

Distribution MATTERS

SUMMER 2018

An Interview with Missy O'Daniel
Distributor Roundtable Discussion
Supplier Roundtable Discussion
A Conversation with Kevin Gammonley
2018 Member Directory

NBMDA

North American Building Material Distribution Association



AN INTERVIEW WITH NBMDA INCOMING PRESIDENT **MISSY O'DANIEL**

Missy O'Daniel, president of Web-Don., is the incoming president of the NBMDA. She shared her thoughts, opinions and vision for the building products industry and the future of the NBMDA in an interview with S&P.

Q. Tell me a little about Web-Don and what distinguishes you in your marketplace.

A. Web-Don is a family-owned business headquartered in Charlotte, North Carolina, that was co-founded by my father and his partners in 1972. After 45 years, we are still a family-owned and operated company. In fact, we recently became a woman-owned business and are currently pursuing Women's Business Enterprise National Council (WBENC) certification as a woman-owned and -operated enterprise. This is an important step in our family succession planning that will have significant benefits for us and our customer base.

We have roughly 120 employees, so we are not the largest building materials distributor in our region, but because we don't have a big bureaucracy, we can be nimble and agile. We can make decisions, react to changes in the marketplace and respond to customers' needs quickly. This gives us a huge advantage.

Another driver of our success is that we have deep, longstanding relationships with our customers. They trust us to help them succeed based on our tradition of service and the high-quality products we offer. We carry top-tier brands such as Wilsonart, which we have represented since our founding in 1972, and superior products such as HanStone Quartz, Hartson-Kennedy postform tops and Carolina Heartwood cabinets.

We also make it a point to carry products for varied segments of the market in order to expand our customer base and reach out to more nontraditional consumers. In addition, we have been very intentional about carrying products that save lives and improve safety conditions in buildings. These include LumAware's photoluminescent lighting products and EOScu bacteria-killing solid surface.

Q. Tell me about your background in the building products distribution industry? How did you get into the business and how/why did you decide to build your career with Web-Don?

A. After graduating from the University of North Carolina, I spent a short time selling cell phones and office equipment. I joined Web-Don as an architectural rep and found that I liked getting in front of people. Those early jobs taught me lessons about time management, persistence and the ability to take rejection, skills that proved invaluable as I moved into customer service and helped open and grow a new location in Columbia, South Carolina.

I also learned that relationships are critical to both inside and outside sales. In time, I advanced through the ranks from inside sales to VP and sales manager, chief operating officer and eventually president. I became president of the company in January 2017.

I definitely learned this business from the ground up. I have rolled laminate in the warehouse, ridden routes with sales reps, poured over architectural specs with customers, evaluated GPS routes and negotiated truck leases. Every job has taught me something new and has been a key step in my career.

We are peers and colleagues who support each other, share best practices, commiserate when it's a down quarter and celebrate when it's a good one. I am very proud to be a member of the NBMDA and honored to serve as its president this year.

Q. What do you see as some of the challenges facing the building products industry today?

A. We all face the challenge of rising customer service expectations. Today, the sales cycle is very much accelerated, and we need to keep pace and make things happen really fast for our customers. We also face the continuous challenge of recruiting and retaining good workers and numerous issues related to technology, including the impacts of online purchasing and social media.

In the face of all of these challenges, we have to stay in the game and remain relevant. This means keeping up with our customers and our dealer network, as well as the next generation of employees.

Q. What changes have you seen in the building products industry in recent years?

A. I think the Great Recession left an indelible imprint that remains with us today. Since then, we've become a little bit cautious and conservative in regard to stocking inventory, extending credit, overhead expenses, trucks and logistics. We see it all throughout our supply chain.

Q. In your opinion, what sets a top distributor apart from its competitors?

A. It starts with top-tier products. To win in the market, you have to offer products that solve customers' problems and meet their needs. At Web-Don, we try to think outside the box when it comes to product selection, to take some calculated risks on innovative new products and products with purpose, by which I mean products that save lives and/or have safety embedded in them. An example we carry is LumAware, an advanced photoluminescent technology that helps individuals locate exits, fire extinguishers, trip hazards, etc., in the dark.

The other key factor is people. Success depends on committed employees who believe in your mission and loyal customers who trust that your service, quality and pricing will make them successful.

Q. What do you see ahead for the NBMDA, the building products distribution industry and the association's member companies?

