



Members – great news!

The Cedar Shake and Shingle Bureau (“CSSB”) continues to expand its film catalog. The latest offering to eager audiences around the globe is a film demonstrating how quality cedar shakes and shingles are inspected and graded. Featuring Cedar Quality Auditor Clay Walker, it provides a unique insight into the heart of what makes the Certi-label® so popular in the marketplace.

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EDITOR'S MESSAGE



Out here on the West Coast we're all very much looking forward to spring. It's been a particularly long, cold and snowy/icy winter in the BC Lower Mainland, quite unusual for the land typical of the February daffodil season! Weather aside, your association has been hard at work developing more marketing tools and promoting the Certi-label® brand in the marketplace. New films are in the final stages of editing, and I'm pleased we can showcase our Grading and Inspection film in this issue of Certi-Scene™.

I'd like to focus on the seminar work of our dedicated field staff in this column. We've seen a significant amount of success with our seminar program over these past few months, and congratulations are due to our field team members for their outstanding effort on the educational front. Hundreds of marketplace participants, specifiers and buyers of Certi-label® cedar shakes and shingles attend the CSSB's seminars each year, across the entire United States and Canada. Literature is provided, samples shown and ample time for questions and answers is offered. Sharing education on product types, grading and inspection, installation techniques and finishes and coatings ensures that members' products are easier to select when designing a new home or reroofing an existing one.

Territories vary, some areas being compact with many companies in a local area. Other territories have vast distances between firms, making for long hours on the road. Regardless of area, our District Managers and Cedar Quality Auditor are up to the challenge of providing valuable education to a wide audience. Past seminar attendees include building code officials, roofing contractors,

buyers, architects, distributors, members' customers, building envelope specialists, roof inspectors, homeowners... and many more. In fact, our last headline article in the previous issue of Certi-Scene™ resulted in new seminars being requested!

Our Field Team's services are in great demand; they handle technical calls/emails, yard visits, trade show attendance and seminar provision. They are, in my opinion, the greatest marketing asset we have at the CSSB. They work through intense heat, snow, rain and sleet, tirelessly promoting product and addressing marketplace queries in a diplomatic manner. Well done Team – your efforts are appreciated.

Members: If ever you have questions about upcoming scheduling or territory development, please do not hesitate to contact our Field Team directly:

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tony@cedarbureau.com

Tony Hyatt: 608-848-2667
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Peter Parmenter: 912-898-8173
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Clay Walker 604-820-7700
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Wishing you a positive, sales-filled Spring Season.

Sincerely,
Lynne Christensen, MBA, CAE
Director of Operations

IN MEMORIAM

Gilbert "Butch" Arthur Taylor
May 28, 1946 – February 18, 2017

The Cedar Shake and Shingle Bureau is sad to share with its Members, Friends and Colleagues the news of Gilbert "Butch" Taylor's passing on Saturday, February 18, 2017.

A service was held in Port Alberni, BC on Saturday, February 25, 2017.

The family requests that in lieu of flowers, donations can be made to the Heart and Stroke Foundation. You are invited to share memories and condolences with the family at www.chapelofmemories.ca

