



Lumbermen's Association of Texas  
Materials to Build Texas Since 1886.

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**KATE WOODSON BORRONI TO LEAD LAT IN TEXAS**

*LAT Board of Directors Elects President, Leadership Positions*

**AUSTIN, Texas (July 19, 2023)** – The Lumbermen's Association of Texas (LAT), a non-profit trade association representing Texas' building materials industry, announced today that Kate Woodson Borroni has been elected as President of the LAT Board of Directors. In addition, Chris Rivers, Division President at Higginbotham Bros and Parker's Building Supply and Cason Shrode CEO at Cassidy Jones Building Materials assumed new roles on LAT's Executive Committee as First and Second Vice President.

"It is exciting to be part of the third generation at Woodson Lumber taking a leadership role at our trade association," said Kate Woodson Borroni, Human Resources and Principal at Woodson Lumber Company in Caldwell, Texas. "As your President, I am focused on supporting LAT's work to protect our industry and strengthen our member businesses."

Borroni will serve a two-year term as President and will lead the Association as it prepares for the 2025 session of the Texas Legislature and identifies a robust group of legislative and educational priorities for the organization.

"LAT continues to be a place for the next generation of our industry's leaders to collaborate," said Chris Rivers, Division President at Higginbotham's Bros and Parker's Building Supply in Beaumont. "You see evidence of this in the outstanding leaders that are involved in our work, and Kate is a terrific example of that leadership and the support for the alliance between LAT and our industry."

"LAT has our industry's back, and we need its continued relentless advocacy for Texas Dealers and all the businesses that make up our supply chain," said Cason Shrode, CEO at Cassidy Jones Building Materials in Longview. "Our trade association has a pulse on the barriers to our success and works every day to help us overcome them."

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“We are able to make a difference in our member’s bottom lines because of the incredible leaders engaged at LAT,” said Mireya Zapata, Executive Director at LAT. “Kate is a valued member of our Board of Directors, and we are fortunate to have her at the helm. She brings tremendous industry knowledge and at a time where talent recruitment and retention are significant challenges, Kate’s HR expertise will be a tremendous asset. It is inspiring to see the diversity of leaders across generations and businesses partnering with us to protect the Texas building materials industry.”

The LAT Board of Directors also approved three new Directors: Mike Craven, President at Red River Lumber, Blake Baldwin District Sales Director at PrimeSource Building Products, and Mason Herbert, Director of Sales & Procurement at Holland Southwest International.

LAT’s Board of Directors elected Borroni and the slate of 2023 – 2024 Directors during its Summer meeting. Peyton Ritter, President at TripleR Brothers and LAT’s past President and the new Directors will be celebrated at the 137<sup>th</sup> LAT Convention & Expo September 18-20, 2023, in Arlington, Texas. More information can be found at [www.lat.org](http://www.lat.org).

### **About the Lumbermen’s Association of Texas**

Founded in 1886, the Lumbermen’s Association of Texas (LAT) is a non-profit trade association that advocates for and protects the lumber and building materials industry in Texas. We provide our members government affairs representation at all levels of government and professional and networking opportunities. Headquartered in Austin, Texas, LAT staff engages its volunteer membership in advancing public policy at the state and federal level, hosts in-person training and networking events, and supports the next generation of industry leaders. LAT also hosts an annual convention and expo, the largest gathering of CEOs/Principals of Texas’ building material industry. LAT’s mission is to create unity, strength, and a spirit of cooperation among building material suppliers to advance the industry. To learn more about us visit [lat.org](http://lat.org).

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