

# 2023 Distribution MATTERS

Interview with Matt Huber  
2022 NBMDA Annual Convention at Home in Chicago  
Conversation with Kevin Gammonley  
2023 Member Directory

**NBMDA**  
North American Building Material Distribution Association



# Q&A with Matt Huber

## NBMDA PRESIDENT



**We at NBMDA are so thankful for the relationships we have with our suppliers, with our manufacturers that we represent. Without them, we wouldn't exist.**

**Q: Congratulations on your new role at NBMDA! What are your plans as president for this year and in what ways do you think the association can help its members navigate the current economic climate and succeed?**

A. I think the NBMDA's continuing education offerings provide the biggest assistance to Allegheny Plywood and its members. We are sending two employees to the University of Innovative Distribution in Indianapolis this year and our General Manager is signed up for the Emerging Distribution Leaders Program which runs 10 weeks this summer.

For a small distributor, these educational opportunities are invaluable. Through the NBMDA, we have access to top-quality educational programs that are unavailable and cost prohibitive through other ways.

I also believe all members should take advantage of the annual Financial Benchmarking Analytics Survey. This report provides financial informational comparisons and performance with other similar companies in the same business segment. The information is compiled by an independent firm and completely confidential. Allegheny Plywood has used this comparative information to improve our profitability.

We at NBMDA are so thankful for the relationships we have with our suppliers, with our manufacturers that we represent. Without them, we wouldn't exist. There's always a thought, a concern for the push towards e-commerce and cutting out distribution. The relationship has to be strong among us. At my company, we have customers that call us and talk to our inside sales team and we understand their needs and hopefully we help save them money and maintain that relationship.

I think most people want to support small businesses, but it has to make sense for them—do we have the product for them, the quality for them and do we have a competitive price point for them. We all strive to specialize and bring products in that you just can't get from the mass merchandizer.

NBMDA also offers the membership resources that can guide us in the fields of HR, transportation and member discounted programs.

**Q: Many experts have predicted a recession in 2023—what signs are you seeing and what can your members do to help insulate themselves from economic fluctuations?**

A. This is a very tough question to answer. In my opinion, we are not forecasting a big recession or downturn in the markets we serve.

Our residential cabinet and millwork customers continue to see incoming orders and have a backlog of work that is months out, where before our customers might have a 6-8-week lead time, due to supply and labor shortages, their lead time is extended to 12-18 weeks, so there is a lot of work out there.

Commercial work is more difficult to predict because there are so many factors that influence the progress of a commercial project, however in my discussions with our Director of Commercial Specifications, the Architectural firms are very busy. It's an expensive proposition for distribution to have specifications reps because they are highly compensated, highly qualified individuals who make sales calls on group architectural firms—so it's a service we provide to the manufacturers that we represent by having these people on our payroll, and by providing those specifications to architects who then put them into large projects.

The large health care and educational institutions in our area all have major projects in process or ready to break ground. So, we continue to be cautiously optimistic about the health of the economy.

**Q: In that vein, with inflation concerns and multiple interest rate hikes affecting the costs of just about everything, how can the distribution industry sustain profitability while implementing or maintaining price stability?**

A. Our long-standing partnerships with our major suppliers have certainly help sustain our profitability and price stability throughout the supply chain issues and Allegheny Plywood is deeply thankful for the relationship we have with our manufacturers.

As always, we continue to explore new relationships with key suppliers, and this is where the NBMDA has provided Allegheny Plywood the opportunity to network with new and different manufacturers. We have learned of so many new and exciting products at the annual membership conference. We always come back from the conference with new product ideas to provide our customer base.

So, while there are supply issues throughout the global economy, there are new products and new manufacturers we have partnered with that provide price stability and supply chain reliability to help us maintain profitability.

**Q: As supply chain reliability remains an issue for the distribution industry, how are companies handling these challenges?**

Over the last year, Allegheny Plywood has increased our inventory levels to help reduce the extended lead times we had experienced and purchased future materials with certain manufacturers. Our suppliers have been outstanding throughout the supply chain issues, providing us an allocation of materials and guaranteed supply, so I cannot say enough about how our business partners supported us.


Fortunately, supply chain issues have become much better over the last 60-90 days and the manufacturers we represent are decreasing lead time and we are beginning to see price decreases from certain suppliers.

**Q: On a lighter note, what trends for 2023 are you seeing in the world of panels and countertop surfaces?**

A: Thank goodness, a much easier question!

In the world of panels, we are seeing customer requests for flat panel, high-gloss or flat matte finishes. The customer wants clean lines and contemporary looks that we are seeing from our European partners. So, we can obtain this look through our finish specialists or purchasing pre-finish composite panels.

We are also experiencing a demand for outdoor living spaces that require cabinetry manufactured with weather-resistant panels and we are seeing this demand in both commercial and residential applications. In light of the pandemic, people are looking more for outdoor gathering spaces at restaurants, hotels and their personal living areas and outdoor cabinetry is needed for these areas.

In the world of countertops, I think manufacturer Quartz surfaces is the top demanded product category. Although High Pressure Laminated, Solid Surface and Natural Granite still have a significant market presents, I believe the attributes of Quartz provides homeowners and Architectural Specifiers the best performance for their projects. Over the past several years, our quartz manufacturing customers have become more efficient and more productive in bring finished quartz countertops to the project. 





# REUNITING UNDER ONE ROOF

## The 2022 NBMDA Annual Convention Brings Together Industry Leaders

BY JENNIFER G. WILLIAMS

**The North American Building Material Distribution Association celebrated its 70th anniversary, coming home to Chicago for its 2022 annual convention. More than 1,100 attendees met at the Hyatt Regency Chicago Hotel, November 1-3, where distributors and partner suppliers learned about the latest trends and issues in the industry.**

**Attendance was up this year and included nearly 50 first-time exhibiting suppliers.**

### **SPEAKERS, SESSIONS AND WORKSHOPS**

The annual event offered speakers, sessions, presentations and workshops that were informative and covered all aspects of the distribution industry. From trading partner meetings to educating today's distribution professionals and sharing best practices within the industry, there was a bit of something for everyone attending.

Speakers included Jeff Havens, who shared his expert insights on how to supercharge your business in his keynote speech, *Uncrapify Your Future*—relating how innovation can





SPEAKERS BELOW, LEFT TO RIGHT: JEFF HAVENS, TAYO ROCKSON, CONNOR LOKAR, IAN HELLER, ALEX CHAUSOVSKY AND ALAN BEAULIEU



be a simple process that literally everyone is capable of performing. Tayo Rockson shared ***The Five A's of Sustainable Diversity and Inclusion***, helping distribution executives learn five systematic ways to build a sustainable diversity and inclusion program.