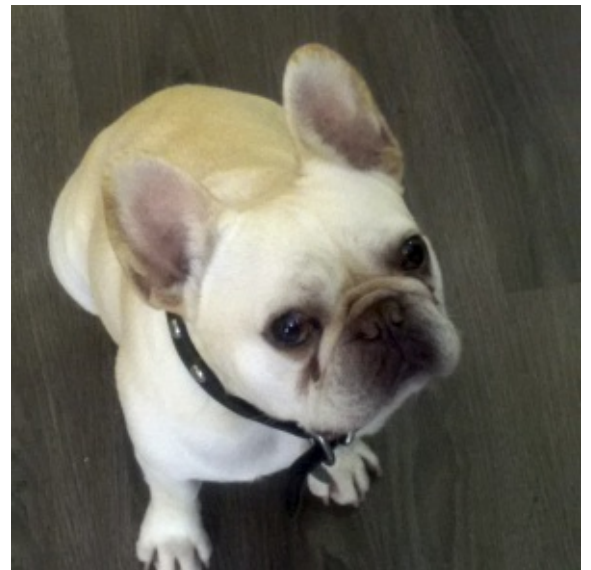
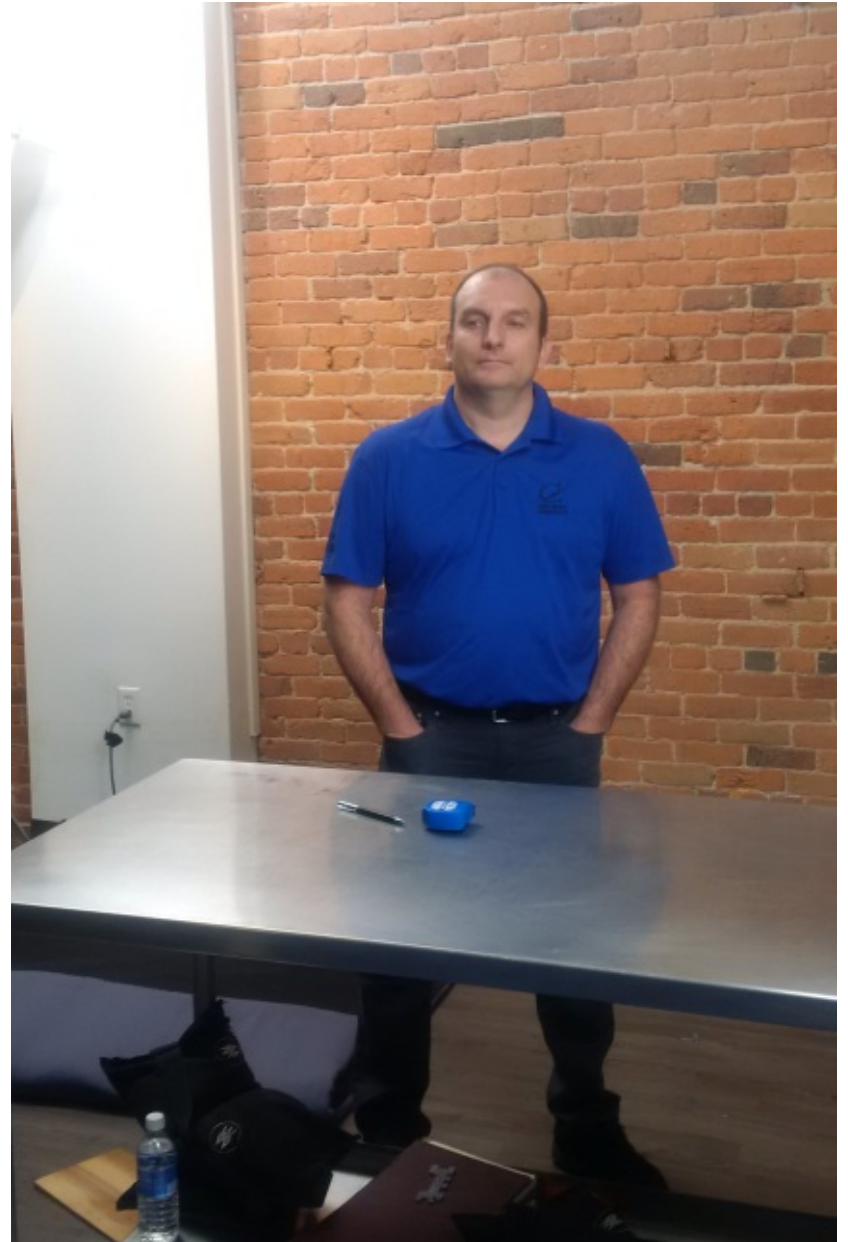
The Cedar Shake and Shingle Bureau offers its sincere condolences to Butch's family during this time of loss.

Continued from page 1

The CSSB gets frequent questions about quality control and how it sets the Certi-label® brand apart from the rest of the marketplace. This film reiterates what the CSSB has already had on the road for over a year and a half: Grading and Inspection seminars. Audiences all over the United States have been intrigued by the dedication and thoroughness involved with grading and inspection of our members' products. Seminar attendees are also more apt to purchase member products after learning of the rigorous focus on quality through third party inspection as well as via the CSSB's own in house Cedar Quality Auditor, an additional layer of quality control unmatched by competitors.

