

SIMPSON LUMBER CO. – Adapting Successfully To Changing Markets

By Terry Miller



Simpson's Wilmington, North Carolina Sales Group (L to R): Don Spiers, Robert Jenkins, Meredith Webb, Maria Laceywell and Shawn O'Kelley



The Northwest Sales and Support Group: Back row: Becca Mercurio, Milt Farvour, Laurie Creech, Doug Reed, Dave Cunningham, and Al Gedroez Front Row: Dave Heldoorn, Tammy Williams, and Aaron Hasenkamp



Simpson's Gold Label® products are available in lumber, and studs

Tacoma, Wash.—Founded by Sol Simpson, Simpson Lumber Co. LLC, headquartered here, offers both green and kiln-dried Douglas Fir dimension lumber and studs; kiln dried Hem-Fir dimension lumber and studs; and Southern Yellow Pine dimension lumber.

One of the oldest continuously operating forest products companies in the Pacific Northwest, the company operates facilities in Western Washington; Meldrim, Georgia; Georgetown, S.C.; with sales offices in Tacoma, WA and Wilmington, N.C.

Simpson Lumber is one of three operating subsidiaries of Simpson Investment Company, the others being Simpson Door Co. and Simpson Tacoma Kraft Co. LLC.

Introduced in 2005, Simpson's Gold Label® products are available in lumber, and studs. Fifth-generation Vice President Doug Reed explained how the trademarked product has impacted Simpson Lumber, both from a manufacturing and marketing standpoint. "On the sales side, the appearance of the Gold Label product is really good, so it's not hard to sell into the marketplace. The product itself does most of the work. From a manufacturing standpoint, we have evolved in the changing world, which says that ALS grade is important but appearance is important too. Gold Label is a product that is designed to

meet customer tastes and preferences while maintaining grade standards."

On September 10, 2010, Simpson acquired the Mason County Forest Products sawmills in Shelton, WA. Reed said these mills would allow even more diversity for Simpson Lumber Co. "This acquisition will allow our product offerings to increase," he said. "We have a lot of sawmilling experience and expertise in the northwest and we can bring that expertise to our acquisition to increase productivity and recovery." Reed also said the 14-foot sawmill would also open up a possibility of marketing products internationally. "Exporting our products is not something we've done a lot of over the last fifteen years. But with the addition of the newly named Simpson Johns Prairie mills, we're excited about the possibilities. Undoubtedly we will learn things from those mills just as we have in other mills we've acquired, that will benefit our other operations as well."

Few companies thrive for more than a century without a commitment to the future. According to Reed, Simpson has a long-term approach. "Everything we do in our operations is long-term. We've adjusted to the challenging economic climate of today with a combination of finding new markets, manufacturing new products and

being flexible by making products the consumer calls for."

Laurie Creech, sales and marketing manager for the Northwest commented, "During this tough housing market our mills have done an outstanding job of being flexible. Our Gold Label product line has become a preferred product in many markets and we have a hardworking and professional group of individuals in both our Tacoma and Wilmington Sales offices that are committed to our customers. We've been working hard to transform our vision as the World's Best Lumber Company into reality by putting safety first; treating everyone with respect and dignity; communicating openly and honestly; continuously pushing ourselves to improve; focusing on making high quality products and taking pride in our work, while choosing to have fun."

Along with supporting the Softwood industry as a member of the North American Wholesale Lumber Association (NAWLA), Western Wood Products Association (WWPA), American Wood Council, and American Forest & Paper Association, the firm supports sustainable forestry and is Sustainable Forestry Initiative (SFI) chain-of-custody certified.

The firm's environmental policy reflects Simpson's dedication to the principles of environmental issues. Utilizing the latest technology such as laser-guided saws,

Reed said the operation gets maximum yield from each log. "What cannot be turned into building materials is sold as wood chips, which are made into pulp and paper. Bark and sawdust are sold for use in landscaping and particleboard."

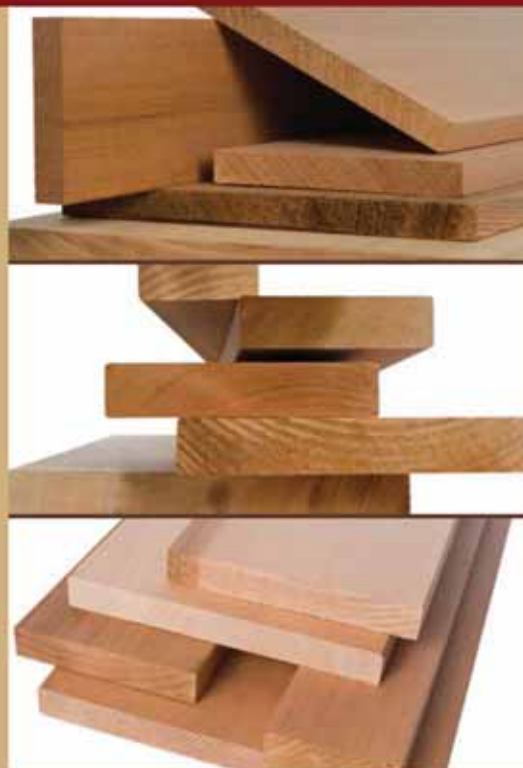
The company also supports local organizations in the communities it calls home. With a Simpson Contribution program, the company's goal is to improve the quality of life in the communities they service. "Policies are one thing, performance is another. Simpson has a long history of working together with neighbors, governmental agencies, conservation lists and others to address environmental issues in ways that benefit all parties," the company website states. "Simpson has voluntarily implemented a number of projects to improve the environmental performance of its operation. It's all about working together for a common goal."

