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Pointed News for You

**BEST SHOW
WE'VE EVER
ATTENDED -
ANYWHERE!**

Southern Building Material Association

March 2010

This Month's newsletter is sponsored by Twilite, CS. visit www.southernbuilder.org for more information



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SBMA 2010 Show
From Setup Day to...



Show time

Monopoly board hand made by Rick Renshaw's wife in keeping with our theme "Building Again in 2010" Has actual cards and pieces.



Mickey Boles, Smith-Phillips
Addresses crowd after winning
Dealer of the Year award.



Larry Adams congratulates Buford
Arning, ECMD, on winning Supplier
of the Year



Snavely Forest Products
wins Most Professional Booth



Sun Windows wins Best Presentation
of a Green Product



Clark Hall Doors wins Most
Dramatic Presentation



Epperson Specialty Woods wins
Best New Product



Boone Lumber/Hardin Creek
wins Most Original Booth



Turnkey Programming
wins Best Single Booth



Thanks ECMD for
lunch and the ice
Cream!

Vernon Queen, Paul Argoe Screens and Ed Fargo, Guy C. Lee, Shallotte, NC, won the second place Sales Contest for \$250 each. Bill Ford, Dyke Industries, and Will Albrecht, Southern Lumber, won first place prize of \$500. Congratulations to all.



Seminars were SRO

Seminars at the show were a great hit. People were literally out in the hall. Thanks to all who attended. We even had a class from Guilford Community College attend.

If you missed the show you missed a great event! Nearly 1,000 people visited, exchanged ideas and viewed new products. The mood was upbeat as dealers generally agreed the bottom had been reached and things were going to get better in our industry. Our own Larry Adams was a television star as News 14 interviewed him and visited the show floor.

To see the interview go to: <http://news14.com/charlotte-news-104->

[content/621508/trade-show-hosts-building-materials-companies](http://news14.com/charlotte-news-104-content/621508/trade-show-hosts-building-materials-companies). To see copies of the excellent programs presented by our speakers go www.southernbuilder.org and click on "Buying Show Event Pictures and Seminar Information". Thanks to all of the exhibitors, sponsors and dealers who did so much to make this one of the most successful shows ever!

Daylight Savings starts March 14!

Set your clocks ahead one hour

From Our Members

Taylor Brothers reopens under new owner

ProSales

Taylor Brothers Lumber Company reopened in Lynchburg, hiring most of the employees who worked there before it closed in December.



The Lester Group bought the business from Roper Brothers Lumber Company. George Lester, chief executive officer of the Lester Group, said about 25 former employees had been brought back, including Randy Hall, general manager. About 32 people worked there before the store closed, said former Taylor Brothers president Rob Taylor. The store at 905 Graves Mill Road will keep the name Taylor Brothers. The company's new leaders hope to capitalize on the relationship that Taylor Brothers employees have had with local builders and contractors for years.

"Our goal is to take care (of) and get all the customers back," Lester said. "We think that relationship can be supported."

Wolf Expands Into the Carolinas

ProSales

Wolf, the distributor specializing in kitchen cabinets, has expanded its service into North and South Carolina. Wolf is a member of SBMA, participates in our Roundtables and has attend our Summer Conference and exhibited in our 2010 show. They are a major distributor of composite and PVC decking along with railing, trim and other products.

Wolf is now serving Charlotte, Raleigh, Greensboro and Winston-Salem in North Carolina and Columbia in South Carolina. By the end of the first quarter, Wolf will also include the coastal area stretching from Wilmington, NC to Charleston, SC and Savannah, GA.

Mikee Johnson Cox Industries

20 Under 40, The State Jan. 25, 2010

Mikee is the President and Chief Executive Officer of Cox Industries. He is a lifelong resident of Orangeburg and the grandson of Bill Cox, Sr. who co-founded the manufacturer of treated outdoor wood products. Johnson passed on joining the family business at first. He worked with Morgan Stanley where by his third year he was named an associate vice-president.

In 1999, Mikee joined Cox as director of corporate development. He became CEO in 2007. That year he joined Governor Mark Sanford to the World Economic Business Conference in China where he became a founding member of the World Economic Forum Growth Champions.

Siewers Celebrates 125 Years

Richmond Times Dispatch

Only about 10 percent of family-owned businesses make it to the third generation. Even more rare are the ones like Siewers Lumber & Millwork in Richmond, VA, now in its fourth generation.



The company marked 125 years in business in 2009, just as the fourth generation was managing it through the most difficult business conditions since the second generation was in charge during the Great Depression.

“We have been through all of these recessions, depressions and everything else through the years, and this has been a tough one,” said Freddy Siewers III, the company’s president and CEO and the oldest of the four family members who comprise the fourth generation, along with one in-law who also works for the business.

Smith Phillips Welcomes Dennis Weaver

Dennis Weaver has joined Smith Phillips Building Supply as their new Engineered Wood Products Sales Manager. He brings 20 years of experience in customer service, structural design and residential construction. As Sales Manager, Weaver will direct the sales, customer service and design aspects of the engineered wood products division.