We thought members would enjoy seeing your CSSB team hard at work on the film set in Vancouver, BC. Clay, of course, was on camera all day. Lynne Christensen, Director of Operations, and Christine Inglis, Customer Service Representative, were off camera, helping with props, product samples, script edits on the fly and general support. Once again the talented crew of Barbershop Films managed a successful film shoot and post production editing work.

The new video can be seen on www.cedarbureau.org under the About Us/Videos section or <http://cedarbureau.org/about-us/videos.asp>



On set with some CSSB Staff Team Members:
Clay Walker, Cedar Quality Auditor
Christine Inglis, Customer Service Representative and
Lynne Christensen, Director of Operations

An unexpected visitor on set.

DM REPORTS



**Tony Bonura
(Northeast)**

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tony@cedarbureau.com

Tony attended a Code meeting on January 11, 2017 where the 2015 IBC & IRC Codes were discussed for shakes & shingles utilized in roof and wall installation. He also gave two shake & shingle seminars in Pennsylvania and New York, as well as three AIA seminars in Vermont, Massachusetts and Connecticut with Clay Walker, Cedar Quality Auditor. Tony has noticed an increased number of requests for CSSB seminars from CSSB Affiliates. New seminar requests are always welcome; contact Tony for scheduling.

Tony continues to field many calls from architects, builders & contractors in his territory. A Member Affiliate Distributor advised him that he really appreciated the support, verbal and written, from the CSSB employees. It saves them a lot of time and aggravation to be able to reach out to CSSB staff with any question about Certi-label® products, or, even general industry questions.

Tony received a referral from a Senior Historical Architect with the National Park Service to a colleague with very high praise for Tony's excellent knowledge of CSSB products and their application.

He reports very positive feedback on our "Product Sample Program" from architects, builders, code officials, National Park Service and roofing contractors. This program was introduced to showcase CSSB sample products in a more professional manner.

Tony continues to work with Lynne Christensen, our Director of Operations, on CSSB Case Study projects in New England and the Mid-Atlantic.



**Tony Hyatt
(Northern Midwest)**

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Tony has been extremely busy with four Trade and Home shows and travelling. In total approximately 30,000 attendees were recorded during Tony's tenure at these shows. At the Minneapolis Home & Garden show a home owner thanked Tony for helping him understand cedar roofing and finding him a Member Contractor/Installer in his area. The owner stated his roof is great. Members are glad the CSSB exhibited at the home show in Minneapolis again as this is a good market for Certi-label® products.

Tony travelled to Portland, OR, Chicago, IL, and Minneapolis, MN. As well Tony gave a seminar for AIA in Dallas, TX. The CSSB's new Grading and Inspection seminar is also well received and the installation manual is a valuable asset to our members. Members would like a pocket size grading rules book for quick access. Tony notes field issues with cupping and curling due to poor installation, including curling cedar shingles due to solid sheathing with no ventilation system underneath or lack of Certi-Last® treatment. Insurance companies in some areas are attempting to talk people out of using cedar roofing materials.

Members are concerned about non-member product appearing in the Chicago area. More field representative time is needed in this city. Over 60 calls with architects keep Tony busy along with 281 homeowner calls and 117 Roofing Contractor calls. Future plans for Tony include training seminars in Minneapolis for sales teams and contractors and calling on architects, distributors and contractors.

Welcome NEW MEMBERS

Member Contractor/Installer –
Cedar Preservation Systems LLC – Wixom, Michigan
Affiliate – Ventgrid Inc. – Chester, Nova Scotia



Peter Parmenter (Southeast)

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peter@cedarbureau.com

Peter attended the IBS-National Association of Home Builders trade show in January 2017 where he reported good traffic with over 67,000 people in attendance. He also has interest from home developments in North Carolina looking to reroof with cedar... and of course Certi-label® brand quality is top of the list. Peter predicts future opportunities in St. Augustine, FL, West Palm Beach, FL and Raleigh, NC. He also notes growing interest from architects in Texas and California which should bode well in upcoming months. Non-member material is encroaching into the Atlanta area and educating members' customers about grading rules and product quality is a high priority in this area. Peter states that seminar demand for 2017 is picking up and he hopes to schedule a grading and inspection seminar tour with Cedar Quality Auditor Clay Walker in the state of Alabama and other areas (demand dependent). He also plans to do some more homeowner association visits in Chicago with District Manager Tony Hyatt as well as more distributor and architect calls. Peter attended two code official meetings over the past three months. One very interesting comment from a marketplace participant is noted: "The CSSB Manuals (hard copies) are a strong part of my sales offerings."