A. I am a huge cheerleader for the NBMDA. I see the organization continuing to grow and become an even more valuable resource. NBMDA adds tremendous value for its members, from education and training to benchmarking, networking, tips about tools, methods and technologies. Plus, NBMDA members are top the leaders in the building products industry. We are peers and colleagues who support each other, share best practices, commiserate when it's a down quarter and celebrate when it's a good one. I am very proud to be a member of the NBMDA and honored to serve as its president this year.

Q. What is the most important thing you would say to your peers in the industry?

A. Accept and embrace change. Change is inevitable; we cannot ignore it or avoid it. It is happening fast, and we need to move with the times. I would encourage people in this industry to learn something new each and every day—and to forever banish the phrase, "This is the way we've always done it here."

Q. What would you say to someone who is considering a career in this industry?

A. We know that competition is alive and well in the building products industry. We need to stay innovative and lead rather than follow. This is a terrific industry that offers opportunity for career growth and advancement to those who are willing to work hard. It's a business in which you can be creative and help solve problems for people. And the people in the building supply industry are friendly, enthusiastic, and eager for the leaders of tomorrow to join us. **s&p**



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Distributor Roundtable

Challenges and opportunities. Building materials distributors who are members of the NBMDA Steering Committee see plenty of both as 2018 turns the corner and 2019 glimmers on the horizon. A few of those distributors agreed to share their perspectives on the most significant challenges and opportunities facing them and their cohorts, along with what they perceive as the value of membership in NBMDA.

New Products = New Opportunities

Ron Mazzarella | CHIEF EXECUTIVE OFFICER,
DAKOTA PREMIUM HARDWOODS



Many of the challenges facing our industry center around determining how to best operate outside traditional methods to better respond to customer needs. A solid economy in 2018 means end users with disposable income and a hunger for new and innovative products. New products create new markets, new opportunities and much needed improved margins. It is one thing to make new and

innovative products available on the shelf. The challenge lies in creating effective linkage from the manufacturer to the distributor to the fabricator and, ultimately, to the end user. The greatest opportunities lie with distribution that can master that linkage by better presenting, marketing and delivering these products.

Dakota Hardwoods views NBMDA as the most helpful of all trade organizations with which we are involved. The annual convention is a great tool for us to meet with current and future partners in a unique environment that is different from our typical interactions. It is a great opportunity to share ideas and experiences. The economic information provided is great because it is centered around our industry and challenges. NBMDA newsletters provide pertinent industry news, ideas and trends that are helpful to our business. ■

Volatility Drives Costs

Andy Ardo | OHIO SALES MANAGER,
ALLEGHENY PLYWOOD COMPANY

As a plywood and surfacing distributor in the Midwest, we have seen a tremendous amount of growth and sales opportunity with the resurgence of commercial and residential fixture work. With this growth has come several major challenges that we must overcome to take advantage of market opportunities.



The first biggest challenge for us has been price volatility in the plywood and board product market. With the implementation of the new trade tariffs combined with increased market demand, the industry is scrambling to fill the void of less inexpensive import board product in the market. This has created more demand from domestic manufactures and resulted in steady price increases from manufacturers. Demand is also creating longer lead times from manufacturers and, in some cases, low stock at the distributor level. This has made it hard for distributors and fabricators to predict or hold material pricing.

The second challenge is the increased cost of logistics and the limited availability at times of material transportation. At both the manufacturer and distributor levels, increased costs in transportation of materials are driving up cost in the market. This, combined with the supply-and-demand situation in the board market, is leading to steady increases in material costs. We are faced with the dilemma of absorbing the costs or passing them on while trying to stay competitive in the market.

The third big challenge we and our customers face is the lack of a strong labor pool. Many of my customers have stated they would love to take on more business but cannot find more employees to increase their production capacity. Low unemployment rates in our region coupled with higher demand for employees may actually lead to a slowdown of growth in our region as work will go where the labor is available.

As we move through times of great opportunity and the challenges stated above in distribution and manufacturing, it has been key for us to work closer with our manufacturers and allies in the industry. In the end, the sharing of strategies and knowledge that can help lead to stabilizing the market benefit all involved.

