shakes because of the good insulation value, longevity and beauty; this is a current trend in the Southeast. Higher demand from homeowners and distributors for Certi-label™ products is noted. Several distributors want only CSSB member product because "... our customers want it". Throughout Peter's territory, wood roof demand is picking up. Peter walked the RCI show in Orlando, FL back in March. The show had a very respectable number of attendees, over 1,500 people. Members have remarked on the forthcoming product sample kits and how sales are expected to increase as a result.

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# MARKETPLACE PROFILE: Charleston, South Carolina



**Known for:** One of the most historic cities in the United States. Southern charm. Art and restaurants. Lovely architecture. Fashion. Quality shopping. Dishes such as gumbo, fried oysters, crab cakes, red rice, grits. Spoleto Festival USA (17-day art festival). Vibrant theater community. Patriots Point Naval and Maritime Museum. The Calhoun Mansion. The Charleston Museum. Rainbow Row (street of homes, a popular photography subject). Fort Sumter (shelled on April 12, 1861 by Confederate Troops=the first shots fired in the Civil War). Historic antebellum homes. Deep water port. 120 parks. The Charleston (Dance). IT jobs.



Charleston – a charming city

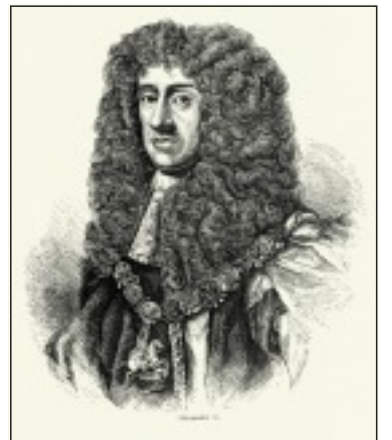


**Places and People:** Stephen Colbert; Robert Furchgott (Nobel Prize); Thomas Gibson (actor); Alexandra Ripley (author): Scarlett; Darius Rucker (singer); Khris Middleton (basketball); Charles Marvin Green (Angry Grandpa, YouTube®). Charleston is frequently used as a filming location (House of Cards, The Notebook and many others).

**Why Certi-label™:** Kiawah Island, which is close by, is dotted with large 'Cottages' which mostly have wood roofs. The owners of these homes are always quite well to do and demand the best. They know from CSSB seminars and from high quality distributors in surrounding areas that the Certi-label™ means high quality.

**Interesting Facts:** Charleston was founded in 1670 to honor Charles II, King of England, who was restored to the throne in 1660 following Oliver Cromwell's protectorate. In days past, ships' captains would bring back an exotic pineapple fruit to the homes in Charleston, then place the pineapple at their front gate to invite visitors in to hear tales of recent seafaring voyages.

Sources: Wikipedia, Peter Parmenter



His Majesty King Charles II

## New Sample Boxes Released

They're in from the printers and boy do they look sharp! Members, you should be very excited to receive your new sample boxes at your mill. They're currently in the midst of being distributed and if you've said yes when we called to ask, your sample boxes are on their way, hot off the press! There is an outer mailer, a gorgeous inside box with 4-color photos and a nice kraft pad to keep things tidy inside. Use these boxes to impress your customers with samples of your products... This sample presentation package really steps up our game in the marketplace!



Dancing the Charleston



# AFFILIATE MEMBER PROFILE: Capital Construction LLC



Left to right Andy Oakes, Ally Oakes, Katie Bergeson, Derek Muelke

## 1. When was your company founded?

Capital Construction was founded in 2011 after finding a void in the specialty roofing contractors in Minnesota. We try every day to improve ourselves and have already started to make a great name as one of the largest cedar roofing companies in Minnesota. Our impeccable customer base has been instrumental in our continued growth.

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

We have a team of 20. Many of us have been working together for a decade. We are a team that cannot only work very hard, but also share many laughs! We all enjoy what we do and it shows every day.

## 3. Who owns your firm?

Andrew C. Oakes is Owner/Operator of Capital Construction LLC. He specializes in replacement and repair of roofs, windows, siding and gutters with an emphasis and extensive knowledge of cedar roofs. Andrew has been surrounded by the roofing industry since he was a child. With a father in the industry himself, Andrew began roofing along-side of him and learned the physical side to the field. At age 20, he began selling roofs for a national company. He quickly became one of the top salesmen at this company before setting out on his own venture. Before starting his own business, he made it a priority to learn extensive information about cedar roofs. His goal was to be an expert in the cedar industry and push it as his specialty field for his company. Andrew's passion for cedar roofs and selling has made it possible for his company to edge out much of their competition in the cedar industry, gaining more customers. Andrew has an eager and fresh energy that will benefit all of Capital Construction's homeowners, and he brings a new and exciting perspective to the ever growing industry.

