



# 2016 PLANS REVEALED

Your trade association is hard at work preparing for another successful year in 2016. At the recent Board of Directors meeting in Dallas, Texas, Directors and Management worked on the budget for next year. Careful thought and planning went into a productive discussion. The following list of projects were identified as key items for next year:











- More rapid hailstorm and firestorm area response
- Marketing to new areas of the United States that are currently underserved
- Insurance Adjuster education
- Revamping the Claim's Adjuster Guide for a broader audience
- Updating current installation video
- More print ads in key publications
- Presenting 3 grading seminars and achieving AIA approval for same (this new seminar was debuted at Whistler AGM 2015 and received great reviews)
- Continuing to educate the marketplace against (1) unapproved fasteners as well as (2) the unapproved practice of covering entire deck with non-permeable membrane
- Sample boxes
- Building code update work

Of course, our popular Certi-Scene™ newsletter will continue every two months, keeping members and alumni informed about marketplace events, education, territory updates and much, much more. The Cedar Shake and Shingle Bureau will submit a request for Forestry Innovation Investment Ltd. funding in late 2015. Results should be known in early February 2016. In the meantime, we are continuing the Certi-label™ momentum by working on a "new and improved" installer program for 2016. Right now, we're planning on relaunching and opening to new applicants in early Summer 2016. We realize this program review has taken longer than anticipated and do sincerely appreciate your patience. We look forward to sending members more news in 2016.



Peter Parmenter, District Manager, Southeast, attended a recent RICOWI, Inc. event at the Oakridge National Laboratory in Tennessee. Key science and building code information is discussed at these meetings.

## 2015-2016 Board of Directors

Name	Company
 <b>Ed Watkins</b> (Chairman)	Premium Cedar Products Ltd.
 <b>Brooke Meeker</b> (Vice-Chairman)	Anbrook Industries Ltd.
 <b>Scott Anderson</b> (Secretary-Treasurer)	Anderson Shake & Shingle Mill, Inc.
 <b>Len Taylor III</b> (Past-Chairman)	Taylor Forest Products Incorporated
 <b>Stuart Dziedzic</b>	G & R Cedar Ltd.
 <b>Kent Gibson</b>	S & K Cedar Products Ltd.
 <b>Tom Haynia</b>	Cedar Design, Inc.
 <b>Aron Kurlander</b>	Capital Forest Products, Inc.
 <b>Andrew C. Oakes</b>	Capital Construction LLC
 <b>Curtis Walker</b>	The Waldun Group

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## EDITOR'S MESSAGE



Every editor on the planet is having a hard time believing that we're already into December, let alone coming up to the end of 2015. From our office in British Columbia, it seems hard to believe that yet another year is nearly gone. Rather than lament the passage of time, we should all celebrate the relatively good year we had. Our dedicated District

Managers, Tony Bonura, Tony Hyatt and Peter Parmenter, did stellar work in 2015, educating numerous key target audience members, protecting and promoting the Certi-label™ everywhere they travelled. Clay Walker, Cedar Quality Auditor, has faithfully visited and inspected every member mill, some many times in 2015; he is also commended for a job well done. Being on the road for a good part of one's job isn't easy, and thanks are given to our field team for their hard work.

As we look back upon 2015, we can be thankful for the brand which united us all: The Certi-label™. It's a brand we take very seriously – both in our marketing and quality control efforts. Not many organizations celebrate 100 years of success. Not many organizations have a global brand which is both respected and clamored for in the marketplace. We do! Be proud. Continue to produce top quality cedar shakes and shingles. Call our office if you have technical questions. We're here to help.

We wish everyone a Merry Christmas, Happy New Year and Season's Greetings.

Happy Holidays to you and your family.

Lynne Christensen, MBA, CAE  
Director of Operations

## Lifetime Achievement Awards Presentation, Bellingham, Washington: November 17th, 2015

On November 17, 2015, the CSSB hosted a Lifetime Achievement Awards luncheon at Anthony's Restaurant in Bellingham, Washington, for recipients Fred Amundson and Virgil Peterson (posthumous).