Attendees said they were impressed by the quality of presentations and sessions offered, including one from Connor Lokar with ITR Economics. Lokar led the ***Economic Trends in the Construction and Industrial Markets*** session, which addressed current and future economic conditions for both residential and commercial construction segments and gave participants a clearer picture of what to expect for end-use market demand for interior building products.

Ian Heller with the Distribution Strategy Group shared his vision on how distributors can continue to earn and even expand their share of suppliers' sales in the face of aggressive competition and a growing number of alternative paths to market in his ***How Can Distributors Become More Important to Manufacturers*** talk.

Alex Chausovsky with the Miller Resource Group delivered key insights designed to help distribution leaders and decision makers elevate their talent-focused activities in his presentation, ***Building an Effective Talent Strategy: Proven Tactics to Attract, Hire and Retain Your Most Valuable Assets***.

And in his ***Preparing for Change*** session, Alan Beaulieu with ITR Economics shared an insightful exploration of consumer trends and market opportunities, pricing issues, labor constraints, and production costs featuring practical business responses, tactics, and strategies in order to maximize market potential and company preparedness.



A one-day leadership workshop dedicated to providing tailored education to those in management positions within wholesale distribution firms was reintroduced after a two-year pause. Seventy-five distribution managers took advantage of the University of Innovative Distribution-in-a-Day relaunch, which focused on sharpening their skills around leading teams and managing change in an every-evolving business landscape.

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**CELEBRATING EMERGING LEADERS**

Launched in early 2022, the NBMDA Emerging Distribution Leaders Program is a professional development program centered on up-and-coming distribution professionals. The nine-month program is designed to provide education and networking opportunities to professionals interested in furthering their career in the distribution channel.



Distribution professionals who strengthened their management and leadership skills in 2022 and graduated from the program at the 2022 NBMDA Convention included:

- **Humberto Ramirez**, Aetna Building Solutions, Maywood, Illinois
- **Chris Martin**, Aetna Building Solutions, Maywood, Illinois
- **Joel Wilson**, Atlantic Plywood, Woburn, Massachusetts
- **Honour Delaney-Machi**, Distributor Service Inc., Carnegie, Pennsylvania
- **Stephanie Hardwick**, Dixie Plywood Lumber Co., Savannah, Georgia
- **Tanner McMaster**, Dixie Plywood Lumber Co., Savannah, Georgia
- **Rusty Johnson**, Plunkett Distributing, Ft. Smith, Arkansas
- **Caleb Plunkett**, Plunkett Distributing, Ft. Smith, Arkansas
- **Austin Nolen**, General Manager - Web-Don, Inc., Charlotte, North Carolina
- **Josh Dimeo**, Assistant Branch Manager - Web-Don, Inc., Charlotte, North Carolina
- **Michelle Holmberg**, Senior Accountant - Wurth Louis Co., Brea, California
- **Ryan Blow**, Business Development Manager - Wurth Louis Co., Brea, California
- **Christopher Hunter**, Purchasing Supervisor - Wurth Wood Group, Charlotte, North Carolina

The association also had a special membership tenure recognition for three members who have reached 30 years of continuous membership in NBMDA:

- **E.B. Bradley Co.**, Vernon, California
- **Richelieu America**, Ville Saint Laurent, Quebec, Canada
- **Wurth Wood Group**, Charlotte, North Carolina

In addition to electing new officers, NBMDA also named its Board of Directors for 2023. The role of the Board is to govern, establish policy and make strategic decisions about the organization's future.

**OFFICERS:**

- **PRESIDENT: Matt Huber**, Allegheny Plywood, Pittsburgh, Pennsylvania
- **PRESIDENT ELECT: Don Plunkett**, Plunkett Distributing, Ft. Smith, Arkansas
- **VICE PRESIDENT: Tracy Nacius**, Amerhart Ltd., Green Bay, Wisconsin
- **TREASURER: Wayne Moriarty**, Atlantic Plywood, Woburn, Massachusetts
- **PAST PRESIDENT: Emily Vella**, Atlantic Plywood, Woburn, Massachusetts

**DISTRIBUTOR DIRECTORS:**

- **Chris Burns**, EB Bradley Co., Vernon, California
- **John Geraghty**, Wurth Baer Supply, Vernon Hills, Illinois
- **Steve Hollinshead**, Aetna Building Solutions, Maywood, Illinois
- **Craig Ratchford**, Richelieu, Ville Saint Laurent, Quebec, Canada

**SUPPLIER DIRECTORS:**

- **Lorne Smith**, Berenson Corp., Buffalo, New York
- **Melissa Herman**, Formica Corp., Cincinnati, Ohio
- **Cayce Hewlett**, Chemcraft, High Point, North Carolina
- **Don Raymond**, Uniboard, Laval, Quebec, Canada
- **Tom Wardach**, Roseburg Forest Products, Roseburg, Oregon
- **Jeff Winters**, Kessebohmer USA, Wilmington, North Carolina



**ABOVE:** HUMBERTO RAMIREZ WAS ONE OF THE DISTRIBUTION PROFESSIONALS WHO GRADUATED FROM THE NBMDA EMERGING DISTRIBUTION LEADERS PROGRAM AT THE 2022 NBMDA CONVENTION. HE IS JOINED BY 2023 NBMDA PRESIDENT, MATT HUBER.



**THE ANNUAL EVENT FEATURED SPEAKERS, SESSIONS, WORKSHOPS, PRESENTATIONS, AND SPECIAL RECOGNITIONS.**







**SAVE THE DATE:**  
**2023 NBMDA  
 Annual Meeting**  
**November 14-16**  
 The Broadmoor,  
 Colorado Springs, Colorado  
[www.nbmda.org](http://www.nbmda.org)





REED CUSTER HIGH SCHOOL'S MARK SMITH VISITS ONE OF HIS INDUSTRIAL TECHNOLOGY STUDENTS, MAKAYLA WILKINS, AT HER PART-TIME CABINET-MAKING JOB.





# Not Your Father's Shop Class: FOSTERING FUTURE WOODWORKERS

BY DENISE WILLIAMS / PHOTOS CONTRIBUTED BY NBM DA

In yet another sign of how times are changing, educator Mark Smith credits social media with bringing him together with **Aetna Building Solutions**—the company he says ultimately saved his high school industrial technology program.