“We are excited to have Dennis on our team,” said Rob Powell, Senior Vice President of Sales for Smith Phillips. “He brings a level of professionalism and experience that, when combined with our services, gives us an engineered wood program that is one of the best in our market.”

ENAP, Inc Disaster Recovery System a Success

On Wednesday, February 10, 2010, ENAP, Inc. took advantage of what was a snow day for many to test their Disaster Recovery System. Employees forwarded their phones and logged into their work stations from home.

The ENAP IT department was available to help anyone who had trouble, but there were just a few instances which were cleared immediately.

ENAP has developed systems to not only continue business during emergencies, but to protect all data and records from being lost.

The ENAP staff were able to remain available to the membership all day and not lose any business or service

ENAP, Inc. Hires Kitchen & Bath Products Manager

ENAP announces that Christopher Reynolds has joined the ENAP Millwork Department as Kitchen and Bath Products Manager.

Chris brings twenty-two years of experience to the table on both the retail and manufacturing sides of the industry. His in-depth knowledge will help ENAP promote and grow its Kitchen & Bath category.

New Home Building Supply *ProSales*

New Home Building Supply, Greensboro, N.C., named Craig Ratchford its new vice president of sales and marketing. Ratchford previously spent five years at James Hardie Building Products.

Epperson Teams Up with Roseburg Engineered Wood Products

Epperson Lumber has teamed up with Roseburg Engineered Wood Products in the Southern Atlantic Market. They will be offering a complete line of Roseburg EWP coupled with full technical capabilities including take-off, conversion, placement drawings and engineering services.

**Federated Insurance
Chairman, Al
Annexstad Named 2010
Horatio Alger Award
Recipient**



Chairman, Al Annexstad has been named a 2010 Horatio Alger Award Recipient. The Horatio Alger Association of Distinguished Americans honor achievements of outstanding individuals in our society who have succeeded in spite of adversity, and who encourage youth to pursue their dreams through higher education. Past recipients include President Ronald Reagan, Clarence Thomas, Hank Aaron, Colin Powell, and Oprah Winfrey to name a few. Mr. Annexstad will join fellow recipients, Condoleezza Rice, former Secretary of State, and Tommy Franks, former Commander-in-Chief, US Central Command, among others, at the Horatio Alger Induction Ceremonies in Washington, D.C. in April 2010. We join Federated Insurance in congratulating Mr. Annexstad on such an honor.

NLBMDA

**NLBMDA's Annual Legislative
Conference March 15-17 in Washington**

NLBMDA's Spring Meeting and Legislative Conference is scheduled for March 15-17 at the Marriott Washington in Washington, DC. The meeting will be structured to include sessions with key congressmen and federal agency officials on topics impacting our industry and Washington.

Cindy Hartley will be setting up meetings with your congressmen to discuss NLBMDA's policy priorities. The meeting will culminate with a reception for members of Congress and their staffs on Capitol Hill.

To register call Cindy Hartley at 800.966.4202 or you can register on line at www.dealer.org.

Safety

A Matter of Timing *Federated Insurance*
**Prompt Claims Reporting Can Enhance
Service**

Here are some helpful tips:

- Designate one person to report claims promptly to the claims office.
- Take pictures of your building-both inside and outside – before the loss. Include computer equipment, stock and any tools or specialized equipment. Store the photos away from your business premises and update them yearly or as major changes occur.
- Document sales, purchases and expenses to help determine values in a business income loss.
- Record vendor agreements, dates of sales, products sold, and dates of repairs to help in product liability claims.
- Keep receipts for equipment and tools to verify age and costs of items.

Set a procedure for reporting workplace injuries and help your employees understand why these steps will help reduce claims expenses and lost time.

Safe Winter Driving Takes Extra Skill

J.J. Keller

For many people, driving is part of the job: truck drivers, police officers, fire fighters, mail carriers, utility personnel, sales and service professionals, etc.



Transportation incidents account for about 40 percent of all on-the-job deaths in the United States.

If your employees are out on the highways, give them these winter weather travel tips from the American Society of Safety Engineers (ASSE):

- Be careful when driving on bridges and overpasses. Elevated roadways are the first roadways to freeze in winter conditions.
- Reduce your speed and increase following distances between vehicles. A

vehicle needs three times more space to stop on slick or icy roads. Visibility is also more difficult in winter weather conditions.

