



# Nailed It!

Pointed News for You

Southern Building Material Association

November 2010

Wishing you food for your soul,  
love of friends and family  
and a harvest of happiness!



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*As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them. ~John Fitzgerald Kennedy*



**SBMA 2011 Building Products**

**Buying Show February 2-3  
High Point, North Carolina**

**The Future is NOW!**

Look for information on our seminars and activities. We have planned a great agenda for you and your contractors.

**Associates, be sure to register to exhibit!**

**We Thank our Veterans!**

**Welcome Our New Members**

**Bullock Lumber Co.**, William Bullock, John Bullock, P.O. Box 129, Roxboro, NC 27573, 336.599.2173, Fax: 336.599.2174, [bullocks@esinc.net](mailto:bullocks@esinc.net); **CertainTeed/SPG**, Derek Joye, 4738 Fernwood Road, Columbia, SC 29206, [derek.j.joye@saint-gobain.com](mailto:derek.j.joye@saint-gobain.com); **Wingate Sales Solutions, Inc.**, Garold Wingate, P.O. Box 48294, Wichita, KS 67201; 316.262.5565, Fax: 316.262.3250, [garoldwingate@wingatesales.com](mailto:garoldwingate@wingatesales.com).

**Southern Building Material Association**

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**From Our Members**

**Haywood Builders Supply**

Haywood Builders Supply of Waynesville, NC has become certified by the Smartwood Program of the Rainforest Alliance for the “Forest Stewardship Council” (FSC) as a duly licensed “Chain-of-Custody” provider of FSC wood products.

Haywood is one of a very small number of independent full-service building supply retailers in North Carolina to have achieved this certification. FSC Chain of Custody certification helps customers choose products that contribute to global conservation, community well-being and economic stability. FSC Chain of custody procedures track FSC certified material through the entire production process – from the forest to the consumer, including all successive stages of processing, transformation, manufacturing and distribution.

Obtaining this certification continues and increases the efforts of Haywood Builders Supply Company toward being a “green” leader in both the industry and the community. The company was one of the early participants in the *LBM Journal* sponsored program to become a “Certified Green Dealer” by having 100% of its sales personnel complete that training. More recently, several of Haywood’s sales representatives attained recognition from NAHB as “Certified Green Professionals” upon training sponsored by the National Home Builders Association.

**George Lester**

A special thanks to George Lester, Lester Building Supply, Martinsville, VA, as an out

going National Executive Committee member for NLBMDA. On behalf of SBMA and all the dealers across the country, we extend to you great gratitude for your time and participation.

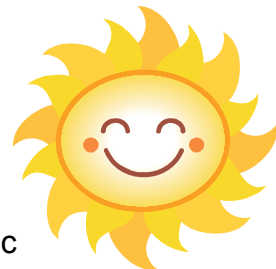
**NLBMDA Announces New  
Leadership Team**

The National Lumber and Building Material Dealers Association (NLBMDA) has announced its new leadership team installed on October 14 at the ProDealer Industry Summit in Orlando, FL. Smith Phillips Building Supply’s Chief Operating Officer Chris Yenrick was installed as Second Vice Chair for NLBMDA.

“We are very proud of Chris and his accomplishments,” said Mickey Boles, President and CEO of Smith Phillips. “His election as Second Vice Chairman certainly demonstrates his skills and talents as a leader in the building supply industry. As part of the Leadership Team of the NLBMDA, Chris will be an integral leader, wisely representing our lumber dealers around the country.”

**Worth Supply**

Rob Miller of Worth Supply, Charlotte, NC, reports that they have added a Vintage 1968 Gunsmoke Pinball machine to the showroom (free for moving it out of a storage facility on a Sunday Afternoon) and an electric skillet to the kitchen (\$29.00 at Target)...some killer breakfast. Worth has a free team lunch everyday and eggs and grits if they get in early enough.