Our partnership with NBMDA has provided a platform to do this better. We have been able to build stronger relationships with distribution companies facing the same issues we are and learn from each other. The workshops and annual convention have been powerful tools in shaping our business model and stretching our relationship with our manufacturing partners. I hope through the use of these resources and good old elbow grease, we will be able to meet the demands of this robust market as we move forward. ■

Talented Workers are Key

Mike Steck | PRESIDENT, ALPINE SALES;
CO-CHAIRMAN OF NBMDA STEERING COMMITTEE



Being part of the NBMDA and participating in the steering committee has provided insight that the challenges business owners face are not specifically unique to our individual businesses. During a recent steering committee meeting, one of the major challenges expressed by the majority of members was recruiting and keeping talented people from the current pool of young millennials

coming in to the workforce. Additionally, how to deal with their goals and work ethics, which tend to clash with the traditional values/models of our industry.

These younger faces could provide the means to expand our business into the 21st century. Technology is what drives the younger generation and can also drive our business forward. Data and information technology; how much time and resources do you commit?

Join us and get involved at NBMDA to answer the opportunities available for your business. ■

Vigilance, Partnerships Required

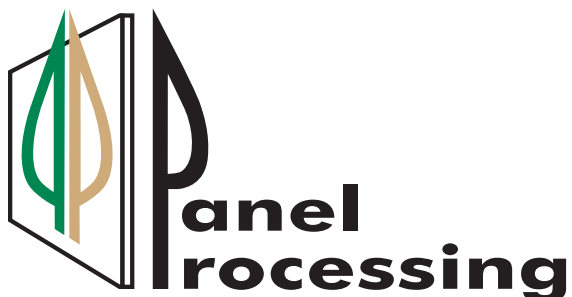
Kevin Slabaugh | PRESIDENT, MCKILLICAN AMERICAN



One of top challenges remains attracting and retaining top talent amidst a dwindling talent pool in the industry. Attracting new millennial talent and investing in new technology as a key driver for change are objectives. This requires a full commitment to e-commerce and strengthening sales planning with a robust CRM system. Disruption in supply from regulatory changes, tariffs and industry consolidation has put a strain on margins and impacted availability. Navigating these supply conditions requires vigilantly working on supplier relationships, while continually looking for new partnerships.

Opportunities for growth continue with a solid forecast for construction spending in 2018. Keeping abreast of trends in design, aligning new product selection and introduction is an objective for growth. New construction is increasingly modern and urban, leading to the growth in more European-style products.

Inclusion and participation in the NBMDA allows us all to share solutions to our objectives and challenges so that we are better prepared to lead the industry into the future. **s&p**



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What Suppliers See Emerging

Suppliers and distributors work closely to ensure that their customers have access to the latest and best products. Because of that relationship, suppliers have a close-up perspective on what's happening in distribution and the market. To tap into that knowledge, Surface & Panel asked supplier members of the NBMDA Steering Committee to share emerging trends and practices that they see affecting their distribution partners in response to evolving customer wants and needs.

Best Software Possible

Jeff Winters | SALES MANAGER, NORTH AMERICA, KESSEBÖHMER



SOFTWARE

Distributors must rely on the best software possible in order to keep up with the times. Everything has to be linked—inventory, sales, history, geography and more. The need for instant access to information to make the reps successful and fully armed is essential. Some of the distributors are ahead of the game with dashboards or portals to link all sides of the sales equation.

LOGISTICS

Whether it is incoming or outgoing, it is a challenge. The bigger of the two is outgoing. Whether the distributor delivers everything themselves or relies on outsourcing shipping, solutions need to be worked on to improve their process. New laws for drivers and rising freights costs are a recent challenge, as well.

PEOPLE

As unemployment rates have declined, distributors are struggling to find and retain good employees. The distribution business, particularly in our industry, doesn't get a lot of attention, and we're all trying to think of ways to make this business more attractive to new people ■

Win-Win: European Wood Finishes

Jeff Takac | MANAGING DIRECTOR, MILESI WOOD COATINGS—IVM CHEMICALS



In wood finishes, certainly the biggest market trend we see is the paradigm market shift and transition to European wood finish technologies. This trend is accelerating rapidly as end users exit away from older domestic wood finish technologies such as pre-cat and conversion varnishes, which used to be the gold standard of our industry. While these older legacy technologies are certainly proven systems, the features and benefits of European-designed wood coatings cannot be denied. European products offer end-users and distributors alike many distinct advantages and the opportunity to differentiate themselves in the market. This industry awakening or revolution is analogous to when European cabinet hardware burst into our industry in the early 1980s. We know the history from there—explosive growth and now the norm of our industry. We are definitely seeing the same trend in European wood finishing products. It's a natural progression to want the very best available.