- When encountering black ice, reduce your speed by easing off the accelerator rather than braking.
- To avoid skidding, take corners very slowly and steer gently and steadily.
- If you skid, turn the steering into the skid; ease off the accelerator, but do not break suddenly.
- If you are stranded or stalled, stay in your vehicle and wait for help. Drivers should carry a cell phone, with a charged battery, in order to call for help. Motorists should also have an emergency kit in the vehicle along with additional warm clothing.
- Use headlights during adverse weather — some state laws mandate this — and use fog lights in dense fog.
- Maintain a safe distance behind snow plows and vehicles that are salting the roads.
- Do not travel if temperatures are expected to be extremely cold.
- Plan ahead and allow plenty of time to travel. Employers should have information on employee driving destinations, driving routes, and estimated time of arrivals. Drivers should be patient while driving in winter conditions.
- Make sure the vehicle is winterized. Have a mechanic look at the battery, antifreeze, wipers, windshield washer fluid, ignition system, thermostat, lights, flashing hazard lights, exhaust system, heater, brakes, defroster, tire tread, and oil level. Carry a windshield scraper.
- Check weather conditions before traveling. Monitor National Weather Service winter storm watches, warnings, and advisories.
- Always wear your seatbelt.
- Do not drink and drive.

One Posting Violation Could Cost You \$42,000! *J.J. Keller*

If you've read the headlines lately, you'll see that OSHA's not afraid to slap millions of

dollars in penalties on employers for failing to meet its regulations. The agency just issued the largest fine in its history with a total proposed penalty of \$87.4 million. However, if you think the huge penalties won't apply to posting and labeling requirements, you're in for a surprise.

Recently, the agency issued a whopping \$42,000 proposed penalty to a pet food company for not posting "safety instruction signs" in areas where combustible pet food ingredients are processed. OSHA explains that the ingredients, when processed, create a fire and explosion hazard, and, therefore, safety instruction signs must be used to provide employees with general instructions and suggestions relative to safety measures, according to 29 CFR 1910.145(c)(3).

It appears now more than ever, it's important to get required signs and labels up and in compliance, but what are the posting and labeling requirements? Some major posting requirements you won't want to forget include:

- OSHA notice.
- Annual summary of work-related injuries and illnesses.
- Floor load limit markings.
- Defective portable wood ladder tags.
- Defective portable metal ladder tags.
- Exit signs and not-an-exit signs.
- Occupational noise exposure standard posting.
- Safety instruction signs.
- Permit-required confined spaces signs.
- Tags for lockout/tagout.
- Portable fire extinguisher identification.
- Powered industrial truck markings.
- Overhead and gantry crane load rating markings.
- Electrical markings and signs.
- Bloodborne pathogen labels and signs.
- Hazard communication labels.

It should be noted that federal OSHA regulations do not specify or require that signs come in both English and a foreign language. If a language is mentioned in the posting and labeling regulations at all, it's English. However, OSHA encourages employers to post additional signs or postings in their

workers' native languages in situations in which workers cannot read English.

OSHA's Moving Toward Tougher Citations and Penalties *J.J. Keller*

In the last two months, OSHA has addressed more egregious cases and issued higher fines than in the previous fiscal year. According to Jordan Barab, Acting Assistant Secretary for OSHA, the agency is moving toward tougher citations and penalties to provide a powerful incentive for employers to respect their workers, integrate protection into business operations, and make prevention a priority.

As another example of OSHA's renewed emphasis on enforcement, Barab mentioned the establishment of a Severe Violator Enforcement Program. Barab said that under this initiative, OSHA will concentrate its attention and resources on employers who demonstrate indifference to their OSH Act obligations. Any systemic problems that the agency finds with an employer's safety and health program will trigger additional, mandatory inspections to ensure compliance.

OSHA will also enforce its standards uniformly on all construction sites and will bring the full force of its citations and penalties to any contractor who violates the law, according to Barab.

NAHB Trumpets Cost-effective Green Trend *Home Channel News*

First, you have to show the consumer the benefits of a green upgrade.

That's one of the messages that emerged from a green-building press conference delivered here at the National Association of Home Builders' (NAHB's) International Builders' Show.

The key to the mainstreaming of green is to make sure that consumers understand the value of green upgrades -- and exactly how cost-effective that sustainable construction can be in the long run, according to green home building professionals.

Builders, remodelers and product manufacturers are beginning to green their processes and incorporate more energy-, water- and resource-efficient features, according to the panel. They are learning how to reduce waste on the job site to save enough money to pay for these upgrades and help ensure that the builder makes a profit, said consultant Steve Bertasso, who helps builders achieve these measures.

"This year is going to be a big change in the production [building] environment," Bertasso predicted. "Consumers are asking questions they didn't ask two and a half years ago, and contractors are making better decisions."

Another speaker pointed to the power of retrofitting existing homes. Philip Beere, who is remodeling distressed properties near Phoenix's new rapid transit line, said that adding insulation, improving the ventilation and air conditioning systems, and replacing turf grass with landscaping more appropriate to the Southwest's desert climate doesn't cost much more than a traditional remodel. "Retrofitting these homes to be green is a good solution," he said.

"We need to make sustainable attainable"

Connecticut home builder Jim Pepitone described himself as a "late adopter," but one who has finally seen the green light.

His message: "We need to make sustainable attainable," he said.

For instance, the industry needs to educate consumers on air sealing, the importance of right-sized heating systems and good insulation, and the advantages of rooms that can serve more than one purpose so the home can be smaller and less expensive.