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## The More Things Change The More They Stay the Same

How often have you heard this expression?

This saying has never been more appropriate than now. Use it as encouragement to attend the annual Iowa Lumber Association convention February 26 and 27 at the Sheraton Hotel in West Des Moines. Never before has our industry experienced the changes we are facing and will continue to face in the construction industry. What is important in these times is to be aware of developing trends in order to be proactive to them. And while change is always happening in our respective businesses, what remains the same is the need for education and our need to respond to change in an informed manner.

There's been no better time than now to learn more about what affects your business and your profit margins. Topics as diverse as Green Building and Disaster Preparedness are being offered to help you with your efforts of Building Better.

Cascade Mfg Co will be in Booth 31. We are offering special pricing on your Spring projects. This pricing will only be available at the show. We would also like to answer your questions about green building techniques. What is FSC lumber and how do you know what you are getting?

We have all endured an agonizingly slow construction pace the last couple of years. What is the industry going to look like on the other side of this housing recession? How can you position your company to be ready for the market upswing?

We welcome the opportunity to speak with you and to assist with your construction plans for 2009.

Please stop by Booth 31 for planning ways of Building Better Together!

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