Jon Minnaert, president of the Maywood, Illinois-based building materials distributor, was on the hunt for an education program to add to their 'Aetna Gives Back' charitable division. This good-works initiative provides scholarships to local colleges, supports area youth teams and organizations, and provides giveaways during the holidays, among other campaigns. While all worthy causes, there was a strong desire to extend the company's generosity in a way that would directly affect its core industry—preferably at the local level.

Scrolling one day on LinkedIn, one of a number of social media platforms where Smith shares his students' undertakings at Reed-Custer High School, Minnaert stumbled on exactly what he was looking for.

## THE EVOLUTION OF SHOP CLASS

Back in 2000, under Smith's direction and foresight, the Shiloh campus in Hume, Illinois, became one of the first high schools in the United States to install a full-sized Thermwood CNC router. In 2016, Smith began building a computer-integrated manufacturing facility with a second Thermwood CNC router to be the center of Reed-Custer's industrial technology program. The purchase was a game-changer for the program, which had suffered a plight shared by similar programs across the nation. Over recent decades, Smith explains, the ties between industry and education had unraveled quite a bit, with many career and technical education (CTE) classes taking on more of a recreational feel as a result. Adding the CNC router, which he describes as basically a robot, represented the first step in a recalibration of the program's focus and purpose. The learning environment naturally began to gravitate toward engineering software such as AutoCAD, MasterCAD, eCabinets, Microvellum, Cabinetvision, Carveco and more. Additional cutting-edge equipment followed, including an automated edge bander, 3-D printers,

a CNC laser, a computer lab and devices to help move materials around. Collectively, the technologies would change not only the way his students built products but what they crafted.

As the "hobby" culture faded, Smith seized the opportunity to orient his curriculum to better reflect what was actually happening in industry. "When you're a program that's emulating what industry's doing," he remarks, "now suddenly you're doing things that industry respects, the community respects, the kids respect, the administration respects and the school board respects. No offense to people building birdhouses or things like that, but we're not building birdhouses here at Reed-Custer High School."

What they do build, as Minnaert was soon to discover, is kitchen cabinets, which they then install in an actual home at a minimal cost. And what that also does, Smith adds, is give students a real-life taste of a career in woodworking. That's just one reason, the teacher emphasizes, why industry involvement is so crucial. "Between what industry

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MARK SMITH (L) CREDITS SOCIAL MEDIA WITH BRINGING HIM TOGETHER WITH AETNA BUILDING SOLUTIONS PRESIDENT JON MINNAER (R).



## “We’re not building birdhouses here at Reed-Custer High School”

EDUCATOR MARK SMITH

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is doing and how education is changing and then, thirdly, getting industry and education to work together,” he continues, “we’re really seeing a revival, a resurrection, a renaissance movement of the trades.”

This reawakening is not only bringing back interest in woodworking, Smith observes, but drawing it from untapped corners. “There was a time when, if you wanted to work in the trades, you had to be pretty [physically] strong,” he recalls. The nature of the work has become less physical with the technological advances, and Smith believes that’s making it more appealing to a much broader base of participant—including, but certainly not limited to, female students.

Not all will head off to college when they graduate, some due to circumstances but others by choice. Smith believes the woodworking industry offers a solid career pathway for many of them, if only companies promote the selling points and opportunities in a timely and effective fashion. That wasn’t really the case during his high school years, he remembers; otherwise he may have gone in a different direction professionally—straight from commencement to a woodworking job. Fortunately, the next best thing for him to actually working in the industry is preparing kids to work in the industry; either

way makes him happy. But others for whom college may not be a good fit might not be so lucky.

For Smith, the memory drives home the importance of companies getting involved with young people while they’re still considering their futures. By the same token, Minnaert recognizes programs like Reed-Custer’s for their potential for industry participants to win over new entrants to the workforce. When the two movements intersect, it creates the prospect of a promising career for students skipping the four-year college experience and a coup for wood manufacturing customers—some of which are hurting for new talent—and even distributors themselves.

### A MEETING OF THE MINDS

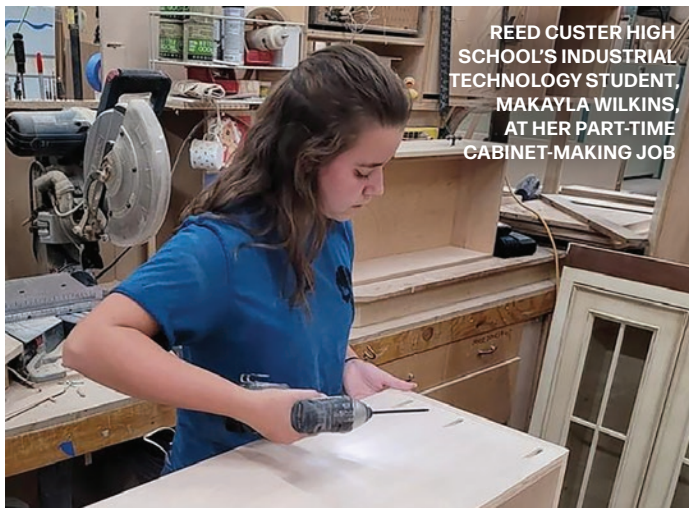
Minnaert was first intrigued, then impressed, by the program at Reed-Custer. He reached out in late 2020, although the ongoing COVID-19 crisis put his visit to the school on hold until later the following year. The eventual meeting between the industry exec, teacher and his principal turned out to be well worth the wait. Minnaert recalls how Smith mistakenly thought Aetna was simply trying to sell him some plywood, but the company leader assured he was only there to help. “I told him, ‘You’re doing some pretty worthwhile things in our industry—there’s not a lot of high schools that do this anymore,’” he says. “You’re creating excitement and hopefully the springboard to get them into our industry. Who knows? There could be a future Aetna salesperson or future Aetna leader in there somewhere, in your shop.”

Smith, meanwhile, admits to be pleasantly surprised to learn that Aetna actually wanted to donate materials to his class and students. He and Minnaert kept the lines of communication open, and Aetna is now in its third year of gifting product to Reed-Custer. It’s just the kind of collaboration the nonprofit **Wood Industry Resources Collaborative** envisions. [for more information on WIRC, see page 152]. And, according to Smith, it rescued his program from an uncertain future.