Early adopters—both end-users and distributors—are seeing the benefits and capitalizing on the amazing opportunity that this paradigm industry shift presents. Win-win situations are hard to find, but this revolution is definitely one of them, and we believe within five years the dominant wood finish systems will all be European technology. Furthermore, this movement is also being driven by stricter environmental standards, which align favorably with European-based wood finish chemistry.

While the benefits and quality of the Euro product technology even incorporating nano-technologies is documented, the education and training that comes with it have lagged seriously behind. Educating our industry partners, no different than legacy coatings, is the key to unlocking the potential, which is why we at Milesi have made a huge investment in training and educating the industry to better understand European wood coatings technologies and the benefits. I encourage all of our industry colleagues to do their own research to better understand the trend and get on board to the future. Most will need to look no further than their local markets. ■

Service: The Ultimate Tie-breaker

Doug Burkhardt | GENERAL MANAGER OF SALES AND MARKETING, HARTSON-KENNEDY CABINET TOP CO.



We're continuing to see a trend of grays and light color laminates becoming more popular, as these colors duplicate the look of quartz, but at a fraction of the cost.

The Internet is continuing to supplement and augment typical person-to-person sales. We are seeing more companies paying for search engine optimization in order to have their site pop up quicker in

customer searches—as visibility on the web is a high priority.

And finally, companies are finding a way to “make it happen” in regard to their customer’s requirements. Service is still the ultimate tie breaker, and that is the case today more than ever! ■

The Right Investment Balance

Steve Brant | REGIONAL SALES MANAGER, BLUM INC.

I see Blum’s distributors continuing to invest in their businesses as the market remains strong.

Our distributors are focused on balancing investments to add and improve services and product ranges to meet their customers’ expectations while at the same time addressing rising costs and lowering margins.



INVESTMENTS:

- Upgrading systems
- Enhancing websites with more content and improved navigation
- Providing sales representatives with tablets with CRM software
- Enhancing online buying platforms
- Establishing a presence on social media
- Automated solutions for material handling
- Adding sales representatives and specification representatives
- Adding new product lines

RISING COSTS:

- Commercial warehouse space is at a premium.
- Technology investments are increasing and ongoing.
- Insurance costs continue to increase.
- Personnel costs are ever increasing.
- Trucking /delivery costs are rising.

Our distributors’ customers have come to expect an Amazon-like experience in which all facets of a transaction are integrated.

I see our distributors developing a strategy for an omni-channel experience for their customers, by integrating their traditional sales representative visits, with their mobile apps, customer service, will-call and online purchasing options into one integrated and seamless approach so they can remain a relevant and valued partner that is easy to do business with. ■