Seminar Reminder

Members, recall our last issue of Certi-Scene™ where we noted that “Education is a powerful asset to any business.” as well as “Ensure you harness education's full advantage at your company.” As a result of this headline article, we've booked two additional educational seminars with our Members. Over the course of one year we received numerous audience comments such as:

- I am much more confident in specifying cedar shakes and shingles now.
- What a wealth of information! Best speaker of the day!
- Can you come back and train us again next year with another one of your seminar topics?
- I have multiple branches. How about we arrange a series of seminars at all 5 locations?



It's all music to our ears! The CSSB Field Team is very pleased to provide this education to its members and their customers. Members are, of course, given priority booking status. Contact your local District Manager to book a seminar – your competition may already have!

Seminar Topics Offered:

- Western Red Cedar Shakes & Shingles: Identification, Application and Benefits
- Finishes/Coatings: Recommendations for Western Red Cedar Shakes & Shingles
- Grading & Inspection

WANTED

FOR EXTREME CERTI-LABEL® PROMOTION



Lynne Christensen MBA, B. Comm, CAE
Director of Operations

Location: Mission, BC

Territory covered: North America and international locations as Certi-label® demand increases

Hobbies: Writing, reading, dressage, racehorses, treadmill workouts

Favorite Vacation Spot: Sussex, England and Dunedin, New Zealand

Biggest Success: Cedar Bureau's 100th Anniversary History Book

Most popular question at the Cedar Bureau: Can you please review this paperwork and edit it for me?

Building products industry background: I started working as a part time mailroom clerk at a private cedar shake and shingle mill. Subsequent roles at the firm were Assistant to VP Marketing then Manager, Marketing and Investor Relations for the fiber cement product division. I was headhunted by the Cedar Bureau and in 1998 started here as Marketing Manager. In 2002 I assumed my current role and enjoy the fact that no day is ever the same!

Education = Business Success!



Popular Seminar Series Held

District Manager Tony Bonura and Cedar Quality Auditor Clay Walker both presented a January 2017 series of CSSB Educational Seminars in the Northeast, hosted by Affiliate Member Capital Forest Products Inc. A wide range of information was shared, primarily focused on grading and inspection, including hands on samples and discussion. Free literature was provided to attendees as was a nice meal. The CSSB thanks Capital Forest Products Inc. for facilitating these successful events in Vermont, Massachusetts and Connecticut. We appreciate your support!



Ladies Luncheon – November 25, 2016

The Ladies of the Cedar Shake and Shingle Industry held a successful holiday season luncheon in November 2016. Ably hosted by Darlene Graboski, Angela Finley, Shawna Hunter, Barb Zimmer and Shannon Selbee of Watkins Sawmills Ltd., the event was a wonderful success. Generous sponsors provided outstanding impressive gifts for attendees this year. Winner of the 50/50 prize was Pam Drocholl of Waldun Forest Products Partnership with the other half of the prize being donated to The Canadian Breast Cancer Society (\$750).

The event took place in Maple Ridge, British Columbia, at the Black Sheep Pub. Everyone was pleased to see Eleanor Lobb, the event founder, in attendance. This event marked the 43rd consecutive year the Ladies Luncheon was held. Thirty seven women from fourteen industry companies attended this annual event.



Angie Payne, Courtney Sheppard, Roxanne Sharma, Valley Pulp & Sawdust Carriers Ltd.



Sunny Donatelli, Anglo American Cedar Products Ltd., Eleanor Lobb.



Barb Kunze, Dina Zanatta, Tammy Squair, Pam Drocholl, Kirsti Hakkinen, Ute Faber and Shawna Gibbs, Waldun Forest Products Partnership.



