

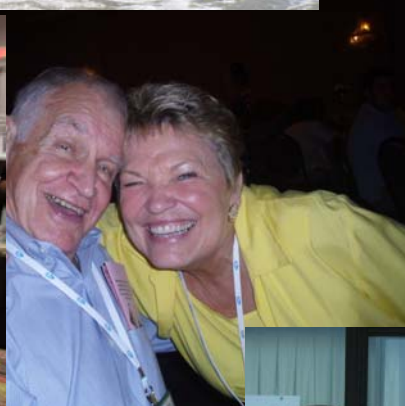


Nailed It!

Pointed News for You

Southern Building Material Association

June 2010



SBMA's
Summer
Conference July
29-August 1
Virginia Beach,
VA



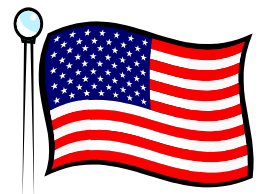
Our summer conference is fast approaching. The pictures are just a reminder of the good times had by all...something for everyone. Be it seminars, exhibits, tennis, golf or sharing some good food and great fun, plan on attending this great event. This is a busy time at the beach, so make your room reservations NOW. See the enclosed forms for registration and hotel information. If you have any questions, please call Cindy Hartley at 800.966.4202. See you at the Beach©

Get Ready Now for Roadcheck 2010 - June 8-10

During a 72-hour period during the second week of June, thousands of inspectors will be inspecting over 70,000 vehicles. June 8-10, 2010 is the date that has been announced for Roadcheck 2010. For those who don't know about this event, this is an annual event across most if not all of the USA.



Happy Father's Day to all Dads!



Southern Building Material Association

**MANAGEMENT
NEWSLETTER**

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From our Members



Midway Supply, Dan Reigle's, yard after the flood in middle Tennessee. Picture courtesy of Steve Vowell. Let's keep all of our friends and members in Tennessee in our thoughts and prayers.

NLBMDA

NLBMDA Applauds Passage of Home Star Legislation by U.S. House of Representatives; Critical of Rejection of EPA Lead Rule Amendment

The National Lumber and Building Material Dealers Association applauded passage of the "Home Star Energy Retrofit Act" (H.R. 5019) by the U.S. House of Representatives by a vote of 246 to 161. The legislation, sponsored by Reps. Peter Welch (D-VT) and Vern Ehlers (R-MI), will provide temporary consumer

incentives to stimulate energy-efficient home improvements.

"The building material industry has experienced significant job loss during the housing and economic crisis of the past few years. Retailers of building materials alone have lost over 140,000 jobs since 2006," said NLBMDA President Michael O'Brien. "Incentives for improving home energy efficiency, such as those that would be created by the Home Star program, are powerful tools to drive consumer purchases that in turn drive the restoration of jobs across the building supply chain.

NLBMDA also expressed disappointment at the rejection of the Boswell Amendment to the Home Star legislation which would have delayed application of the EPA Lead Renovation, Repair and Painting Rule (LRRP) to Home Star-funded retrofit projects for one year. The amendment was sponsored by Rep. Leonard Boswell (D-IA).

"NLBMDA has continued to raise concerns about the impact of the LRRP on the success of Home Star. Without enough certified renovators, trainers and accurate test kits, there simply may not be enough qualified installers to perform Home Star-funded retrofit work," said O'Brien.

The House must still appropriate the \$6 billion authorized for the Home Star program. The U.S. Senate has not yet scheduled consideration of the legislation.

Certified Green Dealer®

The Certified Green Dealer® Program is the nation's only program for certifying the nation's green lumber and building material dealerships.

A fully independent entity, The Program is a distance-learning and testing system that certifies that lumber dealer personnel are trained in the basics of green building science and green product knowledge.



A lumberyard or building material dealer location can become a Certified Green Dealer (in its first year) if 75% of its sales personnel view a series of eight web-based training videos (and pass eight individual quizzes) about building basics, green building, and green building products.

A Dealer in its second (or other subsequent years) can maintain Certified Green Dealer status if 75% of its sales personnel view a series of four additional web-based training videos (and pass four individual quizzes).

The Program is not affiliated with any particular national standards-setting organization, such as NAHB, USGBC's LEED program, FSC, or SFI, though those programs are explained in the Certified Green Dealer online content.

Interested parties can view with no commitment a brief, free video that explains the Program. A sample educational module from the Program is also available for viewing with no obligation.

To join or for more information contact CGD Operations Manager Email:

john.puleio@certifiedgreendealer.org

For immediate assistance 8:30-5:00 EST Call (802) 229-9243.

For the Manager

7 Ways to Become a Better Boss

The Horn, May 2010

Take these steps to improve your working relationship with every person on your team:

1. **Safeguard your credibility.** Let employees know that you trust them, and encourage them to speak their minds. Be honest and open in turn.
2. **Keep challenging them.** Boredom takes a terrible toll on productivity and enthusiasm. The best motivator is challenging work, and as their leader you have the challenge of keeping them challenged.
3. **Recognize good work.** Show some enthusiasm as you let them know what they have done well.
4. **Criticize regularly.** Just as you should praise regularly, you also need to inform

employees when they do not perform well. Tell them immediately, instead of reserving all your critical comments for one feedback session.