Unified Front

Allen Ellis |

REGION SALES MANAGER,
INDUSTRIAL WOOD COATINGS;
CO-CHAIRMAN OF NBMDA
STEERING COMMITTEE

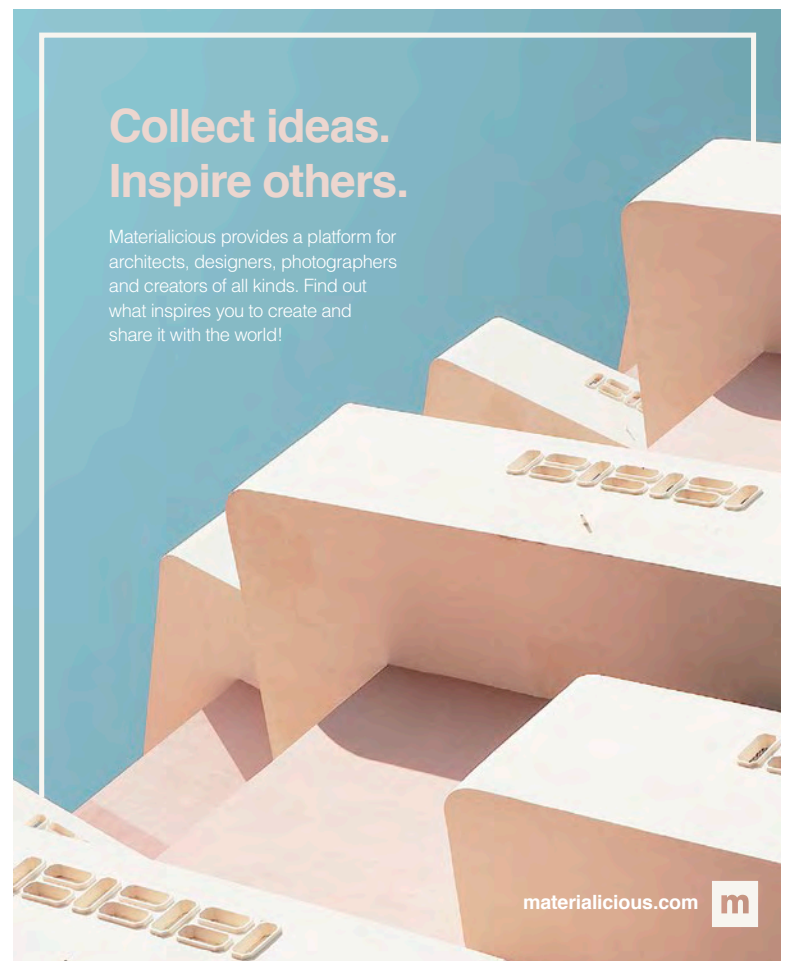


I see a blurring of the line between distributor and manufacturer. To meet the demands of the market, the two must break from the traditional roles and present a unified front. The combination of resources—distribution point, technical support, efficient manufacturing, innovative product development, marketing, etc.—should be bundled to provide a customer experience the market expects.

Simply put, both parties need to up their game. The manufacture needs to offer a flexible platform that allows the distributor to select options to craft a program best suited for their local market. Ultimately, the end-user benefits from the service and support that can only be provided by a joint effort of a local and national partner. **s&p**

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F (418) 882-2252
www.prestolam.com

Pro-Ply Custom Plywood Inc.

1195 Clark Blvd.
Brampton, ONT L6T 3W4 Canada
P (905) 564-2327
F (905) 564-2330
www.proply.com

Quickscrews International Corporation

5830 Las Positas Rd.
Livermore, CA 94551
P (925) 371-8215
F (925) 371-5384
www.quickscrews.com

REHAU Industries LLC

1501 Edwards Ferry Rd. NE
Leesburg, VA 20176
P (703) 777-5255
F (703) 777-3053
www.rehau.com/furniture

Rev-A-Shelf LLC

2409 Plantside Dr.
Jeffersontown, KY 40299
P (502) 499-5835
F (502) 491-2215
www.rev-a-shelf.com

Richwood Industries Inc. – Makers of PolyBak

2700 Buchanan S.W
Grand Rapids, MI 49548
P (616) 243-2700
www.richwoodind.com

Rollex

800 Chase Ave.
Elk Grove Village, IL 60007
P (847) 437-3000
F (847) 437-7561
www.rolllex.com

Roseburg Forest Products LP

10599 Old HWY 99 S
Dillard, OR 97432
P (541) 679-3311
F (541) 679-2543
www.roseburg.com

RPC-Terry Hardware

2020 Seventh St.
Rockford, IL 61104
P (815) 966-2000
F (815) 966-2026
www.rockfordprocess.com

Rubio Monocoat USA, LLC

22111 State Highway 71 W Ste 301
Spicewood, TX 78669-6314
P (844) 937-6862
www.rubiomonocoatusa.com

Salice America Inc.

2123 Crown Centre Drive
Charlotte, NC 28227
P (704) 841-7810
F (704) 841-7808
www.saliceamerica.com

States Industries

29545 Enid Road East
PO Box 41150
Eugene, OR 97404
P (800) 626-1981
F (541) 689-8051
www.statesind.com

Tafisa Canada

729 Meloche Ave.
Dorval, QC H9P 2S4 Canada
P (514) 780-1324
F (514) 780-1354
www.tafisa.ca

Tego Systems Corp.

1650 Horizon Parkway, Suite 200
Buford, GA 30518
P (404) 592-1230
www.tegosystems.com

Timber Products Company

PO Box 269
Springfield, OR 97477
P (541) 747-4577
F (541) 744-4296
www.timberproducts.com

U.S. Futaba, Inc.

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Santa Ana, CA 92704
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F (714) 751-2366
www.usfutaba.com

Uneeda Enterprizes, Inc.

640 Chestnut Ridge Road
Spring Valley, NY 10977
P (845) 875-6260
www.uneeda.com

Uniboard Canada - USA Division

2078 Normandy Dr.
Wooster, OH 44691
P (330) 264-9337
F (330) 262-8768
www.uniboard.com

Vauth-Sagel America

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Greensboro, NC 27284
P (866) 376-2298
F (336) 464-2277
www.vauth-sagel.com

Veneer Technologies Inc.

PO Box 1145
Newport, NC 28570
P (252) 223-6359
F (252) 223-3511
www.veneertech.com

VT Industries, Inc.

