



# BC Logbuilders & Timberframers News

## Show of Force

*Getting the most out of your show exhibit.*

I have attended countless trade shows over the years for a wide range of industries, including building supplies, financial services, public utilities, and technology.

No matter the industry, it's all too common to see boring displays, ineffective offers, and switch-off people in the booths. **Here's a gameplan for getting more out of your exhibit at the Massive Wood Symposium and the BC Log Home Timber Frame & Country Living Show, March 14-16th.**

### Before the Show

**Pre-show Promotion** can make the difference between a good show and a great one. You should notify all of your best customers and prospects that you will be at the show and invite them to your booth. Research has shown that, on average, an invitation to prospects sent before the show can increase booth traffic by one-third. Send something different to the prospects that do not know you—be unique, create a hook, reward them for coming to you.

**Know your audience.** Get a detailed breakdown of who attended last year's show. Are they senior level, mid-level, salespeople? Staff your booth accordingly.

Design different levels of **promotional materials.** Not everyone who comes to your booth will be a prospect and it makes no sense to give an expensive folder of materials and/or samples to someone whom you do not qualify as a prospect.

Determine your sales and marketing **goals in advance.** What specifically do you want

**Show** *Continued on p. 7*

## Apprenticeship Update

R CITO is continuing to work on behalf of BC log builders to complete the Log Builder Program and is now in the writing stage of Learning Materials for the student apprentices in school training sessions.

**“By registering your workers, you receive distinction in the world-wide marketplace of selling your handcrafted log homes as being built by Certified Builders. No other log building market has this opportunity.”**

Registration of Apprentices remains at 61 with only 11 Log Builder Employers having registered their workers. To make this program a success, employers need to identify workers whom they wish to participate in the program and get them registered.

The BC Log Builder Apprenticeship



**Apprenticeship** *Continued on p. 14*

## Fun, Games & Money

*at our Live Auction, March 15<sup>th</sup>, Tradex, Abbotsford.*

The AGM & Conference this year will be substantially different from previous years. And so will our Live Auction—our major fundraiser.

Our coordination with the Log Home, Timber Frame & Country Living Show at Abbotsford's Tradex gives us an opportunity to significantly magnify the marketing function of the Auction. Our ability to enjoy our traditional technical and social functions with friends and fellow practitioners will be enhanced by our new chance to utilize the trade show clients as marketing contacts. There is also very worthwhile value in our participation with the Architects and Engineers who will attend the Massive Wood Symposium planned for the same program the day before the Auction.

The changes planned for the Auction—normally held after the Gala Dinner—are perhaps the greatest deviation from our historic event. Traditionally, our Auction has been an

**“Therefore, we propose to return 50% of the net sales of the auctioned items to the firm or individual who supplies them and the balance to our Association.”**

internal fun- and fund-raising evening, using member support to gather Association monies. This year we want to take full advantage of the opportunity to market our products and products of related suppliers and artisans to the much larger group of trade show attendees.

**Auction** *Continued on p. 14.*

**Your best marketing opportunity this year is March 14, 15, 16 in Abbotsford at the Massive Wood Symposium and the BC Log Home, Timber Frame & Country Living Show. See Page 9.**



## Table of Contents:

- P.1 —Show of Force.
  - Apprenticeship Update.
  - Fun, Games & Money.
- P.2 —President's Message.
- P.3 —10 Reasons to Exhibit.
  - Logs on the Lauberhorn.
- P.4 —Report: No Housing Upturn until 2010.
- P.5 —Shorthanded in the Yard?
- P.9 —Draft Program for March 14, 15, and 16th.**
- P.10 —It's Time to Stop Falling Down on the Job.
- P.11 —Associate Suppliers.
- P.12 —Keeping Your Web Untangled.
- P.13 —Canadian Economy Helping ILBA Members.

## President's Message

As some of you may know, this is my last President's message for my term as that after having served for two years, it is time to move on and have some fresh legs in this position. It has been a rewarding and interesting experience to say the least and I have come to know many members within our Association personally and professionally. It has also opened my eyes to the breadth of the industry in BC as well as some of its history, which is very rich indeed.

Visits through almost every corner of our expansive province has shown me that the log and timber building industry is very much alive and vibrant in almost every small community. Our sharing of technology and information is second to none in industry associations and I leave

**“Now, we are faced with a decline in our market, which we should view as an opportunity rather than with fear.”**

feeling that we truly have the finest craftsman in the world living and working here.

Our industry faces some serious challenges in the immediate and distant future. With a 24.8% decline in the US housing market in 2007 and with diminishing fiber resources, we must work together to ensure the stability and longevity of our industry. It had faded into obscurity prior to the Depression era but fortunately was revived by the new pioneers of our province in mid-century. We have experienced slow and steady growth until the mid-90s and then saw a quantum leap in demand of our products through the late 90's until this past year. It seemed everywhere one travelled, there was another log or timber builder popping up out of a field somewhere. Now, we are faced with a decline in our market, which we should view as an opportunity rather than with fear. It gives us time to reflect on how we have run our businesses in the past and try to improve on our product and productivity.

On that note, I bid you adieu. Thank you all for allowing me the privilege of representing this fine industry as your President and I look forward to meeting many of you during my travels through the province of BC and beyond.