“I was wondering how my students were going to afford their projects, when our panel products were \$60 a foot before and now some cost as much as \$180,” recalls Smith, who says he is unsure what would’ve happened if not for Aetna’s support. That’s no longer a concern, now that the class doesn’t have to pay for the plywood and hardwood it needs. “I was worried we were going to have to start building birdhouses,” Smith suggests facetiously.

Although he wasn’t even aware that Reed-Custer’s curriculum was facing dire straits, Minnaert is thrilled by the idea that Aetna help made a difference. “That’s what we wanted to do,” he says enthusiastically, and he encourages peer companies to do their part, too, if they aren’t already. “These schools are in every one of our cities,” he points out. “I don’t know how many, but they’re in every one of them.”

Smith offers some perspective: the number of industrial arts program at the high school level is, conservatively speaking, in the neighborhood of about 5,000 nationwide, according to him. That’s down, he notes, from approximately 50,000 woodworking programs in high schools during the 1980s. The statistic only adds to the argument for



REED CUSTER HIGH SCHOOL'S INDUSTRIAL TECHNOLOGY STUDENT, MAKAYLA WILKINS, AT HER PART-TIME CABINET-MAKING JOB



RCHS STUDENT, CHANDLER NORTON, WORKING ON HIS AWARD-WINNING GAMING CHAIR. PHOTO COURTESY OF MARK SMITH





**“We’re really seeing a revival, a resurrection, a renaissance movement of the trades”**

—EDUCATOR MARK SMITH

industry to do more. “The wood industry has had such a strong foothold at the high school level—although it isn’t as strong today, it still has a presence—and to let that go would be a colossal mistake,” he opines. “It would be a shame not to get involved and maintain that strategic advantage for the industry.”

Companies can be supporters in a wide range of ways, Smith notes, before naming several: technical assistance, mentoring, professional guidance through career fairs, funding for students’ trade show attendance, product donations and more. “Nothing says this industry has opportunities for students more than industry being involved with your program and supporting you in all these ways,” he declares. In fact, Smith has a list of 32 things industry people can do to participate at the high school level “to help affect in a positive manner how that school district views their program and the industry, in hopes of maintaining a presence that might already be there or developing a presence that isn’t there.”

Smith shared some of his insights with NBMDA members during the 2022 NBMDA Annual Convention in Chicago, including examples of how companies can extend their support and get involved with high schools in their community.

Distributors can extend their support in their local communities, he says, and should seize opportunities to begin “vision casting” at local career and technical education (CTE) programs, which serve as a springboard for future workers in the trades. Vision Casting is “the process of helping people gain a better understanding of an idea through word, picture, activity and or story and putting processes in place to move towards that better understanding,” Smith explains.

Getting involved in local schools and the community offers the added bonus of positive PR for your company, as well as increased community presence and an opportunity to reach promising students who may have not thought about an opportunity with your company. Striking the right balance can be a win-win for everyone involved, say officials. **s&p**

*Denise Williams is the Editor of NBMDA’s Channel Connections.*

**Smith lists 36 suggested pathways for companies to extend their support to schools and their communities to reach future woodworkers and other tradespeople, but he emphasizes that companies need to only select one to get started:**

- Make a presentation to the administration and school board at a board meeting
- Meet with the local teacher(s)
- Set up a booth at the school College/Career Day event
- Make a presentation to the CTE classes
- Host a field trip at your facility
- Offer a teacher training day event at your manufacturing facility
- Give a tour of your facility to local administration and school board
- Offer to host a school board meeting at your manufacturing facility and make a presentation
- Send company representative to help give out awards to students during school awards events
- Have someone at your company mentor a student
- Sponsor a student contest
- Meet with school counselors and explain career opportunities (they are the gatekeepers)
- Give donations to the school program
- Offer technical support for student and program projects
- Donate materials and supplies
- Give virtual field trips
- Make training materials available to a school program
- Support student access to trade show events
- Set up apprenticeship opportunities
- Support mock interview training
- Support student career exploration opportunities
- Host a Manufacturing Day event
- Start a Student of the Year award
- Use your marketing department to help a school program develop a program brochure
- Be part of the Freshman Open House event
- Help present awards (WCA-Saw Blade Certificate) to students
- Offer teacher training that supports certification program
- Write a letter of support for the teacher and their program to the school administration and school board
- Donate a piece of equipment you are replacing
- Invite local government officials to anything you are doing with the school
- Invite the local press to anything you are doing with the school
- Help set up an advisory council for the school program
- Write letters to local and state government about the good things happening with you and the school program
- Invite teachers and students to participate in association events
- Set up a booth at freshman open house and meet the gatekeepers and the parents
- Help with a fundraiser.





WOOD INDUSTRY  
RESOURCE COLLABORATIVE

# Industry Stakeholders Promote Wood Work

BY DENISE WILLIAMS

**M**aybe, as someone on the outside looking in, you wouldn't think of the wood industry as the perfect re-boot for an experienced employee in another line of work or as a career launch pad for a new high school graduate.

But then again, if WIRC has anything to do with it, most certainly "YouWood."

That's the name of the awareness campaign created on behalf of WIRC, which stands for the Wood Industry Resource Collaborative. The alliance took shape in 2017 when NBMDA and other like-minded organizations rallied around their common interest in promoting the myriad professional opportunities offered by their trades. The options run the gamut, notes Laura Griffin at Industrial Strength Marketing, who serves as account manager for the YouWood initiative, which launched in 2021. Yet, she counters, too many people still correlate woodworking to the birdhouse they built in shop class as a student or to their grandfather's pet hobby.

Craftsmen do make up a critical part of the talent spectrum for wood, but they are hardly alone in a field that also includes everyone from manual laborers and computer-aid design (CAD) operators to marketing staff and managers to educators and beyond. "People think the wood industry is low-tech, outdated and, therefore, probably not growing," admits Griffin, right before she tosses those assumptions out the window. "No—today's wood industry is

high tech, it's cutting edge, it's stable, it's growing! We want them to know that the industry has an opportunity for just about anyone and that there's decent money and a good living to be made here."

But, if you don't know, you don't know. That's why the YouWood campaign is dedicated to spreading the word. Still, it simply wouldn't be practical—or effective—to aim that message at every single person in the job market. With that in mind, WIRC narrowed its focus down to two primary target populations, one of which is "underemployed adults."

