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LAT ANNOUNCES MEMBER OF THE YEAR HONOREES

Peyton Ritter and Blake Baldwin to be honored at annual convention

AUSTIN, Texas (September 17, 2024) – LAT, a non-profit trade association that represents Texas' building materials industry, announced today its 2023 honorees, a Dealer and an Associate member recognized by their peers for extraordinary accomplishments.

The LAT membership has selected Peyton Ritter, President at Triple R Brothers, as the 2023 Dealer of the Year. The award is based on dedication to LAT and the industry, service to customers, participation in civic and community affairs and developing camaraderie among LAT members. Ritter, who is a director, served as President of LAT's Board of Directors in 2022, Co-Chairs LAT's Membership Committee, and is a past member of LAT's Emerging Leaders group.

"I am truly honored to be recognized as the 2023 Dealer of the Year by the Lumbermen's Association of Texas," said Peyton Ritter, President at Triple R Brothers. "Having had the privilege to serve as president of the organization, this award holds a special meaning for me. It's a reflection of the dedication and hard work of the entire team and I couldn't be prouder of what we've accomplished."

"Peyton devotedly engages rising industry leaders with our mission," said Kate Woodson Borroni, President of the LAT Board of Directors, Human Resources and Principal at Woodson Lumber Company. "He has helped us focus on investing in these members and detecting how the association can help them be successful. As a respected operator, his personal outreach to his peers has been a game changer for LAT."

The associate award is based on level of service to LAT's dealer members and dedication to and engagement with LAT for the betterment of the industry. The LAT membership has selected Blake Baldwin, Senior Director at PrimeSource Building Products, as the 2023 Associate of the Year. Baldwin is a long-time member of LAT's Convention Committee, past member of LAT's Emerging Leaders group and serves on the Board of Directors.

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“It’s an honor to work with all members of LAT, where relationships and opportunities transcend beyond just business,” said Blake Baldwin, Senior Director at PrimeSource Building Products. “LAT’s members represent an important cornerstone of our economy, providing families with more than just a roof over their heads, they’re providing community. I’m thankful for the opportunity to learn from my LAT peers and mentors, as well as contributing to such a vibrant organization that continues to grow.”

“Blake takes every opportunity to champion LAT’s mission,” said Borroni. “He is passionate about engaging others and has a keen ability to link them to LAT in a way that powerfully shows our impact. We look forward to bestowing on Blake and Peyton our association’s most prestigious honors.”

The awards will be presented at the 138th LAT Convention & Expo September 23-25, 2024, in Arlington, Texas. To register for the event, please visit lat.org.

About LAT

LAT is a non-profit trade association representing the Texas building materials industry. Founded in 1886 and headquartered in Austin, Texas, LAT engages its volunteer membership in advancing public policy at the state and federal level and in hosting an annual convention and expo, the largest gathering of CEOs/Principals of Texas’ building material industry. LAT’s mission is to protect and advocate for the Texas building materials industry through legislative efforts, training and networking. It is where industry challenges are solved. Learn more at lat.org.

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