—Regards, Walter Bramsleven, LTBI President ■

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Do you have a story to tell or information to pass on to our members and readers? Please contact Colin Williams. We are interested in stories of your experiences in logbuilding, announcements, and classifieds.



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at the

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**March 14-16, 2008 – Tradex, Abbotsford**

Participation gives you the chance to market directly to a captive audience who are looking for new homes, products and services. It's a rare opportunity to have your target market come to you. Take advantage of this situation to sell your product and services to thousands of buyers in just a few days.

### The benefits of exhibiting at the Show are:

- 1) Sell direct to thousands of qualified buyers
- 2) Generate immediate and ongoing sales
- 3) Strengthen brand awareness
- 4) Create leads for future business
- 5) Promote/launch new products or service
- 6) Keep in touch with new industry developments
- 7) Establish new distributors
- 8) Get immediate feedback from workshops (owners and users)
- 9) Enhance and build client relationships.
- 10) Make an impact—stand out from your competitors

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## Logs on the Lauberhorn

*High Altitude Setup in the Swiss Alps.*

As owner of Sunset Log Homes Ltd., I have been working as a logbuilder since 1997, and have spent most of those years in Alpine Europe. We (I, and my Swiss partner company) built a few commercial structures in those years, but by far the most exciting and challenging was a 36 X 24' cabin called the "Startbar" on top of the Lauberhorn at 7550 feet (2300m) in the Bernese Upperland of the Swiss Alps. As far as I know, it is the highest log structure in the Alps. It's called the Startbar because it is at the start of the Lauberhorn World Cup Ski Race, the longest on the World Cup circuit.

The Lauberhorn borders a UNESCO World Heritage Region, called "Jungfrau-Aletsch-Bietschhorn" which is justly famous for its spectacular scenery and many prominent attractions, such as the Jungfrau peak and the Eiger Glacier. Many travel magazines call it the highlight of a

journey to Europe.

The owners of the Startbar are Mrs. Arian Cova and Mr. Benny Scheibner. Mr. Cova had been a man with vision; he was the driving force to make the Jungfrau Region a UNESCO Site. Through his connections he got permission to build a ski bar on the Lauberhorn. Unfortunately he never saw the bar open, as he passed away before starting. But with the support of Benny, Arian was



able to set up a steel container which served drinks in the first years. But they wanted a permanent structure, and logs made perfect sense, fitting perfectly into a region with a 600-year tradition of building in wood. Even so, it took

two years to get permits because of the locals' and environmentalists' resistance.

A key to success would be working with local companies. In Switzerland that is not as easy as it sounds. In the mountains,

**Lauberhorn** *Continued on p.8.*

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## Report: No Housing Upturn Until 2010.

*By Reuters, December 6th, 2007.*

Housing markets from Punta Gorda, Fla., to Stockton, Calif., will crash and suffer price drops of more than 30% before the housing crisis is over, a report from Moody's Economy.com said today.

On a national level, the housing market recession will continue through early 2009, said the report, co-authored by Mark Zandi, chief economist of Moody's Economy.com, and Celia Chen, director of housing economics.

The report paints a worsening picture of the hard-hit housing sector, which is in the midst of its worst downturn since World War II.

While activity will stabilize in 2009, it will not be until 2010 before a measurable improvement in sales, construction and pricing will emerge, the report said.

House prices are forecast to fall 13% from their peak through early 2009. After accounting for incentives home sellers are offering buyers, effective declines peak-to-trough will total well over 15%, the report said.

Punta Gorda, Fla., and Stockton, Calif., are the hardest hit markets in the United States, with price declines from peak-to-trough forecast at 35.3% and 31.6%, respectively.

"This is the most severe housing

recession since the post-World War II period," Zandi told Reuters.

These markets have been hard hit due to several reasons, namely the exiting of investors from the areas, a fair amount of subprime mortgage loans causing an increase in foreclosures and overbuilding by home builders, Zandi told Reuters.

### Taking an economic toll

Home sales, however, should hit a bottom in early 2008, which will mark a 40% drop from peak to trough.

"The housing market's most fundamental

### "The housing market's most fundamental problem is that it is awash in unsold inventory,"

problem is it is awash in unsold inventory," the report said.

In addition, the housing downturn will take a large toll on the rest of the economy. During the height of the boom in 2004-05, housing contributed nearly a percentage point to annual real gross domestic product, or GDP, growth.

In the downturn, housing will subtract more than one percentage point from U.S.

economic growth this year, and a percentage point and a half in 2008, with the effect on growth seen most pronounced next spring and early summer. "The intensifying housing recession is expected to weigh on the broader economy, but not break it," the report said.

The pace of mortgage delinquencies and home foreclosures accelerated in the third quarter, according to a report released Dec. 6. CNBC's Steve Liesman has the details.

The Moody's Economy.com's report, titled "Aftershock: Housing in the Wake of the Mortgage Meltdown," said that when house prices hit their nadir, some 80 of the nation's 381 metropolitan areas will experience double-digit peak-to-trough price declines.

Price declines, however, will vary in degree throughout the nation. Around Detroit and Washington, D.C., for instance, a peak-to-trough decline of more than 15% is expected, according to the report.

Significant declines are also expected throughout most of Arizona, California, Florida and Nevada. During the housing market's heyday, speculative activity was rampant in these areas, causing prices to surge much higher than other regions.

