



AGM = INSIGHT

The Cedar Shake and Shingle Bureau ("CSSB") is pleased to announce that its 102nd Annual General Meeting will be held on September 15, 2017 at the Fairmont Hotel Vancouver. We had such a successful event at the Fairmont Hotel Vancouver last year, that we decided to return to this hotel for this year's event!

Two very knowledgeable speakers are our guests this year. Michael Loseth, CEO Forestry Innovation Investment Ltd., will present the key fundamentals of "Global Marketing Opportunities". Brendan McGrath from Western Union Business Solutions will discuss "The Future of US/Canadian Currency Exchange". Both presentations are sure to enhance your company's future business opportunities. Be sure to join us for this educational session as well as enjoy excellent networking with colleagues.

Earlier in the day, all members are encouraged to attend the non-confidential Board of Directors meeting plus the Annual General Meeting in the Waddington Room. A fabulous Fairmont-styled buffet breakfast will be available at 7:30am for all members; be sure to bring a healthy appetite and get a great start to your day!

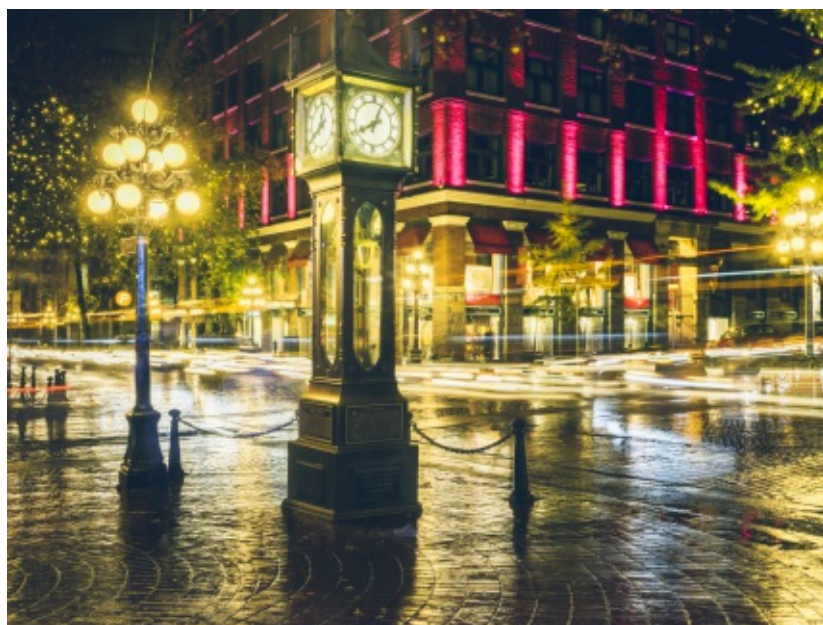
Registration for all events is made using the form enclosed with this edition of Certi-Scene™. We have also included the 2017 event sponsorship form with this newsletter. Sponsorship is a

wonderful way to get your company name out in front of key Certi-label® product purchasers and help us produce an event appreciated by all. The promotional opportunity for your firm is there... let us know if you are interested!

We hope you will join us to celebrate yet another good year of Certi-label® success with the Cedar Shake and Shingle Bureau. Your CSSB Staff Team looks forward to seeing you in September.



Granville Island Boaters



Famous steam clock in Gastown



Fairmont Hotel

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EDITOR'S MESSAGE



Members, your CSSB Staff Team hopes you are enjoying another successful roofing and siding season. Summer is coming soon and cold temperatures are but a distant memory... our industry is quite weather-dependent and after such long snowy and rainy seasons on the West Coast, many of us are glad to say farewell to winter.

We've now successfully completed quite a roster of brand new marketing projects. Recently we announced the release of three new videos: two short videos for retail businesses and training purposes (topics: product benefits as well as fasteners and non-permeable barriers). We also completely revamped our installation video originally created in 1991; it's been modernized with updated product labels, accessory material tips and much more. Click on the top right of our website page on "videos" and see all the new presentations available. Our team would love to work on a sidewall installation video next and welcomes your ideas...