## WE WANT YOU

Griffin explains that there's an untapped market for these mid-career workers, who feel trapped in jobs where their unique skills are being underutilized, if used at all. Younger veterans, she says, are a prime example of this demographic, which may not be aware that their specialized training could transfer easily to wood industry work once they discharge from the military. "Maybe they've been

**"Today's wood industry is high tech, it's cutting edge, it's stable, it's growing!"**

LAURA GRIFFIN







repairing equipment or working on planes,” she muses, but many exit the service and end up in jobs where those talents are wasted—all the more disheartening if it happens to be something they love doing. The wood industry is a great fit, according to Griffin—not only for former enlistees but for many other working adults in their 30s and 40s who desire a career swap. The COVID-19 pandemic, she suggests, gave a lot of people pause about what they really want professionally. Those not feeling fulfilled in their current field are increasingly open to going in a completely new direction, and WIRC wants them to know the doors to the wood industry are wide open.

#### AND ESPECIALLY YOU

Companies enthusiastically welcome well-qualified new hires who have plenty of expertise under their belts, but the primary audience for YouWood is the massive and constantly churning pool of young people preparing for life after high school. With a traditional four-year college not an option from a financial standpoint for some and not the first choice for others, they are actively weighing the alternatives. In the past, other trades—auto mechanics, electricians, etc.—have been top of mind for the non-college crowd. Not because those are better options, Griffin explains, but because that’s who they see.

That’s what NBMDA and the other WIRC members also have come to understand, and putting their companies in the line of vision of these prospects has become something of a passion project for them. “We have to compete,” Griffin declares. “We don’t want all of those other trades to be at all of the school counselor trade events, for example, and we’re not there. We need to be at the table to find these workers” and show them all the wood industry has to offer. That also means being present on job boards aimed at veterans and other underemployed adults, she adds, since “you really need both” types of workers. “That’s why we made a concerted effort to ensure we’re touching both of those,” she says.

#### GROWING LIKE A TREE

Having spent year one mobilizing and rolling out the youwood.com website and year two fanning out into more channels, like advertising on video and audio streaming platforms, YouWood is pleased with the progress it’s making so far. Griffin shares a couple of achievements the campaign has reached in terms of ramping up awareness:

- Capturing 55 million “eyeballs” on messaging across all channels
- Tracking an estimated 175,000 site visits to web properties
- Getting in front of more females, who have accounted for loosely 46% of site visitors

Going into year three of the campaign, the YouWood partners are intent on building a bigger presence at trade shows and on social media as well as exploring even more communication avenues, including podcasts and online influencers. The ultimate goal is to keep driving up awareness so that job-seekers, whether male or female, just starting a career or seeking a new one, can see themselves working in the wood industry. **s&p**

*NBMDA is proud to provide financial support to the YouWood campaign and is committed to keeping its members updated on the progress of this industry initiative. For the latest updates, visit [www.youwood.com](http://www.youwood.com).*

*Denise Williams is the Editor of NBMDA’s Channel Connections.*





DISTRIBUTION

©ISTOCKPHOTO.COM / GORBENKOFF

# NBMDA

## 70 Years of Providing Valued Resources to the Distributor Community

**To remain relevant and competitive, distributors have adopted new technologies, sourced and imported product internationally, expanded into value-added services, refined their sales processes, become more sophisticated marketers and expanded their geographical footprints.**



KEVIN GAMMONLEY



**S**ince its inception in 1952 when its member base consisted of distributors primarily serving retail dealers with a broad array of products to present day where distributor members predominantly serve the woodworking and kitchen/bath markets, NBMDA has consistently evolved and changed to remain relevant. But one thing has not changed in NBMDA's 70-year history—a dedication to providing the distributor community with the industry intelligence, education and business connections that facilitate growth within its member firms.

Distributors continue to be an important segment of the woodworking and kitchen & bath industries, providing valued services to architectural woodworkers, cabinetmakers, surface fabricators and kitchen dealers, along with a wide selection of products readily available in local markets. This inventory is customized to meet the regional preferences of the end users in a particular market. Many leading manufacturers partner with such distributors as they have proven to be a highly effective channel to get their products to market while providing exceptional customer service.

In my 30 years of serving as the Executive Vice President of NBMDA, I have seen the independent, regional distributor community navigate many challenges, including severe economic downturns, proliferation of online markets, industry consolidation, manufacturers selling direct, transportation cost spikes, labor shortages, new forms of competition, heightened customer expectations, loss of market exclusivity for major brands and of course most recently—a global pandemic that shook-up daily operations and the sales process ultimately leading to massive supply chain disruption and product shortages.

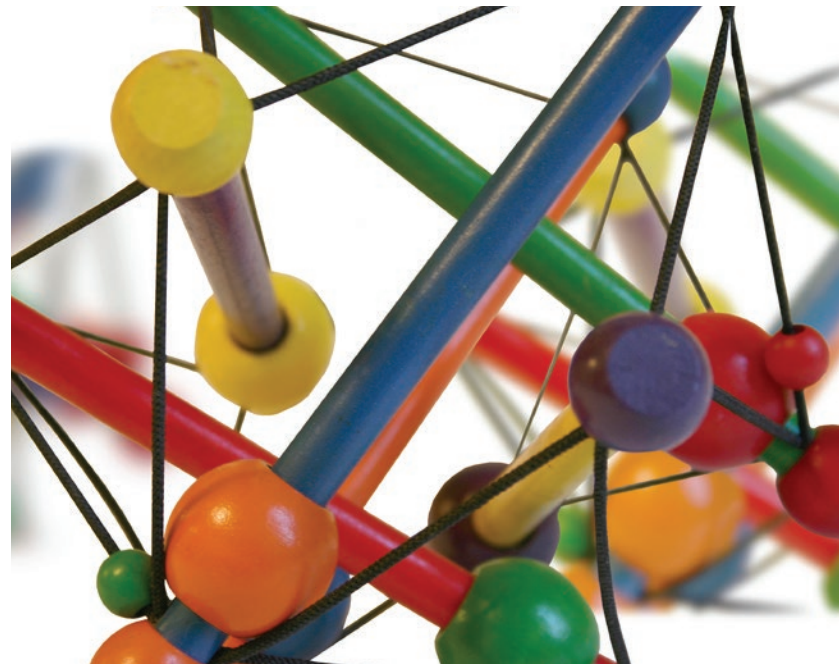
The demise of the wholesale distributor has been predicted by so-called experts many times over the years. Such predictions were based on an assumption that the “middleman” would no longer be able to justify their value in the supply chain and thus would be eliminated. Such predications made the incorrect assumption that distributors would not change their way of doing business. Nothing could be farther from the truth.