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

We are an exterior remodeling company that specializes in roofing, siding, windows and gutters with a focus on specialty roofing. We have set ourselves apart as one of the largest cedar shake roofing companies in Minnesota! Even though at the core, roofing is our specialty, we will do additional exterior work such as painting, building decks, and anything that our customers request of us.



## 5. What are your future goals?

We have been growing since day one and are making it our priority to become the most referred contractor around. Through striving to be the best we are constantly educating ourselves with the newest products and installations. We have a bright future in store for us and are excited for the many exciting years ahead.

## 6. What is one thing most people don't know about you?

One thing people don't know about me, and my company, is that we don't just want to be known for the exterior projects we do. We also want Capital Construction to be known as a company that gives back to the community, and is engaged in local events. Being a part of the community is extremely important as a business, and at Capital Construction we try very hard to donate and participate in as many events as possible.

## 7. What is your favorite meal, vacation spot and sport/activity?

My favorite meal would be pretty much anything my wife makes. She loves to cook and prepare fun meals, so I typically eat like a King! If I could vacation one place it would have to be a cabin up north. Some of my best childhood memories were spent on Bay Lake, in Northern Minnesota.

## 8. What does the Certi-label™ brand mean to you?

Quality. We install only Certi-label™ products when it comes to cedar roofing and are proud to exclusively use their products. Using Certi-label™ products means we can always be completely confident in every job we do and know it will perform for years to come.



Various job sites completed by Capital Construction (above and below)





# MANUFACTURING MEMBER PROFILE:

## S&K Cedar Products Ltd.



Rob Stuart and Kent Gibson

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

S&K Cedar Products Ltd. was founded in 1997, in Ruskin, BC.

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

S&K Cedar started with six employees; we now have 30-plus employees at our current location in Mission. We are located on the Fraser River and have been operating at this location for 9 years. We operate steadily throughout the year.

3. **Who owns your firm?**

Rob Stuart and Kent Gibson have been partners since 2000. Kent worked with Rob for 18 years at a large shake and shingle manufacturing company in Mission. Rob is a Red Seal millwright, and with Kent's experience in sales and production, Kent knew Rob would be a good partner in S&K Cedar. Kent asked Rob if he'd be interested in joining the company, and he came on board a year later. Rob is an asset as a millwright and partner. He watches the equipment day-to-day to assure everything is working efficiently and safely, while producing the quality products S&K is known for. Rob's regular and preventative maintenance schedule spots problem areas before major breakdowns can occur, resulting in less down time.

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

S&K Cedar cuts Western Red Cedar and Alaska Yellow Cedar shakes, shingles, and lumber. We produce the widely used and popular 16 inch Five X shingles, 18 inch Perfection shingles, 18 and 24 inch Resawn and Tapersawn shakes. S&K Cedar also manufactures a range of specialty cut products, including barnshakes up to a length of 48 inches. We specialize in hand-producing barnshakes using mallets and froes, and offer custom dimension products based on architectural or customer requests. To maximize wood costs and get the most from the wood we purchase, we now produce lumber. We have Timberwolf lumber mill, capable of producing custom lumber to a length of 60 feet.

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

The most unusual project we've had to date was a historic refit.

We made 36 inch Jumbo Handsplit and Resawn shakes with a 45 degree bevelled butt, to re-roof Benedict Arnold's house in Philadelphia's Mt. Pleasant Mansion.

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

Kent's future goal is to get down to a scratch handicap.

7. **What is one thing most people don't know about you?**

Most people don't know Kent's history in the shake and shingle industry. He started out block piling at 19 years of age. Working his way up through the years, at almost every job in the mill, he then joined management at the age of 29. Shake and shingle manufacturing and sales are his life.

8. **What is your favorite meal?**

Kent's favorite meal is steak and spaghetti. Favorite vacation spot is Palm Springs, CA. Golf and hunting are his favorite activities.

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

Certi-label™ brand means a secure on-going market for the products we produce.

10. **Anything else you would like to add? E.g. human interest – pets, volunteer work, public office etc.**

You can often find Kent at his property and home in Tulameen, BC where he retreats to as often as possible; riding his quad, traveling through the bush, and enjoying the wildlife.



The S&K Crew

### Intertek Summer 2016 Label Order Schedule

Denise Dugas will be on vacation the weeks of July 3, 2016, August 14, 2016 and September 11, 2016. During this time, labels will be ordered and shipped as usual (regular label orders are placed on Thursdays and delivered 8 – 10 days later). If possible, please order your labels the week **before** these dates.

#### #2 YELLOW CEDAR LABELS

#2 Yellow Cedar Tapersawn and #2 Yellow Cedar Shingle labels are available.