The Claims Adjusters Guide brochure was reworked into a more comprehensive Cedar Roofing Facts brochure that showcases testing results, repair and a helpful glossary. Successful education was provided by our talented District Managers and Cedar Quality Auditor across the United States. Grading and Inspection seminars were very popular at each venue and provided some much needed hands on demonstrations for our audiences. Many attendees report the education will certainly help them better specify quality cedar shake and shingle products in the future.

The CSSB recently facilitated a kick off meeting for the new ventilation test being conducted at the Forest Products Laboratory in Madison, WI. This is a fascinating test, designed to measure the impact of various roofing system installation designs, including non-permeable barriers across the entire deck, on moisture content and temperature. It is a multi-year test and we do thank all members who have already expressed their interest in seeing the interim and final results. We will keep you apprised as soon as data is available to release. First up is the construction of the mock house structure, installation of the sensors and then the outdoor weathering process can begin. Stay tuned.

I encourage all of our members to attend the 2017 Annual General Meeting in Vancouver, British Columbia. We'll share a lot of valuable Certi-label® information, and update you on future marketing/educational plans. The event will also provide some great networking opportunities throughout the day as well as at our member dinner that evening. Don't miss our two guest speaker presentations at this year's dinner event. We'd love to see you there!

Best regards,

Lynne Christensen, MBA, CAE
Director of Operations

Fascinating Historical Fact:

Did you know that Chief Inspector Fred Monte travelled over a million miles during the course of his career with the Cedar Bureau? He went through 22 cars and became one of the most well known people in our industry.

This NORTHWEST "MONTE"

roams the tall timber for you!



▲ 1921

A million miles
of travel
protecting the
**CERTIGRADE
GUARANTEE**



FRED MONTE (rhymes with "Mounty") has worn out 22 automobiles and traveled more than a million miles among the shingle mills of Washington, Oregon and British Columbia during his thirty years as Inspector for the Red Cedar Shingle Bureau. He and his staff of competent inspectors have the responsibility of checking the production standards of the shingle mills to see that when you buy CERTIGRADE shingles, you will always get the exceptional quality that the Certigrade label guarantees.

Fred Monte's more than 50 years of shingle experience, his long devotion to high standards of

shingle quality, are among the many reasons for the eminence and popularity of CERTIGRADE shingles. Shingles carrying the Certigrade label are manufactured only by member mills of the Red Cedar Shingle Bureau, who operate under the grading supervision of Monte's inspection staff. More and more dealers are specifying and demanding CERTIGRADE shingles. Why? To be sure of obtaining a quality-inspected and guaranteed product.

Write today for a list of Red Cedar Shingle Bureau member mills. On all orders for red cedar shingles, specify CERTIGRADE.

RED CEDAR SHINGLE BUREAU 5510 WHITE BLDG., SEATTLE 1, WASHINGTON
METROPOLITAN BLDG., VANCOUVER, B. C.

DM REPORTS



**Tony Bonura
(Northeast)**

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In February and March Tony gave a total of five AIA seminars for a total attendance of 159. Multiple comments received stated: "outstanding content, excellent presentation". Tony attended the RICOWI, Inc. seminar in Anaheim, CA and exhibited at two trade shows: Ideas Show, King of Prussia, PA as well as JLC Live Show, Providence, RI. Tony is still receiving comments on the seminar series given in January 2017: "...customers are still talking about how much they learned and what a great program it was". Case studies are proving quite helpful with the architectural and builder communities: A CSSB Affiliate states: "The Case Study projects you have on your website have proven to be very useful, so many times; I particularly like to show architects & builders the two-part Case Study ("A Celebration of Wood", featuring Certi-Last® Yellow Cedar). One can clearly see how preservative treated shakes & shingles weather". Case studies are "...one of the tools used for design consideration and presentation". This comment was received from a Staff Architect: "...the Cedar Shake & Shingle Bureau has a GREAT (his upper case) class on cedar roofing and siding; grading, what goes where and how, etc... very code based". Tony reports that sample boxes continue to be very popular and the Certi-Scene™ newsletter is eagerly awaited by members throughout his territory. The two most frequently asked questions in Tony's territory are specification for underlayment and the CSSB's position on spray foam insulation applied to the back/bottom of solid sheathing (roof & sidewall).



