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Greener Times to Come

I think it's fair to say at this point, despite a good year of business for most lumber yards, everyone is ready to move on from 2020. We made it to 2021, but are currently entering the rut of the winter, where both the temperature and precipitation toy with our emotions. As true Midwesterners, we hunker down, bundle up, and daydream about sunny blue skies and the green grass ahead.



What better way to appreciate this green grass and sunshine than joining NLA at one or both of our annual golf outings? We are excited to gather on June 9th at Woodland Hills in Eagle, NE, as well as on June 10th at Cold Water Golf Links in Ames, IA. These golf outings are awesome opportunities for retail members to relax and reward their employees or contractors for their hard work. They are also a valuable networking opportunity for suppliers to get in front of our retail members or even play on the same team. The food is always very good, the conversations are great, and the golf...well, it's a fun time!

These outings only continue to grow on an annual basis so keep an eye out for when registration opens as well as additional details to come. Contact Will Claussen at (763) 595-4057 or wclaussen@nlassn.org with any questions or inquiries.

What's Happening

March 2-3, 2021
[Yard & Delivery Workshop](#)
Omaha, NE

March 4, 2021
[LBM Financials](#)
Sioux Falls, SD

March 9, 2021
[Contractor Sales](#)
Urbandale, IA

March 17, 2021
[LBM Financials - Improving Your Profits](#)
Minnetonka, MN

March 23-24, 2021
[LBM Marketing & PR Bootcamp](#)
Online



OSHA BOOTCAMP

Promote a safety culture in your business!

Join NLA's endorsed safety vendor, OECS at one of our upcoming bootcamps and learn what every business should be doing when it comes to safety, health & wellness.

March 29 - Omaha, Nebraska

March 30 - Urbandale, Iowa

April 1 - Rochester, Minnesota



Spring LumberTech Classes are Filling Up Fast!

Thank you to all the members that have been filling our classrooms. Over 180 attendees have participated or are registered to participate in the valuable industry training classes provided by NLA so far this season. We hope you will take advantage of the upcoming classes that will enhance your team's skills and introduce new strategies to help improve your business operations. Due to COVID-19, seating is limited in each class. Early registration is encouraged.

Upcoming LumberTech Classes:

(An asterisk (*) indicates there are less than 5 seats left in the class)

- [*March 2 & 3 – Yard & Delivery Workshop, Omaha, NE](#)
- [*March 4 – LBM Financials - Improving Your Profits, Sioux Falls, SD](#)
- [*March 9 – Contractor Sales – Urbandale, IA](#)

- [March 17 – LBM Financials - Improving Your Profits, Minnetonka, MN](#)
- [March 23 & 24 – LBM Marketing & PR Bootcamp – ONLINE](#)
- [March 23 - 25 – Estimating 1-2-3, Madison, WI](#)
- [March 29 – OSHA Bootcamp – Omaha, NE](#)
- [March 30 – OSHA Bootcamp – Urbandale, IA](#)
- [*March 30 & 31 – Estimating, Rapid City, SD](#)
- [April 1 – OSHA Bootcamp – Rochester, MN](#)
- [April 6 & 7 - Yard & Delivery Workshop, Wisconsin](#)
- [April 8 - Understanding Sales: How to Sell Efficiently & Effectively, Minnetonka, MN](#)
- [April 20 - 22 – Estimating 1-2-3, Twin Cities, MN](#)

Complimentary Webinar from NLA Partner



Tuesday, March 16, 2021, 11:00 am CT

Advanced Registration Required

Biden/ Harris Proposed Tax Plan

Important potential changes that may negatively impact your family and business. How to protect yourself, your family, and your business.



March 16th Webinar – Biden/Harris Tax Plan

What will the changes mean to your business and family?

As a business owner, you need to protect yourself, your family, and your business. Business succession and estate planning can be overwhelming. Fortunately, Federated Insurance is here to help. Join us for a complimentary webinar hosted by Federated Insurance and presented by Patrick Conner. Patrick is an estate planning attorney with Husch Blackwell, who can help you avoid frustration, taxation, and litigation when the time comes to exit your business.

Click [HERE](#) to register



Nebraska Scholarship Program

Congratulations to Tyson Sauser from Bloomfield, Nebraska, for being selected as the 2021-2022 NLDA College Scholarship winner. Tyson will receive a \$1,000 scholarship to use towards tuition, books, or room and board as he pursues his education in construction this fall.

NLDA employees can also apply for \$100 scholarships to help offset the cost of attending LumberTech programs. For more information on the employee scholarship program, visit www.nlassn.org/page/Scholarships.

NLA Social Media Fun in 2021!

Starting today, if you write a testimonial on our Twitter page, describing what NLA's value means to you, you'll be entered in a drawing for a \$50 Target gift card! Is it the education we offer? The networking opportunities? Let us, and everyone on Twitter, know! Just follow us on Twitter, tweet your testimonial, and add #nlassn. The winner will be announced on March 31st!



Follow us on [Facebook](#)

Follow us on [Twitter](#)



NLBMDA Announces Virtual Spring Events

The National Lumber & Building Material Dealers Association has announced that both of its annual events will go virtual in 2021! These annual events seek to connect the LBM industry with legislators and policymakers in Washington D.C. while also bringing dealers and suppliers together for educational and networking programs.

NLBMDA LBM Advocacy Week

April 12-16, 2021

Join NLA/MLA for this engaging opportunity and help our industry advance our common interests and make our voices heard. This is a great way to educate yourself on a variety of legislative and regulatory issues impacting our industry and to foster relationships with your legislators which do make a difference as our issues are considered.

Attendees will be invited to virtual/Zoom meetings throughout the week with members of Congress from their state/area to share our needs and issues directly with Congress. NLA will schedule all meetings with members of Congress and will manage the entire meeting process. Attending is simple and will help advance the LBM industry's issues on the national scale.