Vice Chairman Brooke Meeker presented both awards, giving a heartfelt thanks and sharing an accurate summary of both recipients' industry careers.

Vice Chairman Brooke Meeker presents Mark Peterson, son of Virgil Peterson, with his father's posthumous award.

Also in attendance were Virgil's daughter Carol and granddaughter Shannon.



Vice Chairman Brooke Meeker presents Fred Amundson with his Lifetime Achievement Award.

Attendees enjoyed a delicious lunch and watched both films that were shown at the Whistler AGM and Forks events earlier this year.



Special thanks to Wayne and Ileen Rourke, Intertek Testing Services NA Ltd., for its generous film sponsorship. The CSSB was also delighted to visit with Past Chairman Ralph Kinross who made the trip down from Port Moody, BC.

The September 2015 films and Program of Events, containing the biographies of all Lifetime Achievement Award recipients, is available online: [cedarbureau.org](http://cedarbureau.org) at the "News and Updates" section.



# DM REPORTS



**Tony Bonura (Northeast)** It seems like Connecticut has been reaching out the most from the Northeast and also many calls from Canada... whether it is Contractors, Architects, Building Officials, Wholesalers/Distributors... many contact Tony to enquire about specification assistance and installation of cedar shakes & shingles. Tony was kept busy with several meetings, case studies and seminars in

MA, MD and NY. Many retail distributors in the Northeast stated "... current demand is steady but there are signs that a bit of a slowdown is starting to occur."

Tony's biggest "positive" this month was when a high-profile consumer from Washington, DC stated that "... nearly every roofer giving an estimate tried to talk me out of specifying a wood roof because 'a wood roof will only last about eleven or twelve years'. I went on your website and I found those interesting 'Case Study' articles. Those articles convinced me I'm doing the right thing by specifying a wood roof. Your contact information was also on your website and I would like some assistance in specification and reviewing the correct installation procedures..."

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## **Tony Hyatt (Northern Midwest)**

Tony Hyatt (Northern Midwest) Tony had a full agenda with visits to mill members, Architects, Distributors and Contractors. He was also kept busy addressing issues concerning (1) fastener failures in the Chicago and Minnesota area; (2) non-permeable membrane put on the entire roofing deck under

cedar roofing materials; (3) shingles curling on a plywood deck where there were no Certi-Last® products, spacers or continuous ventilation product used. Minnesota and Chicago generated the most calls and emails during the 2015 summer/fall months. Tony also received close to 470 new contacts in just a three month period! Tony's biggest "positive" this month was a homeowner getting his roof redone, insisting on Certi-Split® shakes even after being pressured to use non-member product!

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## **Peter Parmenter (Southeast)**

In the past couple of months Peter has heard from over 200 new contacts, the majority being homeowners. He has been working hard supplying information to Architects, Contractors, Wholesalers & Distributors just to name a few. Peter is getting more involved much earlier in the specification process and is

finding the Southeast is becoming even more aware of the quality control reflected in Certi-label™ products. He is also seeing a general increase in homeowner, architect and specifier questions about quality and grade. In talking to an individual from South Carolina Peter was informed: "I won't be bothered with [generic] blue-color labeled shingles again. Certi-label™ only. I was getting too many complaints about 'narrows' in the non-member product." Peter commented that this is exactly the type of people that the CSSB wants to reach. Peter's biggest positive for the month: three intercoastal waterway homes are currently being built in Florida. All are specified with Certi-Sawn® tapersawn shakes. Two of the three have Certigrade® sidewall shingles. One of these homes has over 600 feet of valleys. Again, over 600 feet of valleys!