**Tony Hyatt
(Northern Midwest)**

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Since February 1, Tony Hyatt has given four seminars, two in Chicago and two in Minneapolis, both markets with good future potential with more Certi-label® effort. He also attended two trade shows: ABC Supply Show in Minneapolis and the RCI trade show in Anaheim (walked this show). He's received lots of compliments on the recent grading and inspection seminars given in his territory with Clay Walker, Cedar Quality Auditor. The seminars are providing valuable product education for both Distributors and Contractors. The product sample boxes and accompanying demystification brochures are a big hit with members in the Wisconsin, Minneapolis and Chicago areas. Members also report using the New Roof Construction Manual as a helpful sales tool. Tony reports receiving inquiries from the West Coast region about Global Marketing opportunities. Most of his telephone calls originate from the Chicago, IL area, followed by Minneapolis, MN and St. Louis, MO. In March he tallied a 41% increase in calls from Roofing Contractors compared with the winter months. Tony's upcoming plans include providing more seminars in the Detroit and Minneapolis areas, sample box deliveries to Michigan members and working with Member Contractor/Installer applications.



Peter Parmenter (Southeast)

Peter reports a very busy Southeast office with 600 calls handled over the past two months. Peter has attended monthly code meetings in Savannah, Georgia. He gave seminars in Georgia and an additional one in Florida for various contractors. There is good future potential for Certi-label® products in Raleigh, NC, Atlanta, GA, Naples and West Palm Beach, FL.

There is still much work to be done in the Atlanta, GA and Chicago, IL markets. Both areas are currently seeing an influx of non-member material, some of which is severely off grade and non-code compliant. Working on this issue is Peter's top priority. He will be focusing intensely on these market areas in 2017. Scheduling more AIA architect seminars is also on Peter's agenda.

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We're pleased to report that Peter was recently instrumental in convincing a covenanted community to stay with wood shakes in his territory. A North Carolina member stated, "Thank you for teaching some of these homeowners about Certi-label®". Other quotes from Members, "I use your manuals when I sit with homeowners selling jobs".

New Roof Manual Draw **WINNER** is Exterior Wood Restoration of Cicero, Indiana.

Thanks to all members who submitted their "Be Seen in Certi-Scene™" forms.

MARKETPLACE PROFILE:

Raleigh, North Carolina



Shelley Lake

Known for: City of Oaks. State capitol of North Carolina. Named for famous British explorer Sir Walter Raleigh, a favorite of Queen Elizabeth I and an early explorer in search of the “City of Gold” in South America. Southern charm. Pullen Park. Research Triangle Park. Sweet tea. Barbeque. North Carolina State University Wolfpack. NHL Carolina Hurricanes. Neuse River Trail. Family friendly. Marbles Kids’ Museum. North Carolina State Fair. Fayetteville Street. North Carolina Symphony. Craft beer. Umstead State Park. Carolina Ballet. Great Wi-Fi. Red Hat Amphitheater. North Carolina Museum of Natural Sciences. Shaw University. North Carolina Museum of Art. Great pool of educated workers. Durham Bulls (*Bull Durham*). Cheerleading. Poolplayers. PNC arena.



Pullen Park

Places and People: U.S. president, Andrew Johnson, was born in Raleigh. Clay Aiken, singer/actor. Loy Allen, Jr., NASCAR driver. Louis Bacon, hedge fund manager. Jeb Bishop, jazz musician. Bucky Brooks, NFL Athlete. David J. Burke, screenwriter and film/television director (*Law & Order*, *Wiseguy*). Jason Michael Carroll, country musician. Charles Frazier, novelist (*Cold Mountain*), Chesson Hadley, pro-golfer. Michael C. Hall, actor (*Dexter*, *Six Feet Under*). Anne Henning, Olympic speed skater. Sharon Lawrence, actress (*NYPD Blue*). Landon Powell, baseball player. Webb Simpson, PGA tour golfer. Sean D. Sullivan, valve/grease industry innovator. Woody Weatherman, musician. Kristi Yamaguchi, Olympic figure skater. James W. York, mathematical physicist.

Why Certi-label®: House designs welcome Certi-Split® medium handsplit and resawn shakes. Snowbirds from the Northeast may bring the Certigrade® shingle design to some houses in the area as well. Most popular in the Salisbury Park, Bridgeport, Williamsburg Park and Carrington neighborhoods.