**My Showroom:  
Worth Supply, Charlotte, N.C.**

*ProSales by Craig Webb*

Mobility matters at this high-end roofing store. So does practicality, an upscale audience, and thinking green.

Rob Miller, owner of the two year old Worth Supply in Charlotte, NC, has the start-up's limited budget, the need to serve two distinct

clientele, and the design challenges that come when space is limited--all playing a role in the creation of the showroom at Miller's Worth Supply Co. This operation packs into less than 1,500 square feet more than a dozen displays showing cedar, slate, clay tile, and copper roofing and siding products, both new and reclaimed.

Worth (its named after one of Miller's sons) also faces the same challenge confronted by many dealers in that it serves two different types of clientele: wealthy homebuilding couples, in which the wife makes most of the decisions, and relatively scruffy, practical roofing contractors. Miller and his three employees responded by splitting the store's interior space into two sections, divided by a low, modest counter section. On the left are the displays and Mann's cubicle. On the right is a traditional set of stands and racks with tools, underlayment, and contractor materials.

Miller says that, after two years, the operation is "barely profitable." But given how so many dealers are going out of business, being able to keep his nose above water is an achievement. Worth does that in part by being frugal. Miller bought the company's phone system off of Craigslist, built the displays himself, and found a used forklift and truck. Even the carpenter's pencils are recycled; Miller found a box of them, spray-painted over the old name and then gave Sharpie pens to sons Worth and Walter and had them put their names on the pencils.

### **Cox Wood Sponsors 4th Habitat Home**

By *GENE ZALESKI, T&D Staff Writer* The Times and Democrat



Mikee Johnson, CEO of Cox Wood Inc., is shown with Renay Riggins and her two sons, Jalen and Jatavius Riggins, at the Riggins' new Habitat house in Santee. It is the first home Riggins has ever owned and marks the fourth Habitat for Humanity Home sponsored by Cox Wood.

Renay Riggins, the single mother of two boys, Jalen, 8, and Jatavius, 5, is the latest beneficiary of an Edisto Habitat for Humanity home. "It will get us into our first home," Riggins said. "This is the first house I will ever own. That means a lot to me. It makes me speechless."

This was the fourth Habitat for Humanity home sponsored by Cox Wood Inc.

More than 50 volunteers came out to construct Riggins' new home, including Mikee Johnson, Cox Wood's chief executive officer, and Pam Bedenbaugh of Cox's corporate communications.

"Cox Wood's support of our program has not only changed the lives of four families here in Orangeburg, but has brought new enthusiasm and life to our program," said Jamie Bozardt, executive director for Habitat for Humanity Edisto Inc. "The Cox family, employees and friends of Cox that have donated in the past and will donate on this home have seen first-hand the blessing of helping a family in need with a hand up out of their poor living conditions into simple, decent, affordable housing."

Johnson said, "Our family believed Habitat was a perfect philanthropic fit for us and the business we conduct. One of our five Cox Core Values reads: 'Service to our Nation and Local Community.'"

Cox donates the lumber and also raises the funds necessary to build the entire house. Employees from Cox usually make up about half of the workforce on each work day, Johnson said.

The cost of a Habitat house ranges from \$45,000 to \$55,000, depending on the size of the residence.

Anyone who would like to help with the construction of the new Habitat home is encouraged to send donations to: Cox Industries Inc., Attn: 2009 Cox/Habitat Build, 860 Cannon Bridge Rd., Orangeburg, SC 29115 (make checks payable to: Edisto Habitat for Humanity).

## Tart Lumber happy to host "Pledge"

*Home Channel News*

SBMA member, Tart Lumber Co. played host to 13 U.S. Congressmen led by House minority leader John Boehner, Sept. 23 to unveil the Republican Party's "Pledge to America."

The 45-page booklet is reminiscent of Newt Gingrich's 2004 "Contract with America" and outlines the party's goals in reforming the federal government.

Tart Lumber owner Craig Fritsche said he was honored his business was chosen as the backdrop of the event.