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## WANTED

FOR EXTREME CERTI-LABEL™  
PROMOTION



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

**Location:** Mission, BC

**Territory Coverage:** Southwest BC to North and Southeast US

**Hobbies:** Cycling, knitting, hiking, travel, American & Canadian Football

**Favorite Vacation Spot:** Paris

**Most Popular Questions?** When is payday?

**Pet Peeves:** Crazy drivers

**Biggest success:** 17 years service to the CSSB

**Building products industry background:**

Bookkeeper for roofing company in 1976, worked for a plastic pipe manufacturer from 1985-1991

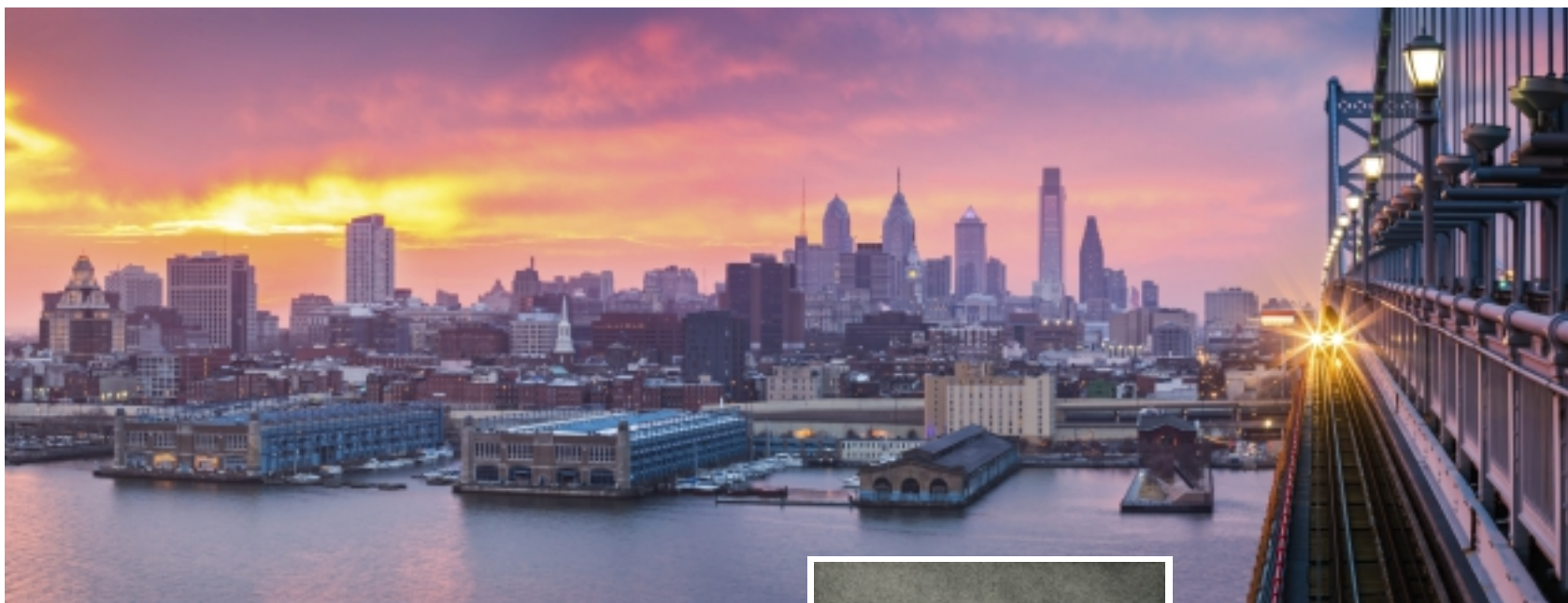
## Upcoming Meetings

- February 17, 2016: Board of Directors Meeting – conference call (members welcome to attend non-confidential portion)
- May 27, 2016: Board of Directors Meeting - Ocean Shores, WA (exact location TBA)
- AGM Late Summer 2016 – TBA

*We look forward to working with you in 2016!*



# MARKETPLACE PROFILE: Philadelphia, PA



**K**nown for: 18" Western Red Cedar Perfection Shingles. Philadelphia is also known as the birth place of America and the City of Brotherly Love. Philadelphia has a population of approximately 1,500,000 people. It is located in the southeast portion of Pennsylvania and the fifth largest city in the United States of America. Founded in 1682, it is a city rich in history.