5. **Maintain clear communication channels.** Give them what they crave: clear, ongoing, understandable and unambiguous information. Relay positive as well as negative news, giving employees information before events, rather than after, whenever possible.
6. **Partner with them.** Boost morale by making employees feel important. Best bet: Ask them to contribute. Seek their opinions and advice. Limit unilateral decisions.
7. **Say "No."** You cannot always give employees what they want, and you should not try to do that. When turning employees down is the right thing to do, explain your reasons for doing so, so they see that your refusal is not arbitrary

Build and Maintain Employee Loyalty

Because workplace loyalty affects staffers' happiness and productivity, you need to take steps to bolster their sense of attachment.

Follow these suggestions:

- **Show your support.** Offer technical help, brainstorm together, share your expertise and suggest new contacts. Help staffers do a better job, ease their struggles and gain new respect on the job.
- **Share your time and attention.** Show that you are interested in others' workplace challenges and projects. Listen to the answers and address your staffers concerns.
- **Sacrifice alongside them.** Put yourself on the line, right beside your staffers. Stay late, take your turn at a despised task and stand up for co-workers during workplace debates.
Bottom line: When staffers view you as loyal, they will show loyalty to you. As your workplace relationships improve, so will the quality of your team's work.

**SBMA's Summer
Conference July 29 –
August 1, Virginia Beach,
Virginia**

Start the day with a toolbox talk *J.J. Keller*

A toolbox talk, the brief safety meeting at the start of the shift, is a great way to remind workers to follow safe procedures. The best thing about a toolbox talk is that it only takes a few minutes. Your challenge is to make the toolbox talk meaningful in such a short time period.



Start by prioritizing the information you want to cover. Don't spend too much time on why a certain safety rule is in place; rather, concentrate on what you want the workers to do on the job. Focus on individual tasks by reviewing a procedure or checklist. A toolbox talk is not the time for in-depth training.

The toolbox talk should be interesting, too. Give demonstrations on how to follow a procedure or use equipment. Ask an employee to conduct the demonstrations. When workers are involved in the toolbox talk, the interest level increases. Ask for their suggestions to improve safety.

Emphasize the importance of the topic. The workers will learn more if they see a real need to cover the information. Bring up recent close calls or incidents related to the topic in a discussion on "how can we keep this from happening again." Let the employees voice their concerns, and outline the actions the company is taking to address the issue.

Whether you use question-and-answer sessions, discuss case studies, conduct drills or role play exercises, review written instructions, or just have general discussions, involve your workers so they look forward to the toolbox talk.

Demand for siding to rise *Home Channel News*

Demand for siding in the United States is forecast to grow 6.5% per year through 2014, according to a study released by the Freedonia Group. The Cleveland-based market research firm attributed the gains to a rebound in housing completions from the depressed levels from 2007 to 2009.

Among material types, fiber cement, stucco and brick siding are forecast to see the most rapid advances through 2014. Fiber cement siding demand will be promoted by its durability and ability to be made into siding that resembles more expensive materials, such as wood or brick. Stucco siding demand will remain popular because of its low cost, ease of installation, durability and minimal maintenance requirements. Homeowners will continue to desire brick siding due to its aesthetic properties, durability and fire resistance.

Wood siding, which accounted for the second largest share of siding demand in 2009, will diminish its market share going forward, as fiber cement and stucco siding will be used more frequently. Wood siding demand has been negatively affected by concerns about its durability and resistance to degradation caused by exposure to the elements, the study said.

Vinyl siding is the largest product segment in the industry, accounting for about 40% of demand in 2009. Vinyl siding's popularity will continue to be supported by its low cost, ease of installation and durability. Efforts by manufacturers to broaden the range of available colors and textures will promote gains going forward, according to Freedonia. However, more rapid advances will be checked by rising competition from fiber cement and stucco siding, which offer enhanced long-term durability and require less maintenance.



Existing-home sales up 6.8%

Existing-home sales increased in March with each region of the United States seeing 6% to 7% gains, as buyers react to the home buyer tax credit and favorable affordability conditions in the housing market.

The National Association of Realtors reported that existing-home sales for March were at a seasonally adjusted rate of 5.35 million, up 6.8% from February's figure. Compared with a year ago, existing-home sales saw a 16.1% increase.

Housing Starts Continue to Climb *ProDealer*

Housing starts in April increased 5.8% over March and increased 40.9% over the same month last year, in another sign that the worst of the housing and home improvement market is behind us.

Single-family housing starts increased 10.2% to a rate of 593,000, the highest figure since August 2008.

The housing-start increases were released on the same day Home Depot announced a 4.8% comp-store gain, and it came one day after Lowe's announced its first comp-store sales increase in 15 quarters.

Building permits, however, showed a decline of 11.5%, but the April rate of 606,000 is 15.9% ahead of April 2009.