Interesting Facts: A Carolina Dog is the local's version of the hot dog. Raleigh was voted #1 in *America's Best Places to Live*, Businessweek.com, June 2011.

Sources:

https://en.wikipedia.org/wiki/Raleigh,_North_Carolina

<http://www.movoto.com/guide/raleigh-nc/moving-to-raleigh/>

https://en.wikipedia.org/wiki/List_of_people_from_Raleigh,_North_Carolina

NORTH CAROLINA



Raleigh Skyline

MEMBER PROFILE:

Icon Custom Construction Services, Inc.

South Hampton, New York, (submitted by Keith MacDonald)



Caption pending

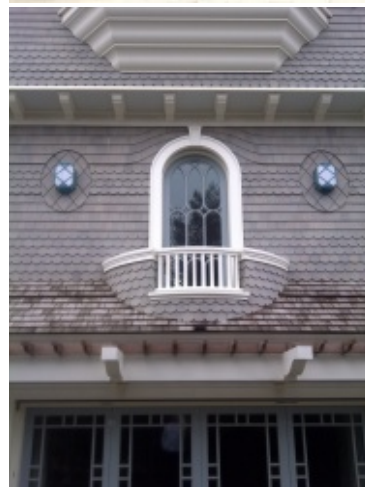
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1. When was your company founded?
2000
2. How many people work at your firm?
20
3. Who owns your firm?
Keith MacDonald
4. What does your company do (products made, services offered)?
Roofing, Siding and Custom Metal Fabrication.
5. What is the most unusual project your company's ever worked on?
A home in East Quogue (simply because of the variety of details used).
6. What are your future goals?
Continue to build the ICON brand and bring ingenuity and innovation to our field through perseverance and education. If the highest level of quality can continue to be maintained alongside of growth then we would also look into expanding our operation as a secondary goal. I can't imagine anything better than leaving a legacy of the highest standards and quality available combined with an eagerness to provide the most coveted service at a fair price.
7. What is one thing most people don't know about you?
I graduated from college with the expectation of teaching Elementary School Physical Education.
8. What is your favorite meal, vacation spot and sport/activity?
Anything my wife cooks, Scottsdale, Arizona, Baseball.
9. What does the Certi-label® brand mean to you?
Availability to obtain information from literature and knowledgeable people alongside a system to help control quality of products.
- 10.. Anything else you would like to add? e.g. Human Interest - pets, volunteer work, public office.
Keith MacDonald started in the construction field as a 14 year old boy working for his uncles during the summer months and

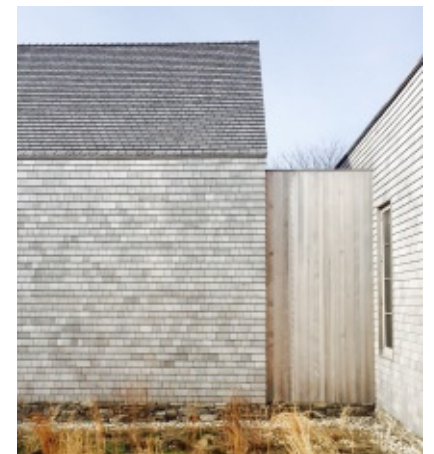
other long breaks from school. A large portion of the work fell under roofing and siding projects which allowed him to control a significant amount of on the job knowledge in that area by the time he graduated from Eastern Connecticut State University in 1995. His education was also paid for through the working of these summer jobs. After graduating from college, Keith wished to continue in the construction industry since he valued the feeling of satisfaction and accomplishment one gets from completing a construction job with a high level of quality and in a timely manner. He also perceived an opportunity to bring a more advanced philosophy to the roofing industry on the eastern end of Long Island which historically has had a specialty niche carved out.