Declines of between 5% and 15% are

If you have an big eye-catching photo we could use for the masthead, please send it to [info@logbuilders.net](mailto:info@logbuilders.net).

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## Shorthanded in the Yard? Help us Help You!

In an effort to manage the acute skilled labour shortfalls in the industry, INTERNeX, in conjunction with LTBI, is conducting a brief survey about your labour needs.

The results will be used to advise Services Canada as to the nature of these needs and to help expedite (potentially) the issuance of a group pre-approval Labour Market Opinion (LMO), rather than have us having to go through this procedure individually and on an ad hoc basis.

The survey questions are those which would be asked by Services Canada as they decide to issue a favourable pre-approval Labour Market Opinion for the BC LTBI membership. It is reasonable, therefore, to anticipate these questions in the event that the BC LTBI decides to move in the direction of an application for a pre-approval LMO.

### The Survey

The questions are as follows:

- Is your business presently experiencing a labour shortage?
- Please tell the number of employees you have right now?
- Please indicate the number of workers, skilled and unskilled you need right now.
- Please indicate the number of new workers you forecast requiring over the duration of 2007 - 2008.
- Have you advertised for new positions locally, provincially or nationally?
- What was your gross revenue in the period 2005-2006?
- Please provide an idea of how new workers would impact your business (e.g. increased order fulfillment, increased ability - time and revenue - to market your business).
- Please provide an idea of the impact increased employment would have on your community.
- Please indicate the types of workers (e.g. carpenter/timber framers, metal workers, carpenter's assistants etc) along with approximate qualifications you will need to recruit over the next 18 months to 2 years.

### How to Respond:

Responses can be sent in by email: [bruce@inter nexcanada.com](mailto:bruce@inter nexcanada.com), or faxed to: 604 662 8199

If you have any questions, please feel free to call us at 604-662-8149. Please be assured that all responses will be held in the strictest confidentiality, and will only be released under the name of the LTBI and only to Services Canada. ■



**As of July 1, 2007, anyone operating a crane in B.C. must have documentation from the BC Association for Crane Safety to prove they are certified or in the process of certification.**

**For more information about crane operator certification, visit our web site at [WorkSafeBC.com](http://WorkSafeBC.com), or e-mail questions to [cranopce@worksafebc.com](mailto:cranopce@worksafebc.com).**

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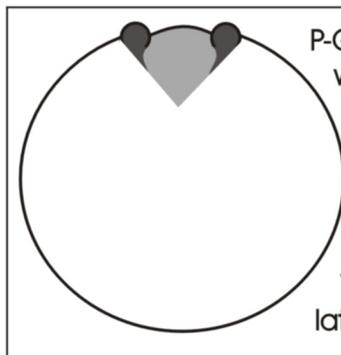
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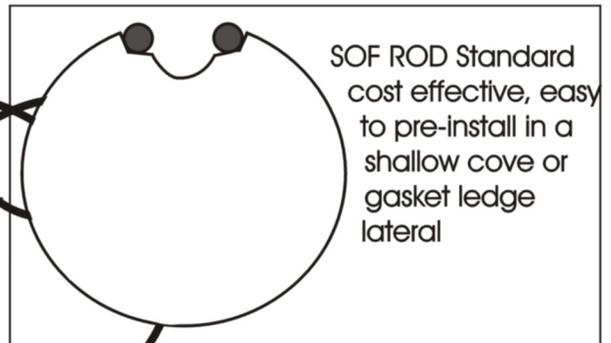
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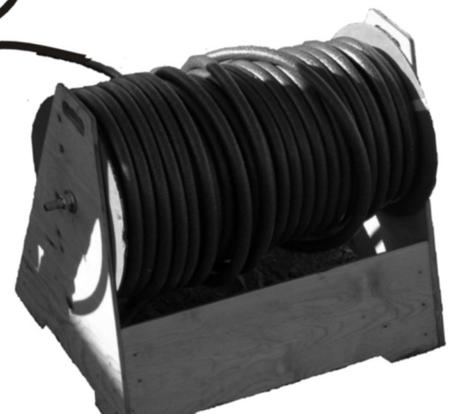
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to accomplish? Like all of your sales and marketing endeavors, you need to establish goals for each trade show you attend. Keep score at the end of each day.

**Be creative** with giveaways/refreshments/prizes/promotions. Are you going to give out samples or promotional items or have a contest to attract people to your booth? Be unique and do not do what you have seen everyone else do. I have seen stand-up massages, unique interactive games, handwriting analysis.

Performance Communications Group has developed video postcards that provide a completely personalized experience for both the sender and receiver. Since most trade show attendees are visiting from another town, being able to send a quick video message home to family or co-workers is highly engaging. "We had a line of people at our booth, all waiting to provide us with their name, firm and email address," said Susanne Murphy, director of membership for the International Interior Association. "We were the hit of the show."

Prepare a follow-up plan in advance. Create your **post-show** mailing before the show.

**Select and train** your booth staff. The people in your booth need to be trained for product demonstrations. Practice and videotape, if possible. Watching video, you will quickly recognize if you are presenting an enticing offer. You need a solid plan to engage attendees. Ask more questions and talk less.

Ask about **opportunities to speak** at official show functions, such as seminars, luncheons, press conferences, press interviews, etc. A bigger public role at the trade show will lead to increased visibility and credibility.