"I was blown away," Fritsche told Home Channel News. "I was excited, I was ecstatic, I'm happy to be a part of it because I do believe the party needs to put a stake in the ground and say what you're voting for."

Fritsche said he was asked to participate in a press conference on Aug. 4 to explain what increasing taxes would mean to small businesses.

"I thought I gave a good talk, but nobody covered it anywhere," he said. "It didn't make the news anywhere, but somebody on the Hill must have seen it and liked the way I presented myself and some of the points I made."

Fritsche said he thinks his business fits the profile of the kind of business the Republican Party is trying to help. The business has been

struggling since the downturn, but Fritsche has held a commitment to keeping his employees.

"We're trying to keep everyone on the payroll, even though we're losing money, because we believe in our people," he said. "And so we have a good story to tell, and certainly raising our taxes would not be a good thing to do right now."

Before presenting the pledge, Fritsche and some other small businessmen sat down with the Congressmen for a 30-minute roundtable discussion about the issues concerning small business.

"They asked us how we felt, how was business, what we'd like to see," he said. "I made some notes and the No. 1 thing I was trying to push was don't increase taxes during a fragile recovery. If GE is going to pay 35%, why should I be paying 39.6%?"

And while the Congress members didn't make any purchases during their time at his shop, he is satisfied with the outcome.

"The pledge may not have everything in it that I would like, but at least it's a good step in the right direction," he said.



## Federated Named to 2010 Ward 50® Top Performers

Federated Insurance Company and Federated Life Insurance Company have been named to the 2010 Ward's 50® lists of top performing insurance companies. Federated is one of only two organizations that have had affiliated companies named to both the property-casualty and life-health Ward's 50 group of companies every year since 2001.

Ward Group is a Cincinnati based consulting firm specializing in the insurance industry. Each year, it reviews approximately 3,000 property and casualty companies and 800 life insurance companies. Ward then recognizes 50 companies that have achieved outstanding financial results in

the areas of safety, consistency, and performance over a five-year period (currently 2005-2009).

## Safety

**Conduct a “Safety” Interview** *Federated Ins.*  
*How can you tell if a prospective employee is safety-minded?*

The employment interview is an opportunity to evaluate a prospective employee’s attitude toward safety as well as their other job qualifications. During the interview, it can be beneficial to ask prospective employees about their past experiences.

Have them recall a situation in a past job or a personal situation that involved a safety issue. Ask them to describe how they dealt with that situation. The response may provide valuable information about the person’s experience, character, and ability to think and act decisively.

Very often, this type of questioning, elicits additional information about a person’s training, life experiences, and attitude. Perhaps at a previous job, the prospect observed a dangerous situation and acted to prevent an accident. Or, in a crisis situation, was the person able to remain calm and use good judgment? Did they notify the proper people and act to prevent further harm or damage?

Also, ask job candidates what they learned from their experiences. Even if they admittedly could have done something differently, an honest answer and a willingness to follow procedures may be the qualities you are looking for.

### Labor Law Posters

#### Federal All-in One Labor Law Poster *Federal Poster Changes*

- ▶ Effective December 12, 2008 – Family and Medical Leave Act (FMLA)
- ▶ Effective October 23, 2009 – Equal Employment Opportunity.
- ▶ Effective July 24, 2009 – Family and Medical Leave Act (FMLA). *Minimum Wage \$7.25 an hour.*

To order your All-In-One Poster go to  
[www.allinoneposters.com](http://www.allinoneposters.com)

### Choose Your Cleaning Products Wisely

*J.J. Keller*  
Proper sanitation and cleaning are part of a healthy working environment. However, some cleaning products can cause eye, skin, or respiratory irritation, and other health issues. Also, some concentrated cleaning products are hazardous, creating potential handling, storage, and disposal issues. Following the guidelines below can help protect your workers from chronic health hazards, reduce your waste stream, minimize hassles with disposal of unused cleaning products, and ultimately save money.