It's been exciting to have witnessed the ongoing evolution of the wholesale distributor as they have adjusted their businesses to meet the growing demands of customers, product influencers and manufacturers. Their businesses have morphed, adapted and expanded to take advantage of new opportunities and competitive

differentiation. To remain relevant and competitive, distributors have adopted new technologies, sourced and imported product internationally, expanded into value-added services, refined their sales processes, become more sophisticated marketers and expanded their geographical footprints.

Distributors fully understand the value of deep relationships—with their customer, employees, suppliers and with each other. This is where NBMDA comes into play, as the association has created the forum for distributors across North America to get to know each other personally, share best practices and develop lifelong friendships. It has also served as the catalyst for connecting distributors with sources of supply and ultimately helping to transition vendors into true partners. Through NBMDA's many education and training opportunities, distributors have invested in their staff and developed their future leaders.

The future holds ongoing challenges for distributors but also significant opportunities for growth. The market is changing faster than ever and thus distributors must be at the top of their game to remain competitive. Fortunately, they will continue to have NBMDA as a valued resource to help them navigate whatever the future holds. **s&p**





## Distributors

### A & M Supply Corp.

Pinellas Park, FL  
(727) 541-6632  
www.a-msupply.com

### Advanced Hardware Supply, Inc.

Boise, ID  
(208) 321-8089  
www.advancedhardwaresupply.com

### Aetna Building Solutions

Maywood, IL  
(708) 343-1515  
www.aetnaplywood.com

### Allegheny Plywood Company, Inc

Pittsburgh, PA  
(412) 621-6804  
www.alleghenyplywood.com

### Alpine Plywood Corporation

Milwaukee, WI  
(414) 438-8400  
www.alpineplywood.com

### Amerhart Ltd.

Green Bay, WI  
(920) 494-4744  
www.amerhart.com

### Arthur Distributor Company

Arthur, IL  
(217) 543-2166

### Atlantic Plywood Corp.

Woburn, MA  
(781) 933-1932  
www.atlanticplywood.com

### Bennett Supply Co.

Cheswick, PA  
(724) 274-1700  
www.bennettsupply.com

### Bond Plywood, Inc.

Ferndale, MI  
(248) 548-3150  
www.bondply.com

### Brazos Forest Products

Grand Prairie, TX  
(972) 602-1777  
www.brazosfp.com

### Cabinetparts.com

Pompano Beach, FL  
(954) 428-3800  
www.cabinetparts.com

### Charles McMurray Co.

Fresno, CA  
(559) 292-5751  
www.charlesmcmurray.com

### Connecticut Plywood Corp.

Plainville, CT  
(860) 953-0060  
www.connply.com

### Dakota Premium Hardwoods, LLC

Waco, TX  
(254) 772-9663  
www.dakotahardwoods.com

### Darant Distributing Corp.

Denver, CO  
(303) 289-2220  
www.darant.com

### Direct Supply, Inc.

Grand Rapids, MI  
(616) 245-4415  
www.directsupplyinc.com

### Distributor Service, Inc.

Carnegie, PA  
(412) 279-7824  
www.distributor-service.com

### Dixie Plywood and Lumber

Savannah, GA  
(912) 447-7032  
www.dixieply.com

### E.B. Bradley Co./ West Coast Laminating

Vernon, CA  
(323) 585-9201 ext.3106  
www.ebbradley.com

### E. Roko Distributors

Burnaby, BC, Canada  
(604) 420-9599  
www.eroko.com

### Edgebanding Services, Inc.

San Dimas, CA  
(909) 599-2336  
www.edgebanding-services.com

### Fessenden Hall

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

### Formations, Inc.

Edmonton, AB, Canada  
(780) 893-7540  
www.formationwood.com

### Frama-Tech, LLC

Navarre, FL  
(800) 622-9663  
www.framatech.com

### Grander

Dallas, TX  
www.grandercap.com

### Hardwood Products, Inc.

Houston, TX  
(713) 984-8904  
www.hwp.us

### Hardwoods Distribution / Rugby Architectural Building Products

Concord, NH  
(830) 708-6766  
www.rugbyabp.com

### Hood Products Distribution Company

Hattiesburg, MS  
(601) 296-4817  
www.hooddistribution.com

### Horizon Forest Products

Raleigh, NC  
(919) 719-0877  
www.horizonforestcabinet.com

### Jasper Industrial Supply

Jasper, IN  
(812) 482-1668  
www.jasperindustrial.com

### Kitply Industries

Surrey, BC, Canada  
(877) 754-8759  
www.kitplyindustries.com

### L&R Sales

Worcester, MA  
(508) 752-8757  
www.landrsales.com

### LeNoble Lumber Company, Inc.

Long Island City, NY  
(718) 784-5230  
www.lenoblelumber.com

### Liberty Hardwoods, Inc.

Kansas City, MO  
(816) 231-0852  
www.libertyhardwoodsinc.com

### Lumbermen's, Inc.

Grand Rapids, MI  
(616) 538-5180  
www.lumbermens-inc.com

### MacMurray Pacific

San Francisco, CA  
(415) 552-5500  
www.macmurraypacific.com

### MS International

Orange, CA  
(714) 685-7500  
www.msisurfaces.com

### Manhattan Laminates

Long Island City, NY  
(646) 731-2503  
www.manlam.com

### Marathon Hardware

Mississauga, ON, Canada  
(905) 607-8665  
www.marathonhardware.com

### McFadden's Hardwood & Hardware, Inc.

Oakville, ON, Canada  
(800) 268-0942  
www.mcfaddens.com

### McKillican International, Inc.

Edmonton, AB, Canada  
(888) 252-7993  
www.mckillican.com

### Metro Hardwoods

Maple Grove, MN  
(763) 391-6731  
www.metrohardwoods.com

### MJB Wood Group, Inc.

Irving, TX  
(972) 401-0005  
www.mjbwood.com

### Nashville Plywood, Inc.

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

### National Wood Products, Inc.

Salt Lake City, UT  
(801) 977-1171  
www.nationalwood.com

### Ohio Valley Supply Company

Cincinnati, OH  
(513) 681-8300  
www.ovsco.com



**Parksite, Inc.**

Batavia, IL  
(800) 338-3355  
