

PROLINES

March 2012

The Newsletter for the Professional Builder

HI-LIGHT IT IN YELLOW



What you are looking at is a faded copy of the YELLOW PAGES or "Classified" portion of the 1953 TELEPHONE DIRECTORY, for Calgary & District. It reads as a nostalgic blast from the past. Back in the day, there were 26 companies listed as "Lumber-Retail" or suppliers of lumber & building materials, and we all had 5 or 6 digit phone numbers. There is something else that at least 25 of these companies still have in common; none of those companies are selling and servicing lumber and building materials to Calgary & District today in 2012. Sorry, we didn't keep track of the number of companies that began after that time and are no longer in business now, although a few names come to mind; Builders First, Logger Lumber, Orville Burke Lumber, McBride Lumber, Marr Lumber, Four Square Lumber, Redi-Cut Lumber, Turner Lumber, Muttarts Lumber, Leo's Lumber, Sunset Lumber, Northern Eau Claire, Morris Lumber, Roof Structures, and Nascor.

There is one company that is the exception, since 1948, and we'll give you one guess as to who that might be. We would like to believe that history has shown that we understand what being "competitive"

means in this marketplace. We have changed our original location and we have added a few more, however, the same principals that guided the operations "back in the day", are still valid, relevant, and appreciated by many of our customers; both long time and new, today. Who knows if we will be in business in another sixty years, who knew way back then?

INTRODUCING

Prolines would like to introduce Dan Davidson who will be heading a new venture dedicated to residential Inner City Sales. The inner city has experienced renewed vigor and is experiencing growth and significant change as the existing housing inventory ages and the desirability of "location location location", continues to call. The inner city also is characterized by some very unique challenges related to the supply and service of our products and services and we hope to capitalize on specific expertise and our location advantages.

Dan has recently graduated from the University of Victoria with a Bachelor of Science Degree in Economics and a Certificate in Business Administration. He has spent the past year familiarizing himself with our operations in Lumber Framing, Engineered Roof & Floor components and Interior Finish materials. Dan is a third generation lumberman, has completed the Western Retail Lumberman's Association course in Residential Estimating and looks forward to the challenges in front of him.



WE ARE HARD COR!

Once again the Safety Program and Management Systems of Davidson Enman Lumber have passed the rigorous audit inspection of the Partnership in Injury Reduction and have retained our Certificate of Recognition for another three years for the two WBC industries; 25401 Wood Manufacturing and 25403 Home Improvement Centers that we operate under. The Audit score of 94% reflects the hard work of our Safe DE Team and all our employees. If you have a safety question or concern please direct it to our safety Director Jim MacNeil at our Cochrane Location; Phone 403 932 8825 or email safetydirector@delumber.com A copy of our Certificate can be viewed at our web site www.delumber.com under the Safety Matters Link. Do not find out the hard way that the Building Supply Dealer, Engineered Floor and/or Roof Truss

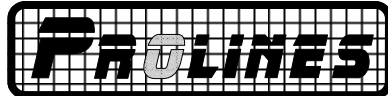
Manufacturer was not COR Certified when their workers attended your work site, or when your workers attend their work place! It wouldn't be such a bad idea to make COR Certification a requirement of your suppliers and sub-trades if you really are concerned about the safety of the workers who are ultimately responsible for building your projects.



Easter Weekend – We will be closed Good Friday, April 6, 2012.

BAR DE QUE BOOKINGS

Spring will hopefully arrive soon and it is time to start thinking about an outdoor “cabin fever reliever Bar-DE-Que” courtesy of your friends at Davidson Enman. If you are not familiar with our innovative customer appreciation and relationship team building promotion here is a brief description. Our mobile Bar-De-Que unit arrives at your job site, field operation or office location. After performing a site hazard safety analysis, we break out the Spolumbo Gourmet Sausages, buns, fixings and non alcoholic beverages for all to enjoy. There are no special requirements just tell us when & where and roughly how many guests we can expect and leave the rest to our experienced and friendly Bar-DE-Que Crew to make your staff luncheon, customer appreciation or special marketing event a huge success. If the weather still does not want to co-operate that does not deter us or dampen the enthusiasm. This is our sixth “season” and like any veteran, we arrive prepared for almost any situation. You can contact your Sales Representative for more detailed information, or email us at the BAR-DE-QUE Link found on our web site to book now before the calendar gets filled up! www.delumber.com.



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