



## Duties on Canadian Shakes and Shingles Stand

The Shake and Shingle Alliance ("SSA") is a Canadian group of cedar shake and shingle manufacturers and distributors, including Cedar Shake and Shingle Bureau Members plus Independent Mills producing Western Red and Alaskan Yellow cedar shakes and shingles as well as Eastern White cedar shingle producers. The SSA was created to fight the unfair American duty imposed on the Canadian shake and shingle industry. Canadian manufacturers are greatly suffering and the duties have created uncertainty for U.S. market participants. Ultimately, homeowners bear the brunt of the extra costs, with no notice in many cases, causing further uncertainty in the marketplace for cedar shakes and shingles.

The SSA has received multiple questions about how the recent NAFTA negotiations and subsequent creation of the United States – Mexico – Canada ("USMCA") trade agreement will impact the duty. The short answer is it does not affect the shake and shingle industry and the duty remains in place.

Following the unsuccessful scope ruling request the SSA submitted to the U.S. Department of Commerce, we are now in for a long fight. Timeframe estimates for the appeal process are well over a year's time before a formal appeal decision is rendered. No relief is currently in sight. The SSA will issue additional industry updates as factual progress reports become available.

## BC Fibre Supply Update

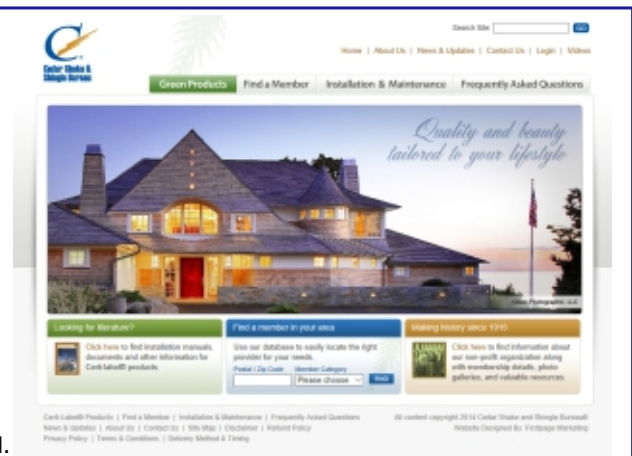


An industry lobby group comprised of CSSB Members and Independent Mills, including multiple fibre supply specialists, was formed earlier this year in response to ongoing issues with security of fibre supply. The provincial government is currently gathering industry input and report submissions from forestry sectors to learn how access to fibre supply can be better managed with improved speed of access. Of particular importance to this provincial administration is domestic fibre processing and jobs within the value added industry. The Fibre Supply Committee's comments were submitted to the provincial government by deadline. Premier Horgan's government appears quite interested in the value added industry and we are hopeful that positive change will be enacted.

## Website Revamp Underway!

Exciting news! The CSSB is revamping its website to improve navigation and mobile access. Our website vendor tells us that we are unusual in the fact that we have incredibly good content... it's just a bit hard to find. So, we are taking action and improving it to be more user friendly, more intuitive and best of all, one stop shopping when looking up a specific topic. More to come in 2019.

Current website being revamped.



## EDITOR'S MESSAGE



Members, the past few months have given our industry strong challenges that needed immediate attention. The Countervailing Duty imposed on Canadian shakes and shingles on March 15, 2018 dealt a heavy blow to our industry. At the same time, we're also dealing with issues concerning access to British Columbian fibre supply; a combination of government regulation and sawmills using wood typically intended for shake and shingle mills has made production costs higher and time spent securing fibre supply longer. The recent spate of forest fires in the US and Canadian West have also contributed to a tough log harvest season. Rest assured, your trade association is working hard on both issues for the benefit of the industry.

Certi-Scene™ is currently being published in an electronic version only to save costs during these challenging industry times.

As always, we welcome your feedback. Thanks to our Members who attended the 2018 Annual General Meeting. Congratulations to Terry Adkins, Mark Carroll, Tom Haynia, Sanj Hothi and Curtis Walker who were (re)elected to the Board of Directors. For the complete list of Directors visit: <http://www.cedarbureau.org/about-us/board-of-directors.asp> We appreciate our volunteers who work hard to promote and protect our Certi-label® brand.