Retail sales grow slightly in April

Home Channel News

The U.S. Census Bureau has announced that advance estimates of U.S. retail and food services sales for April, adjusted for seasonal variation and holiday and trading-day differences, were \$366.4 billion, an increase of 0.4% from the previous month and 8.8% above April 2009.

In the building material, garden equipment and supplies dealers' classification (NAICS 444), the adjusted advance estimate for April was \$25.495 billion, up 6.8% from March, and up 12.1% from April 2009.

Consumers Ready to Spend on Homes

Consumers are more than willing to fix up their homes, and they're prepared to spend, on average, \$6,200 on improvements, according to a survey conducted by American Express. The online survey, conducted from March 30 to April 2, found that 62% of respondents planned to embark on some kind of renovation project in 2010. The majority (53%) involved indoor remodeling, with cosmetic work (36%), redoing a room (25%), and installing a new floor (14%) topping the list.

While 14% of homeowners described themselves as DIYers, 47% said they planned to hire a professional to do the job.

Nearly 7 in 10 (68%) homeowners said they will finance their projects with cash, check or savings, or use a charge card with the intention of paying the balance off in full before interest rates kick in (28%). Another 10% planned to use their income tax refund.

"Consumers are largely financing home improvement projects with money they have versus various forms of loans, such as home equity lines (9%) or revolving balances on credit cards," the survey noted.



Tis the Season to Review Work Zone Safety with your Drivers *J.J. Keller*

In 2008, there were 720 fatalities and 40,000 injuries in work zones. With road construction season in full swing throughout the country, now is a good time to review work zone safety with your drivers.

The following are some work zone safety tips you can share with your drivers.

- **Stay alert.** Full attention should be on the road.
- **Slow down and follow the posted speed limit.** As well as being one of the major causes of work zone crashes, many states have enhanced their fines and penalties for exceeding the speed limit in a work zone.
- **Maintain a safe following distance.** Don't tailgate. Anticipate sudden stops.
- **Avoid sudden lane changes.** Do not change lanes unless absolutely necessary.
- **Expect the unexpected.** Normal speed limits may be reduced, traffic lanes may be changed, and people may be working on or near the road.
- **Obey road crew flaggers.** A flag person has the same authority as a regulatory sign. A driver can be cited for disobeying a flag person's directions.
- **Keep up with the traffic flow.** Maintain a smooth traffic flow by merging as soon

as possible in advance of a lane closure. Don't drive right up to the lane closure and try to barge in.

- **Practice good trip planning and time management.** Schedule enough time to safely make the trip. Stay informed on current conditions. Remain patient. Stay calm. If possible use an alternate route.
- **Maintain a safe distance from construction workers and equipment.** Use the lane furthest from the work zone when possible.

OSHA Increases Penalties for Safety Violations *Home Channel News*

The U.S. Department of Labor Occupational Safety and Health Administration (OSHA) has announced a new program for "severe violators" and an increase in its penalty amounts. The changes, to be phased in over the next several months, are the result of a year-long OSHA study that found current assessed penalties "are too low to have an adequate deterrent effect."

Under the new policy, the average penalty for a serious violation will increase from about \$1,000 to an average of \$3,000 to \$4,000.

The current maximum penalty for a serious violation, one capable of causing death or serious physical harm, is \$7,000 and the maximum penalty for a willful violation is \$70,000. These will change to \$12,000 and \$250,000, respectively.

Other changes to the penalty calculation system include: expanding the time frame for considering an employer's history of violations from three years to five years; increasing penalties by 10% for employers who have been cited for any high-gravity, serious, willful, repeat or failure-to-abate violations within the previous five years; increasing the minimum penalty for a serious violation to \$500; and limiting the ability of an OSHA area director to reduce fines to 30%.

The new Severe Violator Enforcement Program is intended to focus on "recalcitrant employers who endanger workers by demonstrating indifference to their

responsibilities under the law," according to OSHA. These employers will be subject to mandatory follow-up inspections and other forms of enhanced scrutiny.

"OSHA inspections and penalties must be large enough to discourage employers from cutting corners or underfunding safety programs to save a few dollars," said the OSHA announcement. "[These] penalty changes will increase the overall dollar amount of all penalties, while maintaining OSHA's policy of reducing penalties for small employers and those acting in good faith."

Cited by OSHA?

Keep Employees in the Loop *J.J. Keller*

Even when you have a great relationship with the workforce, employees are going to be very interested when OSHA issues citations following an inspection.

Not only will workers be curious about the citation's details, they'll want to know what you're going to do next. You do have regulatory responsibilities to keep communication channels open.

The employer is required to immediately post the citations (refer to 29 CFR 1903.16). Consider holding a meeting with affected employees to explain the citations and respond to the employees' concerns.

Employees or their representatives (for example, labor unions) have a right to file a notice of contest to challenge a citation's abatement period within 15 days of the employer's receipt of the citation (under §1903.17). OSHA would refer this notice to the Occupational Safety and Health Review Commission (OSHRC).

For more information about OSHRC proceedings, see the *Guide to Review Commission Procedures* and the *Guide to Simplified Proceedings*, available on the OSHRC website at: www.oshrc.gov/publications/publications.html.