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Press Contact:

Paul Dean, executive vice president, marketing

LBM Advantage, Inc.

555 Hudson Valley Avenue, Suite 200, New Windsor, N.Y. 12553

pdean@lbmadvantage.com

LBM Advantage Members Find Value in their 2018 Fall Conference

Atlanta, Ga.

LBM Advantage members, mills and manufacturers descended on Atlanta, Ga. last week for their Annual Fall Conference. The Omni Atlanta Hotel was the host venue, which houses CNN studio headquarters, and is neighbor to the College Football Hall of Fame and Georgia Aquarium. Holding the Fall Conference at this central hub accommodated additional members from Advantage's emerging Southern and Western regions.

A NextGen meeting at Georgia-Pacific's corporate headquarters benefitted members of Advantage's new leadership program. Attendees learned the life cycle of OSB, from timber harvest to shipment. Back at the Conference, a kickoff cocktail party followed with lively conversation about surviving a rollercoaster year of challenges. From trucking shortages to record level pricing, 2018 was not for the faint of heart.

Several seminars were offered, including an overview of Rayonier Advanced Materials from CEO Paul Boynton, as well as a mill perspective on the shift to Southern yellow pine by more Northern markets, and the impact of the political climate on our industry. Specialized user group meetings were also held. New members to the co-op, whether through merger or new signing, learned more about their cooperative and took advantage of everything the Fall Conference had to offer.

The main thrust of the Fall Conference is to provide a foundation for members to plan their next year's purchasing strategy in conjunction with their traders and preferred mills. Contracts and commitments are at the forefront. New this year was the inclusion of select building products manufacturers which allowed dealers to plan for 2019 across multiple product categories.

Looking forward, all agree that trends in our industry are positive even if the road is bumpy.

LBM Advantage is a member-owned forest products and building materials cooperative comprised of the industry's premier independent LBM retailers. Pursuing the mission of leveraging its members' collective power, Advantage operates from four locations in New Windsor, N.Y., Grand Rapids, Mich., Smithfield, N.C., and Monroe, La., providing national programs with regional expertise.

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