**Interesting Firsts in America:** Hospital. Medical School. Cancer Hospital. Children's Hospital. Natural History Institute. Stock Exchange. Capital of the United States. World's Fair. Public School. Department Store. Licorice. Girl Scout Cookies (23 cents per box), Soda and Bubble-Gum. Philadelphia was also the first place in the world to have a computer!

**Famous for:** Birth place of America. Independence Hall, where the Declaration of Independence and the United States Constitution were debated and signed. Liberty Bell. One of the most haunted cities in the U.S. The largest number of outdoor wall murals in the world (3,000). Philly cheesesteaks (Pat vs Geno eateries). American bandstand. Fairmont Park (9,200 acres). Phillies (MLB). Eagles (NFL). Flyers (NHL). 76ers (NBA). Home of William Penn (founder), Ben Franklin, Grace Kelly, Edgar Allen Poe, Betsy Ross, WC Fields and Will Smith, Sylvester Stallone and Rocky. Philadelphia Cream Cheese® was invented in New York and actually has nothing to do with Philadelphia!

**Why Certi-label™?** With its natural durability and beauty, Certi-label™ products help maintain the tradition of historic structures such as Independence Hall during its recent restoration phase. This project used three different types of Certi-label™ product: Certigrade® Class C Fire Retardant Treated 18" Perfections, 24" x 1/2" Handsplit and Resawn Certi-Split® shakes, and historically accurate 36" x 3/4" Tapersplit shakes. Due to the education programs of the CSSB and ongoing contact with the National Park Service in the Mid-Atlantic and Northeast, the Certi-label™ is the assurance that the cedar shakes and shingles have been legally inspected and conform to building code.

## Sources:

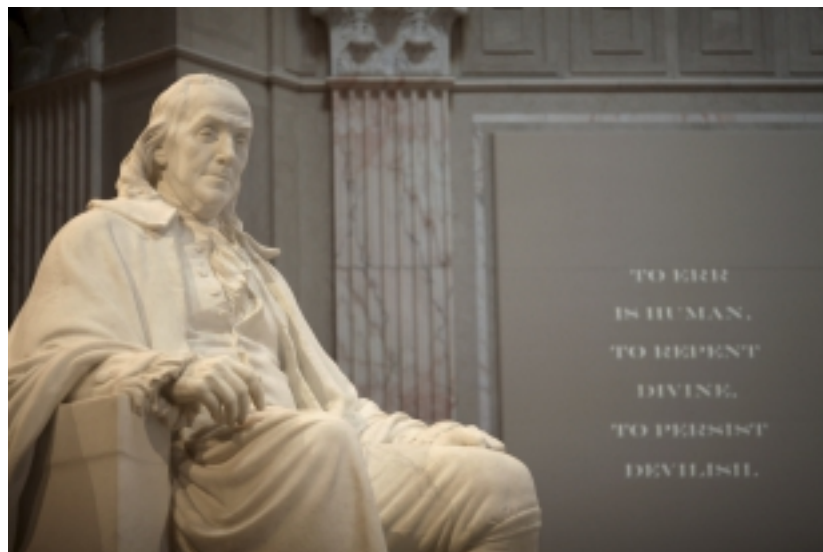
<https://en.wikipedia.org/wiki/Philadelphia>;  
[philadelphia.about.com](http://philadelphia.about.com); [media.philly.com](http://media.philly.com);  
[www.historicphiladelphia.org](http://www.historicphiladelphia.org);  
[10-facts-about.com](http://10-facts-about.com)

The CSSB also has two case studies from Pennsylvania on its website at:  
[www.cedarbureau.org/about-us/case-studies.asp](http://www.cedarbureau.org/about-us/case-studies.asp)



A gorgeous photo of Philadelphia.