www.parksite.com

**Plunkett Distributing**

Fort Smith, AR  
(479) 782-2190  
www.plunkettdistributing.com

**Plywood Company of Fort Worth, Inc.**

Fort Worth, TX  
(817) 831-4206  
www.plywoodcompany.com

**Richelieu America Ltd.**

Ville Saint-Laurent, QC, Canada  
(800) 619-5446  
www.richelieu.com

**Rocky Hardwood**

Woburn, MA  
www.rockyhardwoodinc.com

**Roddis Lumber & Veneer**

San Antonio, TX  
(210) 226-1426  
www.roddislumber.com

**Russell Plywood, Inc.**

Reading, PA  
(610) 374-4017  
www.russellplywood.com

**Sierra Forest Products /  
Upper Canada Forest Products**

Mississauga, ON, Canada  
(905) 814-1101  
www.ucsforestgroup.com

**Spokane Hardware Supply, Inc.**

Spokane, WA  
(800) 888-1663  
www.spokanehardware.com

**Virginia Tile Holdings, LLC**

Kansas City, KS  
(913) 573-0516  
www.virginiatile.com

**Web-Don, Inc.**

Charlotte, NC  
(800) 532-0434  
www.web-don.com

**White Wood Distributors**

Winnipeg, MB, Canada  
(204) 982-9470  
www.w-group.ca

**Willis Supply Co. Ltd.**

Tracy, CA  
(888) 994-5547  
www.4willis.com

**Wurth Baer Supply Co.**

Vernon Hills, IL  
(847) 913-2237  
www.baersupply.com

**Wurth Louis and Company**

Brea, CA  
(714) 529-1771  
www.louisandcompany.com

**Wurth Wood Group**

Charlotte, NC  
(704) 398-2162  
www.wurthwoodgroup.com

**Yorke Towne Supplies Ltd.**

Richmond Hill, ON, Canada  
(888) 321-8222  
www.yorketowne.com

## Suppliers

**3B S.p.A.**

Salgareda, TV, Italy  
www.3bspa.com

**Accuride International**

Santa Fe Springs, CA  
(562) 903-0200  
www.accuride.com

**AGT**

Antalya, Turkey  
(242) 249-1717  
www.agt.com.tr/en

**Alvic USA**

Auburndale, FL  
(863) 875-2458  
www.alvicusa.com

**Arauco North America Inc.**

Markham, ON, Canada  
(905) 752-5275  
www.arauco-na.com

**Axalta Coating Systems**

High Point, NC  
(336) 802-4716  
www.axaltawoodcoatings.com

**Berenson Corp.**

Buffalo, NY  
(716) 833-3100  
www.berensonhardware.com

**BHK Of America, Inc.**

South Boston, VA  
(434) 572-5500  
www.bhkofamerica.com

**Birchland Plywood Limited**

Thessalon, ON, Canada  
(705) 842-2430  
www.birchlandplywood.com

**Blum Inc.,**

Stanley, NC  
(704) 827-1345  
www.blum.com

**C.A. Technologies Wagner Group**

Louisville, CO  
(303) 438-5707  
www.spraycat.com

**Canlak Coatings, LLC**

North Brunswick, NJ  
(732) 821-3200  
www.canlakcoatings.com

**Canusa Wood**

Vancouver, BC, Canada  
(604) 687-2254  
www.canusawood.com

**Century Components**

Sugar Creek, OH  
(330) 852-3610  
www.centurymade.com

**Chemcraft, Inc.**

High Point, NC  
(336) 841-5111  
www.chemcraft.com

**Chemetal**

Easthampton, MA  
(413) 529-0718  
www.chemetal.com

**Choice Adhesives**

Cincinnati, OH  
(513) 772-1234  
www.choiceadhesivescorp.com

**Clarke Veneers and Plywood**

Jackson, MS  
(601) 366-0331  
www.clarkeveneers.com

**Columbia Forest Products**

Greensboro, NC  
(800) 637-1609  
www.columbiaforestproducts.com

**Commonwealth Plywood–  
Whitehall, NY**

Whitehall, NY  
(514) 894-3575  
www.cpiwhitehall.com

**Comtrad Strategic Sourcing**

Mississauga, ON, Canada  
(905) 625-0564  
www.comtrad.com

**Corob North America**

Charlotte, NC  
(704) 588-8408  
www.corob.com

**CyCan Industries /  
Quality Aerosols**

Woodstock, GA  
(877) 320-4747  
www.cycanindustries.com

**Darlington Veneer**

Darlington, SC  
(843) 393-3861  
www.darlingtonveneer.com

**Decospan**

Menen, VZW, Belgium  
www.decospan.com

**Deerwood Fasteners**

Conover, NC  
(828) 469-1075  
www.deerwood.com

**Diamond Vogel**

Orange City, IA  
(712) 737-3390  
www.diamondvogel.com

**Doellken (A Sureteco Brand)**

Brampton, ON, Canada  
(760) 862-1285  
www.na.doellken.com

**Egger Wood Products LLC**

Linwood, NC  
(770) 500-9711  
www.egger.com

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**FGV America, Inc.**

Reseda, CA  
(714) 257-5317  
www.fgvamerica.com

**Flexible Materials, Inc.**

Jeffersonville, IN  
(812) 280-7000  
www.flexwood.com

**Formica Corp.**

Cincinnati, OH  
(513) 786-3043  
www.formica.com/en/us

**FormWood Industries, Inc.**

Jeffersonville, IN  
(812) 284-3676  
www.formwood.com

**Franklin International**

Columbus, OH  
(614) 443-0241  
www.franklininternational.com

**Fulterer USA, Inc.**

High Point, NC  
(336) 431-4646  
www.fultererusa.com

**Garnica Plywood**

Logroño, Spain  
(34) 677-06-33-81  
www.garnica.one

**Gemini Industries**

El Reno, OK  
(800) 262-5710  
www.geminicoatings.com

**Genesis Products, Inc.**

Goshen, IN  
(419) 344-7514  
www.genesisproductsinc.com

**Grass America, Inc.**

Kernersville, NC  
(336) 996-4041  
www.grassusa.com

**Great American Spaces**

Grand Rapids, MI  
www.greatamericanspaces.com

**Greenline Industries, Inc.**

Beauford, NC  
(843) 846-4648  
www.greenlineforest.com

**Häfele America Co.**

Archdale, NC  
(800) 423-3531  
www.hafele.com

**Halo Woods, LLC**

Carlsbad, CA  
(877) 600-8310  
halowoods.com

**Hartson-Kennedy Cabinet Top**

Marion, IN  
(800) 388-8144  
www.hartson-kennedy.com

**Helmitin, Inc.**

Toronto, ON, Canada  
(416) 239-3105  
www.helmitin.com

**Hettich America L.P.**

Buford, GA  
(800) 777-1772  
www.hettich.com

**Holland Southwest Int.**

Houston, TX  
(713) 644-1966  
www.hollandsw.com

**Hutton Forest Products**

Cambridge, ON, Canada  
(519) 620-4374  
www.hfpi.com

**IKE Trading Co. Ltd.**

Beaverton, OR  
(503) 643-6688  
www.iketradings.com

**IMG International Markets Group**

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www.imgsourcing.com

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(217) 347-7701  
www.johnboos.com