**Give something** of value. Create a special report or "white paper that is interesting, provocative, and people will want." "The 10 Biggest Mistakes Companies Make." The 7 Strategies You Must Use When..."

Prepare one or two-page **case studies** to help overcome objections you receive. "That is a legitimate concern. Debbie at XYZ Company felt the same way. Let me share with you the outcome they had when they implemented our solution...."

**Get the right equipment.** I often see ineffective presentations because the lighting is poor, computer monitors too small, microphone inadequate, no chairs for customers, no pads for you to stand on, etc.

Bonus tip: wear very comfortable shoes and bring plenty of water and healthy snacks.

### During the Show

**Start your day right.** Do what it takes to get up early enough to do at least 20 minutes of a cardio workout. Go to the gym, walk, bring a jump rope, or do jumping jacks and run in

place in your room. Huddle with your team to go over the gameplan and create energy. Make it a fun day!

Let your customers and prospects know how you are going to **follow up** afterwards and ask for their agreement or find a procedure that works for them. If you obtain their business card, make notes as soon as possible on the back with personal/business information you got that will help you remember them at the end of a long day.

**Debrief each day with your team.** At the end of each day have your staff review how they did and how the next day will be even better. Qualify the leads right now. You can even send a quick email to your top prospects.

Typically do not spend a long time in the booth with one person. If Bill Gates wanders in, make an exception! Schedule an appointment for the lunch break or the end of the day. Most shows provide a conference area for meetings.

Ask **effective questions first** and then tell them what you're all about—quickly. Most studies show that you have only about five seconds to capture the interest of prospects at a trade show. That is why you need to be unique and have a way to make your presentation interactive to draw people in.

Take the time to **walk the show.** See what other companies, including your competitors, are doing. See who else your customers and prospects are visiting. Do not cherry-pick clients near another booth.

### After the Show

Have a **debrief meeting** with the team and analyze the show. Focus first on what went well and then on what you can improve for the next time. Now is the time to plan for the next show, when your last show is fresh in everyone's mind.

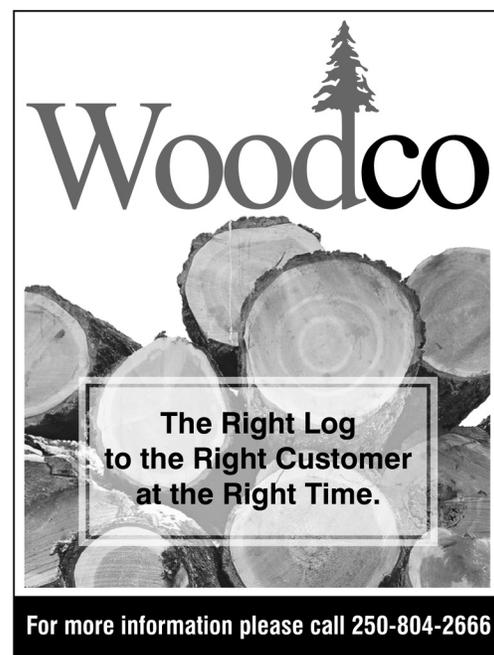
Implement the follow-up plan you created before the show. The number one mistake after a trade show is to let the leads get cold. Your **trade show leads** are now field sales prospects and needs to be seen and sold. Organize and prioritize your contacts. Set specific schedules. This goes for your follow-up and planning for your next show, too.

Get a **list of all attendees.** The show organizer should give you a list of everyone who attended or had a booth. (Don't forget that others who had booths may be prospects or referral sources.)

According to Mike Drohan, president of Lead Generation Solutions, three out of four business-to-business companies fail to call and qualify every trade show lead immediately after the show. "Our team of experienced lead developments sales reps will call every lead,

qualify their needs, and identify the true prospects," Drohan said. "Done immediately after the show, no opportunity gets lost and the company can leverage the time of their closers by following up on the best opportunities first. Our services will help beat the competition; remember, their booth isn't the only booth where a prospect creates a lead."

—Chip Eichelberger is a peak performance strategist, motivator and author of Think: Applying the Success Principles of 1918 Today. He can be reached at (866) 224-1393 or [chip@getswitchedon.com](mailto:chip@getswitchedon.com). Republished with his gracious permission. [Ed. Note; we have changed the second para. to suite our needs.] ■



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*If you are a carver,  
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2008 Carvers' Showcase, March  
14-16th at the Tradex, please  
contact Colin At the LTBI to be  
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[info@logbuilders.net](mailto:info@logbuilders.net).*

**Carvers Confirmed for the 2008  
Showcase are: David Cartwright,  
Russell Adolph, Ken Sheen,  
Mahood Sculpture, Charles  
Brown and Joe Ratushniak**

## Lauberhorn *from p.3*

everyone not from the area is considered an outsider. At the beginning, it took two days for the local guys to say more than “good morning” to us—even in the local dialect, which is extremely difficult for the rest of us Swiss to understand. Strangely, we only got the job because we were not from the area. There is a log home builder in the valley, but both Arian and Benny are not locals. Because they were still treated as “intruders” after many years living there, they gave the job to an outside company.