William Penn founded Pennsylvania after being granted a large tract of land in today's Pennsylvania from His Majesty King Charles II of England.



Ben Franklin statue commemorating one of America's Founding Fathers and World-Renowned Inventor and Intellectual.

## Member Manufacturers:

Number Two Grade Yellow Cedar labels are now available. Please contact Denise Dugas at Intertek to discuss product types and label ordering timeframes. Telephone: 604-820-3320.



An interesting icon collection from Pennsylvania.



# CASE STUDY PREVIEW: **Halloween Fun at Lyndhurst**



Exterior of 1894 bowling alley under partial restoration. It overlooks the Hudson River, New York City.

Northeast District Manager Tony Bonura has been busy working with Krystyn Hastings-Silver at the Lyndhurst Estate in New York. The onsite 1894 bowling alley is being restored to its former gilded-age grandeur using Certi-label™ roofing and sidewall materials. We're giving members a sneak preview of this pending case study – the full article about this lovely estate will be published in 2016 once the building restoration is complete.

For now, enjoy these photos of the 2015 Halloween festivities the estate recently hosted as a fundraising activity:



Zombies and ghouls lined the road.



Lyndhurst is a magnificent estate showcasing the Gothic Revival architectural style.



Interior of 1894 bowling alley has been completely restored.

The welcoming committee was rather bareboned this time of year.



# COMPANY PROFILE S&W Forest Products Ltd.



Certi-label™ roofing materials manufactured by S & W Forest Products Ltd.

allows homeowners to save on air conditioning costs in the summer and heating in the winter.

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

Every cedar shake or shingle project is special. From restoration barns to new park developments, we have been involved with many custom projects. The project that stands out as being the most unusual however would have to be the order for 400 squares of 16 inch shingles with the requirement that each shingle had to be a 5 inch width. That's

180,000 – 5 inch shingles! Our amazing crew put in many dedicated hours to complete this project.

## 1. When was your company founded?

S&W Forest Products Ltd. was founded in 1964 by William (Bill) Watkins and George Slusarchuk, it has been a family business for 4 generations. We are proud to have been in the Shake and Shingle industry for over 50 years now. Playing a role in the Canadian Forestry sector has always been a huge part of the Watkins family heritage. S&W is located off the Stave River in beautiful British Columbia, Canada.

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

Our team consists of 20 members. We have a wealth of industry knowledge in our manufacturing department, sales division and administrative team. The craftsmen among our crew take great pride in their work and it is due to their hard work that we continue to excel.

## 3. Who owns your firm?

Michael and Laurie Watkins.

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

We provide quality Western Red and Alaskan Yellow Cedar roofing Shakes, Shingles, Tapersawn, Ridge Capping and Sidewall products. We are proud to know that our products are being sold out of the highest end building yards across North America.



Shake and Shingle  
(the yard cats are brothers)

In addition, we specialize in rebutted and rejointed sidewall shingles, particularly in Alaskan Yellow Cedar. We give our customers the choice of natural, primed, stained or custom colored sidewall – all with sanded faces. We pride ourselves on the high quality product we produce. We enjoy helping our customers getting what

they want and we know that every homeowner has different needs. This is why we offer preservative treated product as well as fire retardant treated product. Depending on your area's climate, the installation, and maintenance you provide your roof, it has the ability to last anywhere from thirty to fifty years. Cedar is the preferable choice for roofing any home, and we aren't just being biased, the facts support us! Cedar is highly resistant to hail and wind, which is why it is an excellent choice for homeowners that live in areas prone to more extreme weather conditions. Shakes carry Class 3 & 4 hail impact resistance – 4 being the highest. Cedar is also a great insulator, holding a naturally high insulation value (R-value) which

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

S&W Forest Products Ltd. is PEFC and SFI certified. It is important to our corporation as a forest products company to help promote sustainable forest management practices. PEFC and SFI are large organizations that have influential partnerships all over the world. They work to continuously help fund and protect our forest industry. This provides ease of mind for our customers and consumers that our raw materials originated from sustainably managed forests, recycled and non-controversial sources. From the time we select raw logs to the time the finished product is delivered to our customer, quality is always the first consideration.