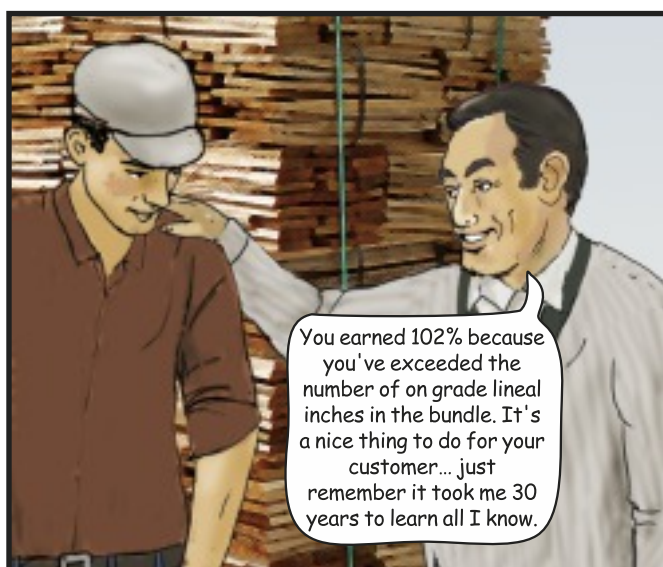
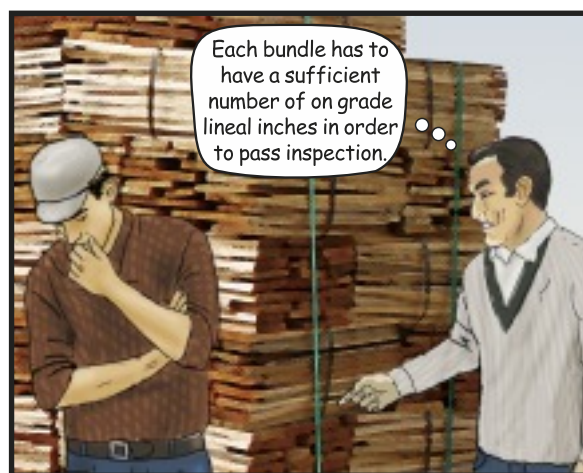
PH: 604.820.3320

FX: 866.381.2320

Email: [denise.dugas@intertek.com](mailto:denise.dugas@intertek.com)



# AT THE MILL





## WE'RE MOBILE-FRIENDLY



The Cedar Shake and Shingle Bureau recently upgraded its website to be mobile friendly. Our helpful website gurus at FirstPage Marketing did a grand job of making [www.cedarbureau.org](http://www.cedarbureau.org) ready for any mobile search that our wide user base may chose. So, go ahead, pull out the phone and tablet and search away (just pull over to the side of the road and turn off your vehicle).

## On the Scene

Sanj Hothi from S&W Forest Products Ltd. was recently at the JLC Live show in Rhode Island and took these photos at the CSSB Booth. Sanj - Thanks so much for helping us share the good work our members are doing out in the field!



L to R: John Brissette, Waldun Forest Products Partnership and Tony Bonura, CSSB District Manager, Northeast. Photo courtesy Sanj Hothi, S&W Forest Products Ltd.



Clay Walker, Cedar Quality Auditor, giving a grading and inspection seminar in Edmonton, Alberta. Photo courtesy Roy Manion, BC Wood Specialties Group.

**Contact us for more information**



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Printed in Canada

## History in a Minute



**"I'm so glad we insisted on cedar"**

**cedar shingles**

**for roofs**

**cedar shakes**

**for walls**

What a difference the "real thing" can make! Those thick layers of cedar shakes on the walls cast their deep shadow-lines row upon rich row. And they blend beautifully with the rugged texture of the cedar shingle roof. This is custom building. At a pleasingly competitive price! In fact, cedar is one material that goes above and beyond the call of beauty. You couldn't choose a more attractive exterior than a blend of shingles and shakes. Nor one that is more carefree to maintain. Yet, because cedar lasts so long, it is the lowest priced luxury material on the market.

You, too, will be glad you insisted on cedar. One look will tell you why cedar shingles and shakes are America's most imitated—but never duplicated—building materials.

send for these informative booklets today!

**RED CEDAR SHINGLE BUREAU**

3510 WHITE BUILDING, SEATTLE 1, WASHINGTON

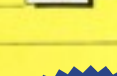
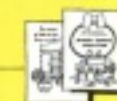
Enclosure: I enclose 10¢ for my copies of "Ideas for Homes" and "Dream Homes Come True."

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

In Canada: 350 BURNARD STREET, VANCOUVER 1, B. C.



A wonderful vintage ad from the CSSB archives.

**100 YEARS**

**1915-2015**

**Certi-label™ Quality**