In 2002, we had the project already written off for that year, when at the beginning of September we got a call from Benny saying they finally had the permits. What to do now? We knew that there can be permanent snow on the Lauberhorn as early as October, yet we decided to start. In the worst case the log shell would sit in the yard till next summer. Luckily enough we had wood in the yard that was cut the previous winter and had had the whole summer to dry. It was meant for another project, but the owners agreed we could use it for the Startbar. Dry wood was very important as each log was to be air lifted with a helicopter for the last part of the transport, and its maximum capacity was 800 kg (1750 lbs). We built the house in the yard of a telephone pole company. By using their machine we were able to peel the logs in two days.

As if there wasn't already enough pressure with the schedule, we had to fight the weather, too: almost six weeks of straight rain. By working Saturdays and until dusk every day, we managed to finish the shell in mid October.

But now the tricky part began: assembly! We knew we could bring the logs with a truck to the “Kleine Scheidegg”, a platform at approx. 1800m. From there, only small trails continued up. That's why we needed the helicopter. With a special scale on the crane's hooks we weighed each log.

Although we ordered a transport truck with all wheel drive, what came had only rear wheel drive. So for the last part on the narrow

logging roads, we had a little 4WD vehicle with a winch called an “Aebi”, made for the extreme terrain and common to farmers.

The first obstacle for the truck after leaving the asphalt were some hairpin turns



with unexpected black ice. Luckily Werner, our driver, had 30 years of experience driving in the mountains and kept it on the road. Next we faced a bridge. By deflating the trailer tires, Werner managed to get the load under. The third obstacle was a logging crew on a fairly steep part of the road. The approach was one big mudhole—but we had the Aebi with us. Because of all the delays we ordered a second truck for the next load. They had called for good weather in the morning but a severe snowstorm in the afternoon. So time was running out.

Arriving at the “Kleine Scheidegg”, the heli crew was already waiting. We had to stack the logs in bundles of no more than 800 kg. Heavier loads like the purlins and ridge



pole were hooked when the heli was low on fuel so it could carry some extra weight, but was barely able, even so. Then the wind got stronger, but we got the last load in just before

**Lauberhorn** *Continued on p.13.*

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# Massive Wood Symposium *and the* BC Log Home, Timber Frame & Country Living Show.

March 14, 15, 16  
FV TRADEX, Abbotsford, BC

**To all Potential Exhibitors, Sponsors and Members:** This event is shaping up to be a one-of-a-kind marketing experience. Support has been growing tremendously. Don't miss your last chance to sign up and take part!

We are inviting over 200 architects, engineers, developers, and general contractors to our Massive Wood Symposium. The 2-day Show following will have up to 10,000 attendees from BC, Alberta, the USA and around the world.

## DRAFT PROGRAM

### Wednesday March 12<sup>th</sup>

Move-in: 8:00 am to 8:00 pm

### Thursday March 13<sup>th</sup>

Move-in: 8:00 am to 10:00 pm

### Friday March 14<sup>th</sup>

8:00 am to 6:00 pm

## Massive Wood Symposium

#### 8:00 am

Registration

#### 8:30 am

Breakfast—Networking for delegates, Builders and Sponsors in LTBI Members' Area.

#### 8:45 am

Opening, Hon. Rich Coleman, Minister of Forests and Range, and Minister Responsible for Housing. (Time TBC).

#### 9:00—10:00 am; 1 Hour

- 1<sup>st</sup> Seminar: "The Science of Wood Preservation". (CBR Products)
- 2<sup>nd</sup> Seminar: "Gasketing and Sealing of Log Walls". (John Boys, Nicola Log Works)

#### 15 Minute Break

#### 10:15—11:15 am; 1 Hour

- 3<sup>rd</sup> Seminar: "Engineering with Massive Wood; Structural Issues". (Joe Miller, JFM Design)

#### 15 Minute Break

#### 11:30—12:30 noon 1 Hour

- 4<sup>th</sup> Seminar: "Wall Systems—Styles, Wiring Plumbing, Settling, Foundation Fastening". (Cyril Courtois, RCM CAD Design Drafting)

#### 12:30—1:30 pm

- Lunch and Networking (Gold Sponsor, catered meal)

#### 1:30—2:30 pm; 1 Hour

- 5<sup>th</sup> Seminar: (TBA, Joe Miller, JFM Design)

#### 2:30—6:00 pm

Networking in the LTBI Members' Area

#### 6:00—7:00 pm

Members-Only Dinner (Gold Sponsor)  
(Silver/ Host-Bar Sponsor)

#### 7:00—8:00 pm

**BC LTBI AGM**

### Saturday, March 15<sup>th</sup>,

10:00 am to 7:00 pm

## BC Log Home, Timber Frame & Country Living Show

- 11:00 am—3:00 pm: Show Seminars by Industry Experts
- **6:00 pm: LTBI Live Auction—All Welcome!**  
Donations from anyone appreciated. See article Page 1 or contact the LTBI Office for details

### Sunday, March 16<sup>th</sup>,

10:00 am to 5:00 pm

## BC Log Home, Timber Frame & Country Living Show

- 11:00 am—4:00 pm: Show Seminars by Industry Experts  
5:00—10:00 pm: Move-Out

## Builders:

Promotional materials will be sent out in the very near future. Be sure your company is listed as a participant. Your registration fee covers all three days! You couldn't ask for a more focused and diverse target audience. Get 'em all at one show—industry professionals, decision-makers and the home-buying public! The form is included in this newsletter.