Lynne Christensen  
Director of Operations

# Ventilation Test Structure Built

The CSSB Ventilation Test structure is standing tall in York, PA! Housed on the Intertek Testing Services NA Ltd. grounds, this extensive multi-year test will provide detailed information about the moisture and temperature effects of various cedar roofing systems, using a variety of underlayments/non-permeable membranes and continuous ventilation products. We are nearly finished sensor calibration and after that the real data logging will begin. Many marketplace participants, including architects, builders and roofing contractors, have already expressed keen interest in obtaining the results. We're glad to hear so many people consider the CSSB's investment in science to be money well spent!



Interior of Ventilation Test Structure showing array of sensors feeding various key measurements into laptop for data logging.



Ventilation test structure = real world testing

# DISTRICT MANAGER REPORTS



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(Northeast)

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In May 2018, Tony gave two CSSB Seminars in Rhode Island and Massachusetts for a total of 43 attendees. The members in his territory are concerned that the US-imposed countervailing duty on Canadian shakes & shingles is causing consumers to consider alternative products. There were issues of fastener failure, as well as cupping, splitting & early aging of shakes & shingles over non-permeable membranes installed across the entire deck utilizing a continuous ventilation product as the ventilation system, in the Northeastern area.

In June, Tony gave three seminars with 58 people in attendance. Following one of his seminars, the principal of a large firm attending the seminar decided to have all of the non-Bureau tapered shakes removed from the project & replaced with Certi-Sawn® Premium Grade western red cedar tapered shakes. The homes this firm was working on were selling for between \$2 million USD to \$10 million USD each. Additionally, a private residence, located in Rhode Island, was profiled for a CSSB Case Study which is now posted on the CSSB website.

Activity in shakes & shingles slowed down in July in Tony's territory. Many architects are requesting a source of yellow cedar shingles & shakes. The CSSB Case Study Projects in New England & Mid-Atlantic are continuing, as is work with the National Park Service and New York State Parks, Recreation & Historic Preservation. More recently, Tony noted again that the CSSB's case studies continue to be a very useful tool to market, specify and provide visuals of how a shake or shingle may look in a particular design, both newly installed and after some weathering. He continues to receive complaints from architects and contractors about lack of airflow provided by certain continuous ventilation products ("CVP") over non-permeable membranes covering the entire roof deck; these issues are being referred to the CVP Manufacturer for follow up regarding their product's performance and warranty. On a positive note, fastener failure calls have dramatically dropped off in Tony's territory due to CSSB Education as well as building code changes the CSSB worked hard to achieve.

In Fall 2018, Tony has a number of AIA and code seminars scheduled in New York, Connecticut and Massachusetts. He's also working with the National Park Service and looking forward to trade shows in 2019. He wishes to note that he obtained one 2019 seminar from networking at a 2018 code seminar... field work gets the message out to the marketplace!



**Tony Hyatt**  
(Northern Midwest)

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In May, Tony gave seminars in the Chicago and Minneapolis area for contractors. He has noticed that off grade, non-Bureau shakes are being promoted by some CSSB Affiliate Members in the Southeast and Midwest and this is unfortunately affecting his efforts. It even appears that some firms are taking the field report information from this public Certi-Scene™ and using it to promote non-Bureau stock. This is not welcomed activity at all and Tony seeks guidance on how to handle this situation, as the CSSB tries to find a balance between sharing information with members yet ensuring Certi-label® market protection. Please contact Tony with your ideas. He is trying his best to counter this activity with Certi-label® education.

Tony has done excellent work getting the CSSB's ventilation test structure up and running, working in conjunction with Dave Roodvoets, CSSB Building Code Consultant, and Intertek Testing Services NA Ltd. staff. This test structure is located in York, PA and is gauging roof system integrity using a variety of installation methods and continuous ventilation accessory products. Many long hours and extra phone time were needed to get the project off the ground and the CSSB is grateful for Tony's extra dedication – truly above and beyond the call of duty!