To reduce health, safety and environment risks:

- Choose less hazardous products.
- Use them properly
- Take steps to minimize employee exposure
- Communicate the hazards

Choosing less hazardous products can minimize harmful impacts to workers, improve indoor air quality, and reduce water and air pollution. Using less hazardous cleaners may also reduce costs when properly disposing of leftover cleaners or soiled cleaning supplies.

Workers who perform cleaning can be exposed to concentrated cleaning products and face potential health risks. At typical exposure levels, risks are often uncertain, and in many cases probably low. However, the greater the exposure, the greater the risk. You can reduce such hazards by choosing products that are still effective but contain fewer hazardous chemicals.

### Records Inspection Expands to Facility Wide

*J.J. Keller*  
OSHA has cited a home manufacturer with 40 safety and health violations after a health inspection – prompted by the agency’s National Emphasis Program on Recordkeeping – expanded to a complete inspection of the facility. Penalties total \$60,076.

Specifically, the manufacturer is being cited for 32 serious safety violations associated with failing to install guardrails along open platforms; failing to train workers on lockout/tagout procedures regarding energy sources; failing to conduct periodic inspections of crane, crane hook, and hoist chains; permitting oxygen and fuel gas cylinders to be stored together; and electrical deficiencies.

Separate health inspection revealed four serious violations which included hazards related to an unused opening in an electrical box that was not closed, failing to establish an effective hearing program, and failing to implement a written hazard communication program to address labeling and hazard training.

The manufacturer is also being cited with one safety and three health other-than-serious violations with no proposed penalties. These violations include failing to post a copy of the Appendix D standards for respirators, allowing an employee to use an unapproved respirator, and failing to post the floor load rating over the maintenance shop.

### **Managing Your Company's Financial Strength in a Slower Economy** *James Vann*

Every company encounters challenging economic times due to the economy. Managing the receivables, payables and cash flow of your business are key components to the overall financial health of your business. It can be difficult but it is possible to manage the unexpected issues which arise from time to time as well as the impact from our economy.

#### **Stay Focused on the Good News:**

Often, businesses, business owners and the management team get caught in focusing on the bad news circulated in the media regarding the economic environment. It is important to listen and study the economic news and to respond to it accordingly. It is even more important to focus on the positive aspects of your business and not allow the negative news to divert your attention from growing and managing your revenue and financial strength.

**Focus on Profitable Service to Your Customer:** Make certain that the higher profit areas of the business remain focused on providing "memorable service to the customer". There may be areas of the business which

generate only a small portion of profit compared with other areas. Make certain that the business remains focused on servicing the customer.

#### **Manage Payables and Receivables**

**More Often:** If cash flow becomes a challenge, it may be necessary to bill faster (15 days instead of the end of the month) in order to generate revenue faster. Likewise, if you notice customers are paying slower, it may be necessary to touch base with the customer earlier than normal to determine the facts for the slower pay and respond accordingly.

Remaining focused on generating revenue, increasing profit, managing payables and receivables will surely increase your financial strength. Do your best to remain positive and focus on the good economic news! Avoid the temptation to get pulled into the negative news. Now is a great time to improve your financial strength!

### **Motivate Staff During Rough Patches**

*The Horn/September-October*

The past months have been challenging, to say the least and your staffers may be reeling from changes in their personal and professional lives. Use these tips to maintain motivation:

- **Drop the dire language.** Vague language heightens anxiety. And alluding to fear rarely inspires employees to act positively. So don't tell them "We need to turn things around or our jobs are in jeopardy." Instead, ask them what ideas they have for making the most of slow times or what suggestions they can make for improving efficiency or operations in your organization.
- **Reward with time instead of money.** You may have closed the year without offering raises or bonuses. Fortunately, leisure time is almost as good as money. Extra time off is an excellent motivator and mood lifter.
- **Schedule time to connect.** Communicating with staffers regularly and making yourself visible puts a brake on the rumor mill and eases employees' job security anxieties.