## Sponsors:

The promotional materials need to be sent shortly so be sure you get full advantage of your sponsorship by having your organization listed. Booth space is included in sponsorship. Be a part of the exclusive LTBI Members' Area. This is available only to our builders and sponsors.

## Book now.



# It's Time to Stop Falling Down on the Job

By Don Nelson, WorkSafeBC Manager of Industry and Labour Services—Construction

What's the difference between a good job in log and timber building and being out of commission with a broken back? In one case last October, it was only 11 feet.

That's the relatively short distance that a central interior logbuilder fell as he was shimming along a log wall last fall. But the 32-year-old landed on his neck and shoulder and suffered a cervical spine fracture. Needless to say, he didn't just get up and go right back to work.

I'd like to tell you this story is exceptional, but it's not. In B.C. construction, which includes log and timber building, falls are the

**"...Falls in construction added up to more than \$250 million in compensation costs and nearly 616,000 lost days of work from 2002 through 2006. What can't be measured, of course, is the suffering of the thousands of workers..."**

leading cause of injury, carrying the highest compensation costs.

All by themselves, falls in construction added up to more than \$250 million in compensation costs and nearly 616,000 lost days of work from 2002 through 2006. What can't be measured, of course, is the suffering of the thousands of workers hurt or disabled by falls in those five years.

Three factors drive that terrible falls-from-elevation experience.

**Absence of guarding**—This factor includes unguarded or uncovered stairwell and skylight holes and the balconies and floor edges without guardrails.

**Sliding off roofs**—Workers losing their footing and sliding from roofs often leads to serious injury or death; many of these incidents involve workers using fall protection improperly.

**Falls from ladders**—Climbing or descending, workers slip off ladder rungs, hurt themselves and cost the industry millions of dollars. A significant issue is speed in wet and cold weather conditions. Generally, when the weather results in slick ladders, slower is definitely safer.

The sad thing is that all this is avoidable because we know exactly how to prevent virtually all falls from elevation. It's laid out in WorkSafeBC requirements for employers to:

**Be sure** fall protection is used in wherever falls of three metres or more are possible, and at lower heights with unusual risks. Depending on individual cases, this

can mean guard rails, fall restraints or fall arrest systems or control zones with warnings of unguarded edges.

**Instruct and supervise** workers properly. No one should enter an area with a risk of falling unless he or she has been trained in the use of appropriate fall protection.

**Write fall protection** plans when: [a] a fall of at least 7.5 metres is possible and permanent guardrails can't be used; [b] control zones or similar measures are used; [c] workers face unusual risks of injury. Plans must specify fall hazards, how they're addressed and procedures to rescue fallen workers suspended by fall protection gear. More details are at [www2.worksafebc.com/Portals/Construction/Home.asp](http://www2.worksafebc.com/Portals/Construction/Home.asp). Once you're there, click on "Fall Protection" in the centre of the page under "Prevention Resources".

To help you deliver the message to your workers, we've even got pictures—moving pictures, in a new *You're a Pro* series of four short WorkSafeBC videos. Find them at <http://www2.worksafebc.com/Publications/Multimedia/Videos.asp?ReportID=34300>.

The package is a free download. It stresses the importance of proper planning, use of guardrails/work platforms, and choosing the right fall protection equipment to work around openings and from ladders, formwork and top plates.

Resources like those will help keep you and your employees from falling down on the job. That happens far too much. It's long past time to fix that problem, and no one but the industry can do it. What do you say?

*Let me know what you think this or any other safety issues that affect the log and timber building industry.*

*Call me at 604-231-8631 or toll-free elsewhere to 1-888-621-7233. Or email [don.nelson@worksafebc.com](mailto:don.nelson@worksafebc.com). I'd like to hear from you.* ■

## Don't expose yourself to liability!

The LTBI, together with WorkSafeBC, has developed an Occupational Health and Safety Manual template that is available to BC log and timber building companies. Members can obtain this template free of charge. Non-member companies are being offered this valuable set of documents at a discount price of \$200.00 + GST and S/H. If you are interested in a CD copy, please email Colin at: [info@logbuilders.net](mailto:info@logbuilders.net), or phone 250-592-9004

## Upturn from p.4

expected for the Northeast corridor as well as such markets as Boise, Idaho, Denver and Salt Lake City. In the rest of the industrial Midwest and parts of the Mountain and Pacific Northwest, prices will fall more modestly.

While some point to rising default rates in the subprime mortgage market, which caters to borrowers with poor credit histories, as the root cause of the problems plaguing the housing market, Moody's Economy.com said an unwieldy supply of unsold homes is the prime factor.

The U.S. Census Bureau said that, as of the third quarter of 2007, there were close to 2.1 million vacant unsold homes for sale, equal to 2.6% of the stock of owner-occupied homes.

A well-functioning housing market has a substantial amount of inventory, but in the quarter century between the early 1980s and mid-2000s, the vacancy rate stayed near 1.7%. The difference between the two vacancy rates provides a good estimate of the amount of excess inventory in the market, which currently totals nearly 750,000 homes and is by far the highest level of excess inventory in the post-World War II period, Moody's Economy.com said.

Moody's Economy.com is an independent subsidiary of Moody's and provides economic research and consulting services to businesses, governments and other institutions.

