



FOR IMMEDIATE RELEASE

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### **Design Basics Selected for Northwestern Lumber Association Partnership**

OMAHA, Nebr. (August 19, 2020) – Design Basics, America’s Premier Woman-Centric Home Designer, is excited to announce they were selected to be a Northwestern Lumber Association (NLA) Partner, serving Iowa, Nebraska, and South Dakota.

With this partnership, Design Basics will supply stock home plans to more than 130 NLA members. With preferred access to thousands of Design Basics’ quality home plans, plus custom home design services, these NLA members will be better able to serve their customers’ home plan design needs without having to hire a design team.

“We are thrilled to have been selected for the opportunity to provide our resources to Northwestern Lumber Association members,” said Paul Foresman, Vice President of Business Development at Design Basics. “Everyone at Design Basics is really looking forward to this new relationship with NLA and working with its members for years to come.”

“Our new partnership with Design Basics will enhance our member’s businesses,” said Cody Nuernberg, President and Secretary at Northwestern Lumber Association. “The Design Basics team does excellent work. We are delighted to offer their services to our members.”

With this partnership, Design Basics will also be included in NLA, events, newsletters, and promotions, and will exhibit at NLA’s Northwestern Building Products Expo in Council Bluffs, planned for February 2021.

To learn more about design basics visit <https://www.designbasics.com/>. To learn more about Northwestern Lumber Association, visit <https://www.nlassn.org/>.

#### **About Design Basics, LLC**

Founded over 35 years ago, nationally recognized Design Basics is an Omaha-based home plans design firm that offers more than 2,800 home plans with amenities and features desired by today’s home buyers. Designed to maximize value through innovation and leadership in creative home design, marketing, and business transformation solutions, Design Basics offers a variety of home designs, plan customization services, custom home design, and professional marketing products and services.

### **About Northwestern Lumber Association**

Established in 1890, the Northwestern Lumber Association connects lumber and building material retailers to the people, programs, products, and resources to help them to be highly-functioning, sales-driven businesses in Iowa, Minnesota, Nebraska, North Dakota, South Dakota, Wisconsin and Upper Michigan. Our vision is for the Independent LBM retailers in the upper Midwest to be the first and primary destination for professionals and consumers seeking lumber and building materials and expert advice by engaging them with attractive showrooms, impeccable service, operational excellence and the highest quality products to meet and exceed their needs for their dream home or project. Learn more at <https://www.nlassn.org/>.

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