In June, Tony did contractor training in Chicago area and attended a great seminar on public speaking to improve his skill set. More recently Tony held contractor training in Minneapolis, as well as handled over 300 technical calls within a 2 week period from various marketplace areas. He's assisted with job site issues in both Minneapolis and Chicago. Tony has been invited to do a seminar at the 2019 CRCA trade show this year and is pleased to offer this positive educational session to a key group of attendees. This Fall, Tony will be giving seminars to contractors in the Minneapolis Area, a Homeowners Association in the Des Moines, IA area, numerous contractor and AIA seminars in HI along with the AIA trade show in HI, and a seminar for the IL State Historic Preservation Group.





## Field Team Update

It's been a busy year so far with our talented field team. Cedar Quality Auditor Clay Walker is now assuming West Coast District Manager duties, thus expanding the CSSB's educational reach in underserved areas. Clay can be reached at [clay@cedarbureau.com](mailto:clay@cedarbureau.com) or 604-302-2072; he welcomes your ideas about territory visits, focus and potential seminar locations.

Clay Walker, with the CSSB since 2011, now assumes District Manager, West Coast, duties.

There are plans to include an element of continuing quality control focus in Clay's work, on an as-needed basis, in multiple territories. The CSSB continues to keep product quality control at the forefront of all that it does. Intertek Testing Services NA Ltd. ("Intertek") is the CSSB's exclusive third party inspection services provider. Intertek offers CSSB members' customers the rigorous quality control program expected of manufacturers producing Certi-label® products.

# Case Studies' Popularity Continue to Grow

Looking for a great way to promote the beauty of your Certi-label® cedar products? Have a great working relationship with a distributor and/or retailer and/or roofing contractor? Want to tell the world about it? Then participate in the CSSB's case study program.

The CSSB is always looking for great projects that showcase the quality and versatility of its members' cedar shake and shingle products. CSSB Management conducts an interview with the project manager and on-site photos are taken. The end result is a gorgeous, multiple-page article permanently published on the CSSB's own website. Depending upon the circumstance, an industry magazine may also be interested in publishing the article.

Photos of newly-installed and early-weathered projects are of great interest to architects, designers, builders, contractors and their customers. We're finding that job site managers are more likely to specify Certi-label® products when they have access to similar job site photos and accompanying text that tells the history of the building and the reasons the owners chose Certi-label® cedar for their roofing and/or siding project. Case study articles are located here:

<http://www.cedarbureau.org/about-us/case-studies.asp> . The CSSB is interested in everything ranging from modest homes to mansions, historical structures as well as commercial buildings. Contact your District Manager to discuss a project in your area.



## Welcome NEW MEMBERS

The CSSB is pleased to welcome the following new members in 2018:

|                               |                      |            |
|-------------------------------|----------------------|------------|
| ABC Supply Co., Inc.          | Kona, Hawaii         | Subsidiary |
| B & G Forde Construction LLC  | Des Moines, WA       | MCI        |
| Cedar Supply, Inc.            | Lake Forest, IL      | Retailer   |
| G. Fedale Roofing and Siding  | Wilmington, DE       | MCI        |
| Line Home Enterprises, Inc.   | Hampton Bay, NY      | MCI        |
| Tidwell Construction Ltd. dba |                      |            |
| Tidwell Roofing & Sheet Metal | Elkgrove Village, IL | MCI        |
| Zoffel Logging & Milling Inc. | Forks, WA            | US Mill    |

# ARCHIVES DISPLAY ANNOUNCED



Image of Archives Entrance courtesy of the Royal BC Museum and Archives



Map reference: Google Maps

Members, the BC Archives at the Royal BC Museum is hosting a small display of our archival collection in its foyer from October 1 – December 31, 2018 in Victoria, BC. As you have learned over the past couple of years the CSSB donated its precious archival collection of 100 years of history to the BC Archives. It was a very satisfying experience as the only collection of its kind in the world is now housed in a secure, climate controlled environment, protected for the benefit of future generations.

One of the most interesting things about the CSSB's 100 years of history is the fact that the collection contains so many different types of materials, including photos, documents, promotional brochures, moving pictures, digital images, posters and more. If you're in the area, be sure to visit the archives and let the hardworking, often underappreciated archives staff know you appreciate their time spent preserving our treasured collection!



Courtesy: CSSB Archives

Thank you for your commitment to the Certi-label® brand!

Contact us for more information



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