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

The Certi-label™ represents a quality product that we, the manufacturer, are proud to stand behind.

## 8. Anything else you would like to add? E.g. Human Interest - pets, volunteer work, public office?

We could not forget to add our two wonderful mascots, Shake and Shingle. The brothers can often be found playing in sawdust or inspecting the yellow cedar shingles.



The S&W Team out having a bit of fun on the West Coast.

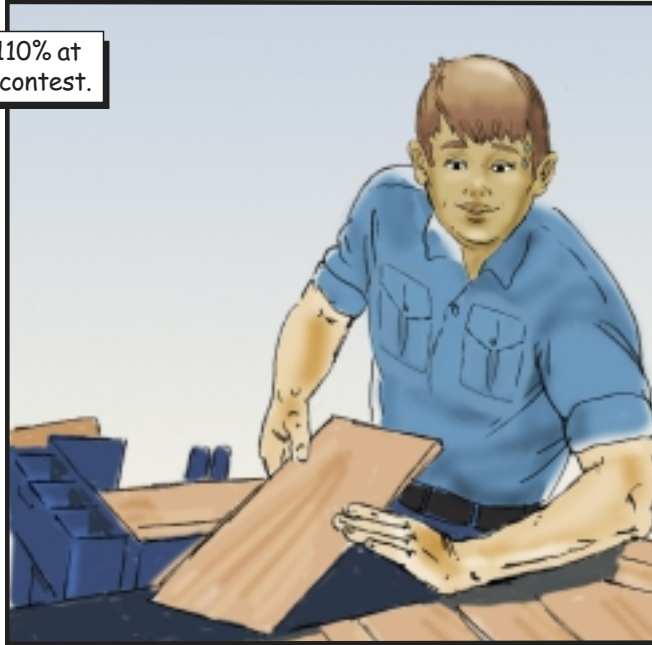
Photos: courtesy S&W Forest Products Ltd.



# AT THE MILL



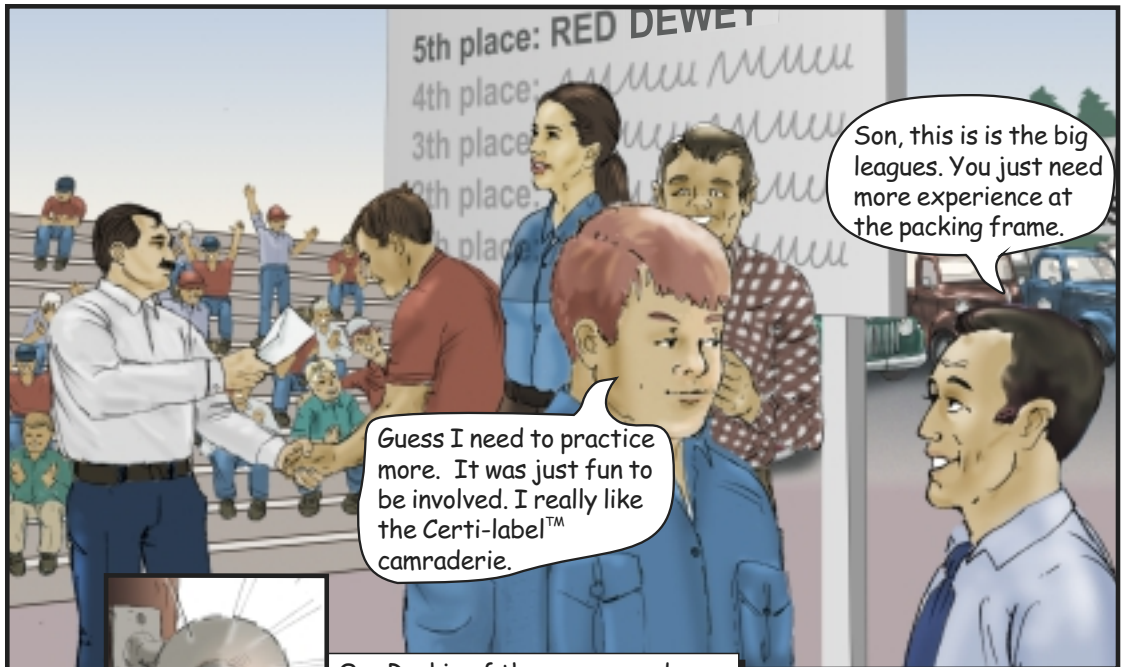
Red gave it 110% at the packing contest.