*—This article was reported and written by Julie Haviv for Reuters, and taken off the Reuters website, [www.reuters.com](http://www.reuters.com), being available in public domain. Copyright remains with Reuters and the author.*



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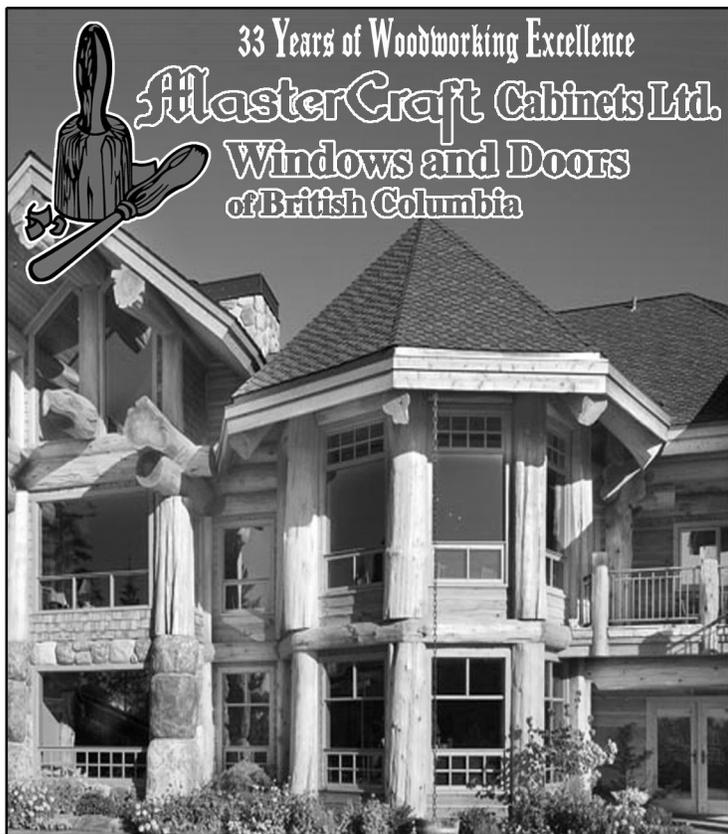
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## Keeping Your Web Untangled

It's the start of another new year, a time for optimism and renewal of commitments to your business, one of the main marketing decisions you can make in 2008 is to make sure your website is an effective marketing tool, not an afterthought.

In today's business world and especially in the log and timber home building industry, a great website can make or break a company. It's often the first point of contact with potential buyers and we all know the rule about first impressions. This makes it vitally important that you pick the right company, or if it's being done in-house, the right personnel to do the job.

One of the most important decisions you will make for your business web site is selecting which web hosting service will display your web pages to the Internet. Choosing the right Internet Service Provider (ISP) to host your business's web site may feel like finding the right day-care center for your kids these days: Are they reliable? Will they be there next month? Do they know what they are doing? What services do they provide?

12 Finding a provider to host and maintain your Web presence can be a walk in the park, if you gather the right

information. Or, it can be a disaster waiting to happen.

The Better Business Bureau suggests you consider the following when shopping for a web host:

Know what type of service you need and only pay for that service. Large companies and high volume web sites can expect to pay higher rates for the services they need.

**Shop around.** Going with a big-name

**“Make sure your website is an effective marketing tool, not an afterthought.”**

company may not be the best option for a small business. With larger companies you may find yourself competing for attention when it comes to getting service and performance issues addressed.

**Ask questions.** Find out how much space the hosting company will allow you on their server for mail, log files, system programs and graphics. How many email addresses are you allowed? Inquire about the availability of mailing list management programs, such as Majordomo for newsletters, and auto-responders, for automatic responses to email

messages sent to certain addresses. Also, ask if they provide some sort of statistical data on visitors to your web pages.

**Read your service contract carefully.** If there were verbal negotiations between you and the web hosting company, be sure they are included in the contract. For instance, if the web hosting company says it will respond to complaints or glitches with your account within 12 hours, rather than their usual 24 hours, be sure that promise is included in your contract.

Make certain that the data on your web site remains secure and within your control. If you want “state of the art” security, add those words to your contract. That way you know your web hosting company has agreed to provide it.

Check the web hosting company out with the Better Business Bureau before doing business. Several LTBI member companies have been accredited by the Better Business Bureau and use the BBB Online reliability seal, as a method of making that good first impression.

—Kevin Rothwell is a communications and accreditation specialist with the Better Business Bureau of Mainland BC, based in Vernon. [kevin@bbbvancouver.com](mailto:kevin@bbbvancouver.com) 250.545.0219 ■

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### Lauberhorn from p.8

the snowstorm became too strong to fly in.

To actually do the assembly, we used two



Aebis fitted with small cranes. It would have been possible to bring an all-terrain crane up, but the risk of permanent snow was too great, which would have prevented them driving down. So we decided for the Aebis, which could be flown out.

The problem was that the Aebis were



limited in their reach and lifting capacity. Some of the longer logs had to be lifted with an Aebi on each end. This slowed things and

the weather was changing hourly. The purlins and ridge pole were finally lifted in place with the helicopter. Besides the rough weather, the altitude also took a toll on our bodies. So it was that with a lot of luck we made it in time.