PO Box 490
1000 Industrial Park
Holstein, IA 51025
P (712) 368-4381 Ext. 342
F (712) 368-4184
www.vtindustries.com

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265 Meadow Lake Blvd.
Columbia Falls, MT 59912
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F (406) 892-6870
www.woodbywy.com/panels/mdf

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F (254) 207-8620
www.wilsonart.com

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China
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F 862152562966
www.rexinnet.com

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F (727) 546-3617
www.a-msupply.com

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Boise, ID 83607
P (208) 321-8089
F (208) 321-8090
www.advancedhardwaresupply.com

Aetna Plywood, Inc.

1401 St. Charles Road
Maywood, IL 60153
P (708) 343-1515
F (708) 343-1616
www.aetnaplywood.com

Allegheny Plywood

3433 Smallman Road
Pittsburgh, PA 15201
P (412) 621-6804
www.alleghenyplywood.com

Alpine Plywood Corporation

12210 W. Silver Spring Rd.
Milwaukee, WI 53225
P (414) 438-8400
F (414) 438-8401
www.alpineplywood.com

Alpine Sales Inc.

9650 Millfield Rd.
Columbia, SC 29223
P (803) 788-9160
F (803) 788-9162
www.alpinesalesinc.com

Amerhart Ltd.

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2455 Century Rd.
Green Bay, WI 54303
P (920) 494-4744
F (920) 494-0388
www.amerhart.com

Arthur Distributor Company

364 N. CR 270 E
Arcola, IL 61910
P (217) 543-2166
F (217) 543-2167

Atlantic Plywood Corp.

8 Roessler Rd.
Woburn, MA 01801
P (781) 933-1932
F (781) 933-3654
www.atlanticplywood.com

Bennett Supply Co.

300 Business Center Dr.
Cheswick, PA 15024-1071
P (888) 236-6388
F (724) 274-5528
www.bennettsupply.com

Bond Plywood, Inc.

988 E. Saratoga
Ferndale, MI 48220
P (248) 548-3150
F (248) 548-0265
www.bondply.com

Building Materials Distributors

225 Elm St.
Galt, CA 95632
P (209) 745-3001
F (800) 435-4018
www.bmdusa.com

C.H. Briggs Company

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2047 Kutztown Rd.
Reading, PA 19605
P (610) 929-6969
F (610) 790-1105
www.chbriggs.com

Cabinetparts.com

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Pompano Beach, FL 33064
P (954) 428-3800
F (954) 428-5167
www.cabinetparts.com

Central Florida Cabinet Supply

2617 Pemberton Dr.
Apopka, FL 32703
P (407) 292-3644
F (407) 292-3799
www.flcabnts.com

Central Wholesale Supply Corporation

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Norfolk, VA 23502
P (757) 855-3131
F (757) 855-4140
www.central-wholesale.com

Charles McMurray Co.

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Fresno, CA 93727
P (559) 292-5751
F (559) 292-6147
www.charlesmcmurray.com

Compi Distributors, Inc.

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Arnold, MO 63010
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F (636) 296-1411
www.compidualistributors.com

Connecticut Plywood Corp.

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F (860)953-0599
www.connply.com

Dakota Premium Hardwoods, LLC

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Waco, TX 76712
P (254) 772-9663
F (254) 772-9664
www.dakotahardwoods.com

Darant Distributing Corp.

1832 E. 68th Ave.
Denver, CO 80229
P (303) 289-2220
F (303) 289-2225
www.darant.com

Direct Supply, Inc.

1055-36th Street SE
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P (616) 245-4415
www.directsupplyinc.com

Distributor Service, Inc.

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Carnegie, PA 15106
P (412) 279-7824
F (412) 279-8454
www.distributor-service.com

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P (912) 447-7000
F (912) 447-7039
www.dixieply.com

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PO Box 58548
5080 S. Alameda St.
Los Angeles, CA 90058
P (323) 585-9201 Ext. 3106
F (323) 585-5414
www.ebbradley.com

E. Roko Distributors

3150 Lake City Way
Burnaby, BC V5A 3A4
P (604) 420-9599
F (604) 420-8914
www.eroko.com

Fessenden Hall

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Pennsauken, NJ 08110
P (800) 220-2233
www.fessendenhall.com

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Edmonton, AB T5L 2G9 Canada
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www.formations-inc.com

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Concord, NH 03301
P (603) 369-6004
www.rugbyabp.com

Hardwoods Incorporated of Atlanta

5400 Riverview Rd.
Mableton, GA 30126
P (404) 792-0910
F (404) 799-2079
www.hardwoodweb.com

Holdahl Co. Inc.