Caption pending



Caption pending



Weathering nicely

Ventilation Testing Meeting

Madison Wisconsin on April 27th 2017

The CSSB has exciting news for its members about an upcoming ventilation test that will address the trending issue of non-permeable barriers being installed across the entire roof deck. On April 27, 2017 a group of dedicated continuous ventilation product manufacturer members, scientists, building code consultant and CSSB staff met at the USDA Forest Products Laboratory ("FPL") in Madison, Wisconsin. This meeting marked the first time the testing team had been together in the same room, and a highly productive meeting took place. The CSSB is conducting a multi-section roof deck test of various applications to measure ventilation on cedar shingle roofs. Up first is the test structure design, and detailed diagrams are in the midst of being prepared for multiple contractor bids. The structure will be built at the FPL test site, about a 20 minute drive from the Madison FPL building. This is a very important test for our association. It responds to a current industry installation trend, and will provide detailed results we need to offer guidance to the cedar shake and shingle industry. More updates will be provided to CSSB members as the test proceeds. Thanks are due to Forestry Innovation Investment Ltd. for providing matching funding assistance for this important testing project.



(Clockwise from left): Gord McPherson, Ventgrid, Inc., C.R. Boardman, USDA Forest Products Laboratory, Mike Lerner, Advanced Building Products, Inc., Lynne Christensen, CSSB Director of Operations, Tony Hyatt, CSSB District Manager, Northern Midwest, Kaylen Handly, Benjamin Obdyke, Dave Roodvoets, Building Code Consultant. Photo taken by: Sam Glass, USDA Forest Products Laboratory,



From left, clockwise: Tony Hyatt, CSSB District Manager, Northern Midwest, Dave Roodvoets, Building Code Consultant, Gord McPherson, Ventgrid, Inc., C.R. Boardman, USDA Forest Products Laboratory, Kaylen Handly, Benjamin Obdyke, Sam Glass, USDA Forest Products Laboratory, Mike Lerner, Advanced Building Products, Inc. On telephone were Tony Bonura, CSSB District Manager, Northeast, and Peter Parmenter, CSSB District Manager, Southeast.

Photo taken by: Lynne Christensen, CSSB Director of Operations

AT THE MILL



MENTOR'S CORNER



Aron Kurlander

Heli-Logging

Background

In the early days, cedar logs and blocks used to be hauled out of the forest by horse and oxen. This was time consuming work that required intensive road clearing and was limited to areas accessible by teams on foot.

The forest industry is always innovating to make the most of the land's precious natural resources. Ways to minimize impacts on the land, air and water are always sought and heli-logging is a relatively new development helping to achieve these goals.

Heli-Logging – How it Works

Experienced pilots fly helicopters deep into forested lands in order to remove logs or “slings” of cedar blocks (cedar blocks are wedge shaped pieces of cedar logs ready for a shake or shingle machine). A long steel cable is attached to a hook in the belly of the helicopter and this is what is used to hoist the fiber being removed from the forest. Load weight, weather conditions and fuel usage are all important factors in arranging a safe flight. Safety is paramount to everyone on the crew.

Selective Harvesting

As the industry and regulators worked together to practice sustainable forestry, selective logging, with lower environmental impact, was developed. Using this method, specific trees are selected for harvesting without disturbing the rest of the stand. This enhances biodiversity, maintains wildlife habitat and provides growing room and light for younger saplings. This allows for young trees, with greater propensity for carbon collection, to do their job as older trees slated for harvesting are at the end of their lifecycle's carbon sequestering abilities.

Standing Fiber

With selective harvesting, the tree(s) are chosen ahead of time, with grade and species taken into consideration. The quality of fiber and tree diameter are checked from the ground first. Preparation of the standing tree will include any necessary limb removal and tree topping. A partial cut of the trunk is performed, the tree propped at the base in preparation for removal. The helicopter arrives and harvests the fiber. The log is then deposited to a log sorting area.



Helicopter moving a sling of cedar blocks.

Cedar Blocks

As mentioned above, cedar blocks are wedge-shaped sections of fiber ready for putting through a shake or shingle machine (end product type depends upon length and type of block). Blocks can be transported out of forests using heli-logging methods. They are then shipped to mills on pallets. Today, there is a thriving cedar block salvage industry, removing fiber that would otherwise be left on the forest floor. This is one of the many ways the cedar shake and shingle industry proves itself as a renewable, sustainable industry.

Interested in learning more about industry fiber supply? See Chapter 4 in the CSSB's History Book.

Sources: Wikipedia: Heli-logging; Christensen, L., “Celebrating 100 Years: 1915-2015, A History of the Cedar Shake and Shingle Bureau” History Book, published 2014.

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

Contact us for more information



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