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(866) 452-7726  
www.karran.com

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(910) 338-5080  
www.cleverstorage.com

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(941) 493-5200  
www.kingplastic.com

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(812) 282-6681  
www.kitchenkompact.com

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Grand Rapids, MI  
(616) 459-3311  
www.kv.com

**Laminate Technologies, Inc.**

Tiffin, OH  
(419) 448-0812  
www.lamtech.net

**Lexington Manufacturing**

Minneapolis, MN  
(952) 836-8756  
www.lexingtonmfg.com

**M.L. Campbell**

Cleveland, OH  
(216) 566-2904  
www.mlcampbell.com

**Meganite Solid Surfaces**

Ontario, CA  
(800) 836-1118  
www.meganite.com

**Michigan Maple/Bally Block Co's.**

Petoskey, MI  
(231) 347-4170  
www.butcherblock.com

**Milesi Wood Coatings**

Glendale Heights, IL  
(630) 866-2050  
www.milesi.us

**Mohawk Finishing Products**

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(828) 319-2747  
www.mohawk-finishing.com

**Murphy Plywood**

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(541) 461-4545  
www.murphyplywood.com

**NewStar Adhesives, Inc.**

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(855) 497-0800  
www.newstaradhesives.com

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(253) 568-6800  
www.northwesthardwoods.com

**Olon Industries, Inc.**

Georgetown, ON, Canada  
(905) 877-7300  
www.olon.ca

**Onbord Doors and Processed Panels Inc.**

Mississauga, ON, Canada  
(905) 302-2551  
www.proply.com

**Panolam Surface Systems**

Shelton, CT  
(203) 925-1556  
www.panolam.com

**Peter Meier, Inc.**

Kernersville, NC  
(336) 996-7774  
www.petermeier.com

**Quin Global**

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(402) 731-3636  
www.quinglobal.com

**REHAU**

Leesburg, VA  
(703) 777-5255  
www.na.rehau.com

**Renner Wood Coatings**

Charlotte, NC  
(704) 527-9261  
www.rennerwoodcoatings.com

**Rev-A-Shelf LLC**

Jeffersonton, KY  
(502) 499-5835  
www.rev-a-shelf.com

**Richwood Industries Inc. – Makers of PolyBak**

Grand Rapids, MI  
(616) 243-2700  
www.richwoodind.com

**Rincomatic**

Villamalea, Spain  
(718) 909-5682  
www.rincomatic.com





**Rockford Process Control, LLC**

Rockford, IL  
(815) 847-7940  
www.rockfordprocesshingessandhard-ware.com

**Roseburg Forest Products LP**

Roseburg, OR  
(541) 679-3311  
www.roseburg.com

**Salice America, Inc.**

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(704) 841-7810  
www.saliceamerica.com

**Shelter Forest International**

Portland, OR  
(503) 863-2868  
www.tigerply.com

**Short Run Pro**

Belmont, NC  
(877) 829-9293  
www.shorrunpro.com

**States Industries**

Eugene, OR  
(800) 626-1981  
www.statesind.com

**Tafisa Canada**

Dorval, QC, Canada  
(514) 780-1324  
www.tafisa.ca

**Tecnotabla, LLC**

St. Petersburg, FL  
(888) 354-2565  
www.proteak.com

**Teknaform Inc.**

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(905) 857-6747  
www.teknaform.com

**Timber Products Company**

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(541) 747-4577  
www.timberproducts.com

**Titus Group**

Bellevue, WA  
www.titusplus.com

**U.S. Futaba**

Chesapeake VA  
(877) 293-0584  
www.usfutaba.com

**Uneeda Enterprizes, Inc.**

Spring Valley, NY  
(845) 426-2800  
www.uneeda.com

**Uniboard Canada**

Laval, QC, Canada  
(450) 664-6000  
www.uniboard.com

**Unilin, Division Panels**

Oostrozebeke, VWV, Belgium  
www.unilinpanels.com/en

**USply**

Medley, FL  
(305) 722-6622  
www.usply.net

**Vauth-Sagel USA LP**

High Point, NC  
(336) 861-0740  
www.vauth-sagel-usa.com

**Veneer Technologies Inc.**

Newport, NC  
(252) 223-6359  
www.veneertech.com

**VT Industries, Inc.**

Holstein, IA  
(712) 368-4381 ext 342  
www.vtindustries.com

**West Wood Products**

Rancho Dominguez, CA  
(310) 631-8978  
www.west-wood.net

**Weyerhaeuser MDF**

Columbia Falls, MT  
(800) 548-4007  
www.woodbywy.com/panels/mdf

**Wilsonart LLC**

Temple, TX  
(254) 207-5118  
www.wilsonart.com

# Service Providers

**Acuity Insurance**

Sheboygan, WI  
(800) 242-7666  
www.acuity.com

**Allvan**

LaVergne, TN  
(615) 459-2511  
www.allvancorp.com

**Combilift USA**

Greensboro, NC  
(877) 266-2456  
www.combilift.com

**DMSi Software**

Omaha, NE  
(402) 330-6620  
www.dmsi.com

**Epicor**

Westminster, CO  
(800) 678-7423  
www.epicor.com

**Federated Insurance**

Owatonna, MN  
(800) 533-0472  
www.federatedinsurance.com

**Infor**

New York, NY  
(646) 336-1700  
www.infor.com

**Mobilico**

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(913) 219-4604  
www.moblico.com

**Profit2**

Overland Park, KS  
(913) 897-0159  
www.profit2.com

**ProKeep**

New Orleans, LA  
(985) 323-4192  
www.prokeep.com

**Sales-i**

Chicago, IL  
(847) 868-8175  
www.sales-i.com

**Unified Purchasing Group**

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www.upg.org



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**MARKETING AND COMMUNICATIONS MANAGER:** Sean Dillon





North American Building Material Distribution Association

# 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](http://www.nbmda.org)