1925 Annapolis Ln.
Plymouth, MN 55441
P (612) 333-7111
F (612) 550-9966
www.holdahlcompany.com

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15 Professional Parkway
Hattiesburg, MS 39402
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F (601) 296-4779
www.hooddistribution.com

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4115 Commodity Parkway
Raleigh, NC 27610
P (919) 719-0877
www.horizonforest.com

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550 South Fifth Street
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P (610) 376-3343
F (610) 376-2256
www.industrialplywood.com

Intermountain Wood Products

PO Box 65970
Salt Lake City, UT 84165
P (801) 486-5414
F (801) 466-0428
www.intermountainwood.com

Jutras Distribution Internationale

843 Boulevard Jean-Paul-Vincent
Longueuil, QC J4G 1R3
Canada
P (514) 360-4547
www.jutrasdistribution.com

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P (567) 239-2494
www.lesmith.com

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F (616) 261-3223
www.lumbermens-inc.com

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F (415) 552-5840
www.macmurraypacific.com

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Oakville, ON L6H 6M7 Canada
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F (905) 855-8822
www.mcfaddens.com

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16420 - 118 Ave.
Edmonton, AB T5V 1C8 Canada
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F (780) 481-6904
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Metro Hardwoods

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F (763) 391-6741
www.metrohardwoods.com

MBJ Wood Group, Inc.
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Irving, TX 75063
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F (972) 293-6283
www.mjbwood.com

Nashville Plywood
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Nashville, TN 37209
P (615) 320-7877
www.nashvilleplywood.com

National Wood Products, Inc.
2705 S. 600 W
Salt Lake City, UT 84115
P (801) 977-1171
www.nationalwood.com

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www.oharco.com

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F (513) 853-3307
www.ovsco.com

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F (919) 387-1525
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F (479) 782-0044
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Anjou, QC H1J 1Z9
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www.pscmtl.com

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High Point, NC 27261 Canada
P (336) 841-5100
F (336) 887-8677
www.richelieu.com

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Deer Park, NY 11729
P (631) 586-7700
www.robertsplywood.com

Roddis Lumber & Veneer Co.
727 North Cherry
San Antonio, TX 78295
P (800) 292-5672
F (210) 226-1591
www.roddislumber.com

Russell Plywood Inc.
401 Old Wyomissing Rd.
Reading, PA 19611
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F (610) 374-9138
www.russellplywood.com

Spokane Hardware Supply, Inc.
2001 E Trent
Spokane, WA 99202
P (800) 888-1663
www.spokanehardware.com

Texas Wood Supply
940 West Expressway 83
Donna, TX 78537
P (956) 464-3371
www.stmoulding.com

The Wolf Organization
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York, PA 17401
P (717) 852-4800
www.wolforg.net

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Tempe, AZ 85281
P (480) 967-8702
F (480) 967-1907
www.usifaz.com

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Mississauga, ON L5N 7H5
Canada
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www.ucsforestgroup.com

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Kansas City, KS 66106
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www.iscsurfaces.com

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F (204) 633-2557
www.w-group.ca

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F (704) 375-6655
www.web-don.com

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www.wimsattdirect.com

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www.woodstocksupply.com

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Vernon Hills, IL 60061
P (847) 913-2237
F (847) 913-9606
www.baersupply.com

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Brea, CA 92822
P (714) 529-1771
F (714) 990-6184
www.louisandcompany.com

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www.wurthwoodgroup.com

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F (615) 459-0289
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www.aesalliance.com

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www.dmsi.com

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www.infor.com

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Wilsonville, OR 97070
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www.jastmedia.com

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www.kerridgecs.com/

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Milton, GA 30004
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www.majuredata.com

PLM Insurance
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Shawnee Mission, KS 66221
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www.sales-i.com

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South Jordan, UT 84095
P (801) 784-8744
www.upg.org

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NBMDA Is Where Distributors Grow

Executive Director Kevin Gammonley Discusses Many Ways NBMDA Supports Its Members

Kevin Gammonley, executive vice president of the NBMDA (the North American Building Material Distribution Association), has worked closely with many distribution executives from some of the industry's leading distribution and manufacturing companies during his 25-plus years as an association management professional.