Denise Dugas, Intertek, Kathy Milne, Michelle Foucher and Christine Inglis, CSSB, Ileen Rourke, Intertek.

Ladies Luncheon



Mary Lysonirka, Catherwood Towing Ltd.,
Melanie Judd, Probyn Log Ltd.,
Janet Schmidt, Catherwood Towing Ltd.,
Della Lowe, Probyn Log Ltd.



Raffle Table.



Jill Iacino, F.S.R. Treatment, Inc.,
Merle Simonin, S & W Forest Products Ltd.,
Marni White, Woodroof.com,
Wendy McAllister and Sanj Hothi, S & W Forest
Products Ltd.,
Barbara Kowalsky, Best Quality Cedar Products Ltd.,
Terry Clark, Imperial Shake Co. Ltd.,
Shannon Selbee, Watkins Sawmills Ltd.



Darlene Graboski, Angela Finley, Shawna Hunter,
Barb Zimmer, Shannon Selbee, Watkins Sawmills Ltd.



Door Prize Table.

MARKETPLACE PROFILE: Madison, Wisconsin



Known for: Midwestern friendliness. Honesty and hard work. Capital of Wisconsin. Nickname is 'Mad City'. Wisconsin is known as the Dairy State. University of Wisconsin ("UW"), and Forest Products Laboratory. University Hospital and Clinics plus their teaching environments. At UW, the Hoofers Sailing Club rents sailboats to members, at the Memorial Union building located on Lake Mendota so students can study by the Lake. Wisconsin Badgers College Football Team, with the Wisconsin Marching Band, plays the fifth quarter (you have to be there). A chain of lakes: Lake Mendota, Lake Monona, Lake Kegonsa and Lake Waubesa. City Parks offer access to the lakes with beaches, hiking, cross country skiing, and bike trails. Arts and museums on campus and off. UW Arboretum offers hiking and skiing. Orpheum Theater and Overture Center for the Arts. State Street, famous for shopping and cafes, connects the UW campus to the Capitol. Active independent rock scene. Music festivals. Symphony. Farmers Market on Saturdays in the summer around the Capitol, also known as the Square. Wednesday Night Band Concerts on the Square. Craft Beer. Amazingly hardy folk who only wear t-shirts in snowy winters. Film Festival.



Saturday, Farmers Market, Madison, Wisconsin



Dairy country, Madison, Wisconsin

Places and People: Architect Frank Lloyd Wright (childhood and studied here, designed local buildings, one built after his death was the Monona terrace). Chris Farley (comedian, Saturday Night Live) Chris Noth (actor, Law & Order, The Good Wife) and Tyne Daly (actress, Cagney and Lacey, The Enforcer), Bob, Gary and Ryan Suter (NHL players). Oscar Mayer Sr. and Jr. (business, food products). Pleasant Rowland and Jerome Frautschi (Business, American Girl® dolls).



Capitol building, Madison, Wisconsin

Why Certi-label®: Rugged winters and bitter cold make freeze-thaw resistant Certi-Split® handsplit and resawn shakes a wise choice. Members' products are used in the upper scale areas of North Shore, Maple Bluff and Sherwood Hills.

Interesting Facts: The town was a big training area for Civil War Soldiers. (Camp Randall). UW football stadium is located there. City cornerstone laid in 1837. The four lakes surrounding Madison are connected by an intricate lock system connecting to the Yahara River. (Note: Lake Kegonsa is in the chain of lakes but a dam prohibits motorboats from accessing other lakes). Metropolitan area is nearing 600,000 residents. No new construction is permitted to obscure the Wisconsin State Capitol dome – the tallest building in town is nine stories high. The Forest Products Laboratory, adjacent to UW, is a world leader in researching forest products' performance as well as finishes and coatings.

History in a Minute

Back in the early 1940's, the Cedar Bureau installed plywood bulletin boards at an appropriate place in Member Mills. About every two weeks the inspectors were furnished typewritten

newsletters which they posted on these Certigrade® boards, usually accompanied by a new piece of literature, advertisements etc. We're sharing a few of these letters "To the Shingle Weavers". Enjoy!