With the help of a local carpenter we had the shell weatherproof in 5 days. Two days later the heavy snow came. The interior was finished just in time for the start of the ski season.

The Startbar was a huge success. Initially



only open in winter, it is now opened summers for wildlife-watching. There is no water and septic system up there, so everything has to be brought in by helicopter or snowmobile. Just to empty one portable toilet is \$800 CDN!

Check out pictures from the assembly at [www.startbar.ch](http://www.startbar.ch), and for info on the region generally, go to [www.swissalps-experience.ch](http://www.swissalps-experience.ch). It's a great place to visit!

—Uwe Ziegler, Sunset Log Homes Ltd., Celista, BC ■

### Canadian Economy Helping ILBA Members

An improving Canadian economy is helping the market for handcrafted log homes, said Ed Shure of Timmerhus Log & Timber Structures and president of the International Log Builders' Association. Meanwhile, the equalizing of the Canadian and United States dollars has created market changes for builders on both sides of the border.

“The main thing was the changing of value of the Canadian dollar,” Shure told *WHIN* when asked about the marketplace in 2007. “At the same time, with the Canadian economy being better, those guys have work at home now, finally. For years, they were building in Japan, or sending work down here to the States. The economy is better, especially in Alberta and British Columbia. There were guys who had long-term contracts (in the U.S.) who got hurt pretty bad when the dollar shifted. But they're going to get more work at home now, and so are we.”

Looking ahead to 2008, Shure said a primary task for ILBA is to teach its members how to comply with the ICC-400 building standard, which will increasingly be put into use this coming year.

—By Rocky Landsverk, Wood Homes Industry News. To sign up to receive their free trade email newsletter, send an email to [Rocky.Landsverk@fwpubs.com](mailto:Rocky.Landsverk@fwpubs.com). ■



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### Auction from p.1

It is expected that the trade show will attract 8-10,000 visitors. This volume of the public, plus the presence of architects and engineers has to be an attractive potential client list for all of us.

Our target is to make the Auction an effective marketing tool for products that will be attractive to people who choose to come to this particular trade show and at the same time

**“We hope to make the Auction not only financially effective, but also to make it an entertaining event for all.”**

have fun raising funds for our Association. Therefore, we propose to return 50% of the net sales of the auctioned items to the firm or individual who supplies them and the balance to our Association. We hope to make the Auction not only financially effective, but also to make it an entertaining event for all. This will enhance future participation by both buyers and providers of the sales items. We are researching hiring an enthusiastic professional Auctioneer to increase the sales and atmosphere of fun.

14

We therefore strongly urge all our members to offer items for sale

that will appeal to show attendees. We also urge all members to solicit suitable items from suppliers and from any artisans or craft manufacturers who produce appropriate work. If we are successful this sale will become an enviable channel through which to sell accessory items, test-market new products, and meet good craftspeople. It can become a true win-win situation for all involved.

There is a long list of articles that may attract active buyers. This will include accessory items such as furniture, lighting fixtures, garden and landscaping pieces from our own shops; also mill work, tools, finishing products from trade suppliers, and any number of artistic pieces from the many craftspeople and artisans that we collectively know.

Please contact groups of wood turners, quilters, carvers, wrought – iron manufacturers, glass artists, etc. and your current industry-related suppliers to encourage their contributions. As this is a home show and a *country living* show specifically, items that go with the outdoor and country lifestyle are especially appreciated.

Please contact Anna through the LTBI office; 250-592-9004 or [info@logbuilders.net](mailto:info@logbuilders.net).

—Art Paul, LTBI Director ■

### Apprenticeship from p.1

Program is the only Log Building program in the world that will follow traditional apprentice training models and methods and result in a Certified Workforce. By registering and training your workers, you receive distinction in the world-wide marketplace of having a highly skilled, technically proficient workforce with Certification that will be recognized internationally, resulting in your ability to market your handcrafted log homes as being built by Certified Builders. No other log building market has this opportunity. Don't get left behind.

Register your workers now to ensure that this program will be completed and be fully operational this year.

In addition, experienced log builders are needed to assist with reviewing the materials that are being developed for you, to ensure that they meet your worker training needs.

To participate and share you knowledge, or for assistance completing your worker registrations contact:

**Patti LeFrancois**, Director of Woods Trades, Residential Construction Industry Training Organization (RCITO)  
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For felling, bucking and limbing, STIHL innovation has a new name - the MS 441 Chain Saw. This **70 cc powerhouse** pre-cleans incoming air by rotating it at high speed, separating out dust particles before they pass through the multi-stage filter system. The result - **double the filter life** and more time between cleanings.

The new **stratified charge engine** delivers significant torque across a broad RPM range, yet **uses up to 20% less fuel**. All that power comes with a bonus - **over 25% less vibration**. Maximum cutting control with less fatigue.

Talk to your STIHL Dealer today about our newest feller.

[www.stihl.ca](http://www.stihl.ca)

No. 1 worldwide **STIHL**<sup>®</sup>

## Investing in BC's forest economy



Forestry Innovation Investment is a BC government agency focused on building a stronger forest economy. By expanding market opportunities, promoting BC's sustainable forest practices internationally, and investing in new product development, we help our forest sector become more competitive overseas and here at home. Find out more at [www.bcfii.ca](http://www.bcfii.ca).



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