To register, please contact the NLA office at 888-544-6822 or register directly for the event via [NLBMDA's Website](#).

NLBMDA Pro Dealer Industry Summit – A Virtual Experience **May 19-21, 2021**

The ProDealer Industry Summit is an exclusive three-day event that features educational and networking opportunities to promote the growth of the lumber and building materials industry. This year NLBMDA has several surprises and fun interactive activities lined up. In addition, NLBMDA has already confirmed 3 top industry keynote speakers in:

- Charlie E. Cook Jr., Editor & Publisher of the Cook Political Report & Political Analyst for the National Journal Group
- Tim Costello, Chairman & Chief Executive Officer, Builder Homesite Inc
- Ivy Zelman, Chief Executive Officer of Zelman & Associates

To register for the 2021 Pro Dealer Industry Summit, click [HERE](#).

Featured NLA Program: BlueTarp (Now Capital One Trade Credit)

Capital One is excited to announce Capital One Trade Credit, a rebrand of BlueTarp Financial, the business-to-business trade credit financing company it acquired in October 2019.

Grow your business with a credit program that provides flexible lines and terms, twice-monthly funding, risk protection, and full-service billing and collections. Deliver more value to your customers with extended terms and online bill pay. BlueTarp offers:

- **Seamless Conversion:** Your customers have the credit they need on day one, business as usual.
- **Customer Treatment:** Choose terms and rewards for every customer, so they have what they need to buy more.
- **Risk Protection:** BlueTarp takes the risk and protects you from bad debt and fraud.
- **Predictable Cash Flow:** Get paid twice a month. Online dashboards show your current and future payments.
- **Billing and Payments:** Free up your team with BlueTarp billing service, flexible payment options, and cash applications.
- **Collections and Service:** BlueTarp's US-based team keeps extended hours to ensure the best experience for your customers.
- **SmartView[®] Dashboards:** Get 24/7 access to all customer purchase and payment activity – full transparency and control.
- **Customer Online Tools:** Customers can pay online, download statements, view available credit anytime.

To learn more, click [HERE](#).



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to the majesty of the Blue Ridge Mountains &
Smoky Mountains in North Carolina

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Discovery Summit '21 – That's a Wrap!

NLA's & MLA's first-ever online Discovery Summit '21 recently debuted on the afternoons of February 3rd & 4th and we are happy to report that it was a huge success! With over 270 total registrants (*and between 130-160 people logged in for each of the sessions*), the attendance numbers speak for themselves on how important the topics were to our membership base.

Emceed by Craig Webb, the Summit was comprised of a fabulous lineup of educational content that will lead those in attendance confidently into 2021. Encompassed in the agenda was an outstanding sales training session by Lynne Jensen-Nelson, important insurance updates from Federated Insurance, timely legislative updates shared by NLBMDA, and extremely beneficial discussion panels that revealed varying points of view from both the dealer side and the supply chain side of the LBM industry.

Although we definitely missed the face-to-face interaction that typically happens this time of year at our conferences and conventions, we deeply appreciate the devotion and support shown by our membership when creating this new event in the face of a pandemic. The dealers, suppliers, sponsors, and speakers are the pillars behind the event's success, and we couldn't be prouder of our community!

Were you unable to attend the Summit and feel like you missed out? You're in luck! Although we won't be sharing recordings of the event, you should keep an eye out for upcoming "Summit Key Takeaway" articles in our bi-monthly Connection magazine or monthly Scene newsletters!

In light of the online Summit's success, it's undoubtedly safe to say that the majority of our members are hoping to convene again *in person* at the 2022 conventions – and we hope so, too! We'll be keeping a close eye on large gathering protocols and guidelines and will make sure to keep you all informed moving forward into 2021. Stay tuned!

A note from a satisfied Summit attendee

"I thoroughly enjoyed the Discovery Summit! I found the Summit informative & practical, and I have five pages of notes to share with our team! I especially recognize and appreciate all the behind-the-scenes efforts that your organization puts forth on behalf of us dealers. We are new to the NLA and I'm finding membership to be most valuable! Thanks for all that you guys do and here's to a successful 2021!"

- Elizabeth Carlson, JTE Solutions Center of Design, Inc., Audubon, MN

Do You Know Who You're Hiring?

You're looking to bring on a new employee, and your prime candidate looks great on paper — plenty of experience, consistent work history, and ideal professional credentials. But how much do you really know about the applicant? Before making an offer, where appropriate, consider checking their background to help you understand who you're adding to your team.



[Continue reading entire article...](#)



Classifieds

Lumber Yard for Sale

Sebeka Lumber in Sebeka, Minnesota is for sale. \$1.3 million in annual sales. Current inventory estimated at \$300k. Equipment includes '13 Ford Truck with Refurbished 18' Trailer, 2002 18' Single Axel Delivery Truck, '12 Toyota Forklift, '81 Clark Forklift, trailers and more. Current ownership open to outright sale of business or remaining with new buyer for up to 6 years (if needed).

Business valuation complete - \$750,000 value – inclusive of land, buildings, inventory and equipment.

For more information or to inquire about sale, please contact Rich at (218) 837-5631.

Lumber Dealers - If interested in submitting a classified ad that will be published online, in the Scene...in a Flash! newsletter, and Building Products CONNECTION, please contact Melanie Hultman at mhultman@nlassn.org or (763) 595-4050.

If interested in placing a display ad in the Building Products CONNECTION or the Scene...in a Flash newsletter, contact Erica Nelson at erica@pierreproductions.com or (763) 497-1778

*If you find a path with no obstacles,
it probably doesn't lead anywhere.*

Frank A. Clark



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