

Connecting With Your Customers

"I think that it is one of the best magazines available for the independent dealer. Great articles. I tear out articles from each month, then scan and email them to my sales personnel. My sales manager uses them in his monthly meetings."

— Don Sgrinia, General Manager,
Western Reserve Farm Co-op, Middlefield, OH

"I give it to all our employees to understand the issues that we have are nationwide not just in our market. The ever-changing face of the industry that we must adapt to year-after-year in product, selling, quoting that we have to keep our finger on the pulse, are located inside this magazine."

—Curtis Smyers, Store Manager, Carter Lumber, Battle Creek, MI

"I enjoy each month's copy. There has been at least one article every month that I have used as a tool in managing my sales team and its efforts to selling remodeling products."

— Dan Leshner, Sales Manager,
Wimsatt Building Materials, Sterling Heights, MI

"LBM is very important to me in my daily efforts. I follow the building and housing trends, learn about new products and learn useful tips for new practices through your magazine. It's a great read every issue."

— Holly Andrews, Outside Sales Support,
Eldredge Lumber and Hardware, York, ME

"It is the best magazine for the pro dealer network due to the leadership of Rick Schumacher. The magazine is dedicated to presenting important information as its primary goal. Some publications have their primary goal as selling advertising."

— Dwayne Leininger, Business Development Manager,
Kimal Lumber, Venice, FL

"It helps me get a broader perspective of what is happening in the industry. It's a place to pick up an idea or two and be reminded of things that sometimes slip through the cracks or get pushed to the back burner."

— Gene McKinney, VP Purchasing, Tindell's Inc, Knoxville, TN

"I read most columns and any articles that apply to our company's business. I find the magazine very useful and attempt to apply ideas from the material I read to what we do."

— Pat Flood, VP Builder Sales, Dunn Lumber & True Value,
Lake Geneva, WI

"All of our managers use LBM. We refer to it for our staff meetings as well as tailgates. VERY helpful!"

— Brandi Alves, HR Manager/Owner,
Valley Distributors Inc, Turlock, CA

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"The articles are informative and keep us updated on what is happening nationwide in our industry. We have used many of your articles in our contractor sales meetings. LBM helps us think outside the box. Your article this month on remodeling is spot on! We started concentrating on remodelers as well as our custom home builders 5 years ago."

— Michael J. Learue, Estimator Purchasing Manager,
County Home Improvement Center, Warrenton, MO