Red Cedar Shingle Bureau

5508 WHITE BUILDING
SEATTLE

February 4, 1941

NEWS LETTER #34

TO THE SHINGLE WEAVERS:

The other day a weaver wrote to us about the Bureau's fieldmen, stating that he had learned of them through these bulletin board News Letters. He was puzzled, and asked, "What does a fieldman do -- what sort of person does he have to be?"

Our answer ran something like this: "A Red Cedar Shingle Bureau fieldman must be a man of vision and ambition, an after-dinner speaker; must be able to work all day and drive all night and appear fresh the next day; must inhale dust in summer and drive through snow ten feet deep at ten below in winter; must be a Democrat, Republican, New Dealer, Old Dealer, plutocrat and politician all rolled into one; must know shingles, their grades, manufacture, uses, application and treatment; must be a good hand-shaker, an expert movie operator, etc., etc."

We're passing this along so that you, too, can learn a little more about this activity of the Bureau and its operation. There are twelve of these fieldmen covering the country. But, though their duties are widespread, they're all pointed in one direction -- Certigrade red cedar shingles.

Sincerely yours,

RED CEDAR SHINGLE BUREAU

AT THE MILL



Red met with the inspector to discuss the most important things for new staff team members to know.



There are over 100 different product types available.

How do we tell the difference?



Only use the labels your foreman approves for the packing frame. Ask your team members for help if needed.

Every bundle on the pallet has the same Certi-label®. Got it.



Shipping customers nice, tidy pallets is smart marketing.

Makes sense to me.

Penelope looked on with interest at the man called Red, the one who'd worked his way up from an entry level position at her family's mill. He'd worked hard plus taken the time to learn as much as he could.



Dad, I think it's time Red got a promotion.

You're right. He's so patient with our new employees and does a great job.



Really?

Did you want to manage our mill maintenance department?



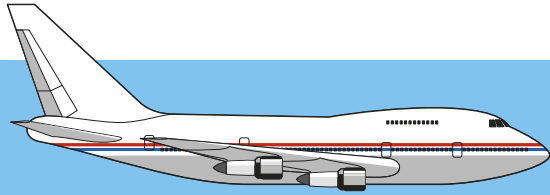
I've been thinking about my retirement.

Red, we need to talk.



Oh?

TO BE CONTINUED...



Travel Advisory: The American Society of Association Executives is reporting that beginning in early 2018, the US Transport Security Administration (“TSA”) will NOT accept a driver’s license from eight specific States as the only form of identification to clear airport security for domestic flights. Affected States are: Kentucky, Maine, Minnesota, Missouri, Montana, Pennsylvania, South Carolina and Washington. Contact your local TSA office or visit the TSA’s website for additional information. www.tsa.gov

New Jersey Firms: Contact your legal advisor to inquire about New Jersey’s Truth-in-Consumer Contract, Warranty, and Notice Act (the “TCCWNA.”). Online terms and conditions are increasingly being challenged and companies with websites are wise to consider updated online language.

The information above is not to be construed as legal advice. Contact your firm’s legal advisor for information and guidance specific to yourself, your company and your location.

Trademark Update

Members, the Cedar Shake and Shingle Bureau (“CSSB”) is now the proud owner of two more newly and officially registered American and Canadian trademarks: “Certi-label” and “Cedar Shake and Shingle Bureau”. For years, the CSSB has used these marks in a variety of product labels, publications and on the website. The change you will start to see is on newly printed brochures: the former superscript TM will be replaced by ®.

As the CSSB frequently uses these words to promote, research and protect its members’ products, going the extra step to have them registered is a wise move because it offers robust protection against unauthorized uses. Over the years the CSSB has seen a variety of creative attempts by certain non-members to copy and/or infringe upon the CSSB’s family of trademarks. Adding two more officially registered siblings to our “Certi-label® World” is a smart move for us and for our brand. On a related note, were you aware that “Blue Label®” is also a registered mark of the CSSB?

Formal trademark registration involves submitting an application to a country’s trademark office, examination under the applicable rules, proof of use, having the proposed mark published during a comment period and then finally registration. Having a formally registered mark means one has greater ability to protect it and also keep it unique for one’s trade association.

Thank you for your commitment to the Certi-label® brand!

Contact us for more information



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