The crowd was very enthusiastic.



It was great to see the industry come together and celebrate the true craftsmanship involved.



Son, this is the big leagues. You just need more experience at the packing frame.

Guess I need to practice more. It was just fun to be involved. I really like the Certi-label™ camaraderie.

Our Rookie of the year award goes to Red Dewey for Sportsmanship and Quality Focus.



I had no idea how hard these people worked.



Who's that girl?

That's Penelope. She's the daughter of the millwright where you work... just back from summer holidays.

To be continued...



# A Special Certi-Moment!

Retired Southwest District Manager Tom Seely and his wife Jan recently hosted the CSSB Management Team at their lovely home in Texas for a wonderful evening meal. The CSSB was in town for the recent 2016 Budget Planning and Board of Directors' meetings. Sincere thanks to the Seelys for a fantastic evening!

L to R: Tony Hyatt, District Manager Northern Midwest; Lynne Christensen, Director of Operations; Barb Enns, Lead Accountant, Clay Walker, Cedar Quality Auditor, Jan Seely, Tom Seely, retired District Manager, Peter Parmenter, District Manager, Southeast. Not pictured: Cee Cee the Chinese-crested dog and Misty the miniature greyhound.



## MENTOR'S CORNER

The purpose of this column is to help out people new to our industry. Send us your questions and we'll help you demystify some of the terminology and industry practices. This issue focuses on Wood Grain and Coverage examples:

### EDGE GRAIN versus FLAT GRAIN

Flat grain is restricted by grade. No flat grain is permitted in Premium Grade shake or Number 1 Grade shingle products. Up to 20% per bundle is allowable in Number 1 Grade shake products.



Flat Grain (Butt End)



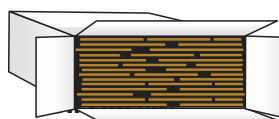
Edge Grain (Butt End)



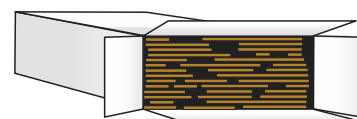
Flat Grain Surface

### COVERAGE

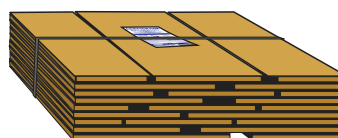
Coverage is the amount of roof or wall area the on grade product in a bundle or carton will cover.



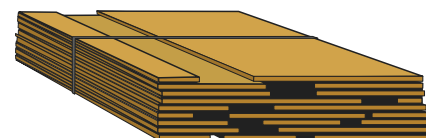
Good Coverage



Low Coverage (look out for substandard sized cartons too)



Good Coverage



Low Coverage

Some manufacturers cheat by not putting the correct amount of ON GRADE coverage (i.e. lineal inches) in bundles and/or cartons. Others make cartons that look full but are actually smaller than standard size. Read the official grading rules and compare them with how much the bundle or carton holds: <http://www.cedarbureau.org/green-products/supporting-documents/grading-rules.asp>. Much like serving quantities of food, the calorie count doesn't always match the full contents of the container.

### Contact us for more information



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