NBMDA's mission is to develop and promote the effectiveness of distribution processes to improve member profitability and growth. The association represents the premier wholesale distributors of wood panels, surfacing materials, cabinet hardware, finishes and related woodworking products. Membership comprises distributors and manufacturers that serve independent building material and kitchen/bath dealers, as well as production companies involved in cabinetry, architectural woodwork, stock woodwork, store fixtures, solid surface fabricating and plastics fabricating. Distributor members operate more than 900 distribution centers throughout the U.S. and Canada and have a collective purchasing power of more than \$15 billion.

"Our ultimate goal is to help distributors grow," Gammonley said. "This growth comes in many ways. It may be bottom-line growth or sales growth. For some companies, it is growth of their people, and for most members, it is highlighted through growth in leadership of its senior executives.

"We do this in a variety of ways: through education and training; dissemination of benchmarking data; introduction to new supply chain technologies; facilitating the sharing of best practices, and exposing member companies to new ideas and upcoming channel trends," Gammonley said.

Every distributor has its own unique competitive edge and has decided on its own how to position itself in the marketplace. NBMDA provides these distributors with a constantly evolving menu of programs, products and services that they may pick and choose from to strengthen their unique brand and approach to customer service.

NBMDA is known for its long history of providing highly relevant and cost-effective education and training for distribution managers and senior executives, as well as their sales forces. Education covers all topics related to distribution management and general business while being delivered via multiple mediums, including online education, webinars and in-person conferences. In 2018, NBMDA delivered an eight-part distribution sales webinar and podcast series presented by a leading authority and trainer on distribution sales.

Industry research, benchmarking data and trend reports have been a major area of focus for NBMDA over the past several years.



This industry intelligence helps distribution executives compare themselves to other leading distributors, as well as providing channel-specific trend data from which to make decisions. This year, NBMDA introduced its 2018 Financial Benchmarking Report, which aggregates member financial data and delivers confidential, company-specific reports that highlight where a company is strong as well as areas that need attention. The industry report showcases key industry ratios and averages while highlighting how high-profit distributorships operate.

"Our value proposition is built around enhancing the wholesale distribution process," Gammonley said. "As distributors help to pull products through the supply chain, NBMDA addresses trends and best practices related to their relationships upstream with manufacturers and also downstream with customers and purchase influencers, such as architects and designers who spec, develop and stimulate demand."

One of the organization's strengths is that it attracts the most successful and innovative distribution companies in the industry. This network truly represents the "movers and shakers" of the distribution community. It is a group of peers and competitors who enjoy connecting with each other to learn from one another and from topical experts.

Gammonley praised the caliber of the organization's volunteer leaders: "The members of NBMDA are leaders of their own companies and communities, as well as marketplace leaders. They are an impressive group of people—hard-working, forward-leaning—and they have a real service orientation. They want to make the channel stronger and give back to the industry. Many of our members represent family-owned companies that have achieved market leadership and success through vision and persistence. What has made them successful in their businesses is what makes the NBMDA strong."

It's an exciting time for the building material and woodworking distribution channels, Gammonley noted. The market is fairly strong, and the vast majority of member companies are experiencing growth.

In November 2018, NBMDA will partner with the North American Association of Floor Covering Distributors (NAFCD) to host its eighth consecutive joint NBMDA + NAFCD Annual Convention & Tabletop Networking Forum in Dallas, Texas. At this unique event, the supply chain for cabinets, countertops and flooring surfacing come together for networking and education. Channel partner relationships are begun or strengthened at this event, and its 800 plus attendees return to their distribution companies energized and ready to implement their growth plans for the coming year. To learn more, visit www.distributorconvention.org. **s&p**



North American Building Material Distribution Association Connects the Most Innovative and Strategic Wholesale Distributors

NBMDA members ...

- Include the leading wholesale distributors and their supplier partners
- Operate from 800+ distribution centers located throughout the U.S. and Canada
- Distribute specialty building materials for interiors including wood panels, surfacing materials, cabinet hardware, finishes and related woodworking production supplies.
- Serve a customer base comprised of independent building material, and kitchen and bath dealer as well as firms that serve production companies involved in cabinetry, architectural woodwork, stock woodwork, store fixtures, solid surface fabricating, plastics fabricating, general and specialty woodworking industries.

NBMDA provides ...

- Facilitated opportunities to strengthen trading partner relationships
- Education and training across the spectrum of distribution management topics
- Insights into the leading trends and best practices that impact distributor productivity and profitability
- Benchmarking to allow distributors insight into how they compare to industry averages and the industry's top distributors



www.nbmda.org