



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

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FINNELL TO LEAD TEXAS DEALERS; BORRONI JOINS EXECUTIVE COMMITTEE

LAT Board of Directors Elects President, Other Leadership Positions

AUSTIN, Texas (August 17, 2021) – The Lumbermen's Association of Texas (LAT), a non-profit trade association that represents lumber and building material dealers, announced today that Harley "Bubba" Finnell has been elected as President of the LAT Board of Directors and Kate Woodson Borroni, Director of Human Resources, Operations at Woodson Lumber Company has joined LAT's Executive Committee as Second Vice President.

"As I embark on my term as president, I look forward to celebrating the strength of our industry while ensuring that we look towards and invest in our future," said Harley "Bubba" Finnell, President of the LAT Board of Directors and President at Oldham Lumber Company in Dallas, Texas. "To me that means lending our voice and resources towards ensuring that Texas continues to be a state with a business climate where independent dealers can thrive for generations and that our association is a critical partner in supporting public policy necessary to achieving that goal."

"I am humbled by my peers' trust in me and look forward to working closely with LAT's Executive Committee to support Mireya and to help lead our association," said Kate Woodson Borroni. "We must continue to identify and engage our industry's emerging leaders and ensure that LAT continues to be at the forefront of creating a future that is supportive of Texas Dealers."

"We are fortunate to have Bubba and Kate's passion for independent dealers at such a consequential time for our industry," said Mireya Zapata, Executive Vice President at LAT. "Bubba's steady leadership and business insight have been of great value to LAT in positioning the association as a recognized voice for the Texas construction industry at the Texas Legislature. As a Director, Kate has pushed LAT to be a more inclusive organization and responsive to the needs of its membership. LAT has an aggressive agenda, and these leaders will help us make great progress over the coming year."

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Finnell was introduced to the lumber industry by his father Harley Finnell, Sr. who had a successful career at Oldham Lumber Company, Payless Cashway & Home Depot. At the age of 17, Finnell took on his first official role as a yard helper in the lumberyard and that began a lifelong commitment to the Texas building materials industry. In 2003, Bubba became a co-owner in the business. Finnell has served on the Executive Committee of LAT's Board of Directors for two years and served a term as a LUMPAC trustee. He is also a member of the Dallas Builders Association.

Borroni is a graduate of Southern Methodist University and Emory University. Her first role at Woodson Lumber Company was in Marketing and History beginning in 2010. She has also maintained positions in operational management and is currently Director of Human Resources, Operations. She is proud to be a fourth-generation co-owner with her mother and two brothers. Borroni has served on LAT's Board of Directors since 2019 and is a member of the Convention Committee.

The LAT Board of Directors also approved four new Directors: Corby Biddle, President & General Manager at Higginbotham Brothers, Jammy Pate, President at Pate's Hardware Inc., John Sewall, CEO at The Detering Company and Isaac Smith, Vice President of Purchasing - Hardlines at Matt's Building Materials.

LAT's Board of Directors elected Finnell and the slate of 2021 – 2022 Directors during Summer meeting. They will be recognized before the entire LAT membership at the 135th LAT Convention & Expo September 13-15, 2021, in Frisco, Texas. More information can be found at 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 represents lumber and building material dealers, the majority independent, multi-generational family-owned businesses. Headquartered in Austin, Texas, LAT staff engages its volunteer membership in advancing public policy at the state and federal level, educational and networking opportunities, and in developing 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.

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