For more information visit www.simpson.com or contact 253-779-6447.

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There's More to NAWLA than Traders Market.

Traders Market is a wildly successful tradeshow for the industry. Over a thousand lumber managers, salesmen, and executives meet every year to buy, trade, and sell lumber products. In just fifteen years, Traders Market has become the premier tradeshow for the industry, and we are very proud of that. But NAWLA has been around since 1893, and there is more to NAWLA than just Traders Market. NAWLA offers companies much more year-round to help companies have the resources to succeed.

Networking

Traders Market is an amazing venue for networking, with so many customers all under one roof. But what company will succeed relying solely on the show for new customers? Throughout the year, NAWLA offers regional meetings in the United States and Canada. Lumber wholesalers whose procurement and distribution networks are located near to their business have the chance to be more active in regional meetings conducted by NAWLA. For companies not able to attend Traders Market, these meetings provide crucial business opportunities and a way to tap into NAWLA's established networks.

Each NAWLA regional meeting is customized for that area. Some are morning seminars with an industry expert speaking on a timely topic while others are evening receptions with panel discussions. With attendance ranging from 40-120, they can be a productive and manageable networking and educational program.

Education

Almost every company had to cut back on its workforce lately. With employees being asked to perform more duties while also being more productive, companies have looked at developing the workforce they have. Traders Market has always offered a variety of education programs, but NAWLA members have access to these year-round. The Wood Basics Course provides a comprehensive overview of the forest products industry, covering everything from seed to tree and from production to sales. Companies looking to train their employees and invest in their future have the option of sending new or veteran employees to the wood basics course.

Since 1981, almost 1,500 people have attended. For many in the industry, the class establishes their initial industry networks. "These new friendships have the potential to benefit our company far into the future," said Mark Kasper, President/CEO, Amerhart, Ltd. "Finally it shows our staff that we are making a real commitment to their education and advancement in their careers."

With so many companies cutting travel

budgets, however, some are looking for online training. Technology now allows workforce training to be delivered directly to the office. NAWLA has hosted more than 40 webinars since the first in 2004.

Webinars enable companies to invest in their workforce at a low cost. Multiple employees can attend without leaving the facility. Usually lasting a little over an hour they cover topics ranging from chain-of-custody certification to marketing green products. The most recent webinar series was a two-part program on credit management with some of the top experts in the industry. Timely, relevant, and convenient.

Outreach

Over the last year, NAWLA has expanded its outreach programs in a way to benefit members. We are leading the way in creating innovative and productive programs for our members to find new markets, new products, and new employees.

With global markets increasingly important to lumber producers and wholesalers, NAWLA has expanded its international presence. As the only association who is a member of both the Softwood Export Council and the American Hardwood Export Council, NAWLA offers opportunities to learn about overseas markets and products.

What about the next generation of workers and consumers? NAWLA is currently in the final stages of launching an education and training program geared towards college students. It is an area not being addressed by other associations. The details will be announced at Traders Market, and we think it will generate some excitement and buzz.

Membership

As you can see, NAWLA members receive benefits year-round. Membership is open to wholesalers, manufacturers, and service providers. NAWLA is unique in that its members represent many different services and programs: Softwoods and hardwoods; lumber and engineered wood; producers and distributors; and importers and exporters. Just like Traders Market as an event is the crossroads of the industry, NAWLA is the essential link in the supply chain.

We hope everyone enjoys Traders Market this year. If you aren't a member, take the time to visit the NAWLA booth and learn what we can do to help you succeed all year.

See you in Chicago!

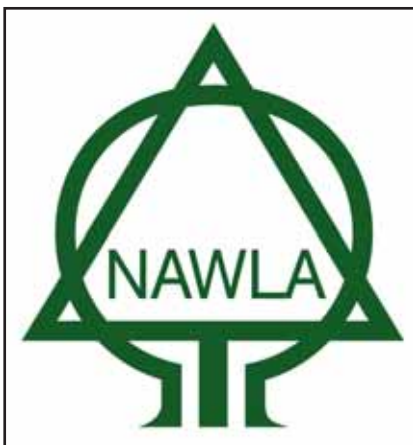
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NAWLA's Wood Basics Course provides a comprehensive overview of the forest products industry, covering everything from seed to tree and from production to sales.



Pictured is Softwood used in roofing.



MILL SERVICES Focuses On Producing The Best Finger Joint Products On The Market

Cobleskill, N.Y. - Since Mill Services Inc. was founded in 1993, the company has focused on doing one thing extremely well; it makes Eastern White Pine finger joint boards. In the 17 years since it was founded, Mill Services has become the largest producer of Eastern White Pine finger joint boards in the northeastern United States. The company has the capacity to manufac-

ture up to 750,000 board feet per month and deliver to customers all over the U.S. Specializing in NELMA patterns, the company inventories about 2 million board feet of product accessible for edge and center bead, bevel siding and v match applications, as well as fascia boards.

When Dan Holt and Jamie Place bought Mill Services Inc. in 2007, they quickly implemented improvements and equipment upgrades to increase efficiency, improve utilization of natural resources and make the most durable product possible. In the past few years, the company has added conveyors and streamlined material handling processes to increase efficiency, while investing heavily in state-of-the-art equipment.

In the past few years, the company added a Luxscan Scanner and the Weing 450 OptiCut optimizing system to increase accuracy, quality and yields from wood fiber. Most recently, Mill Services invested in a Weing rip saw so it would have more flexibility in procuring materials of different sizes that could be cut to size. "We're always looking for ways to make the best use of our raw materials and we've been pleased at how the rip saw helps us reduce waste from our raw lumber," added Place.

Current and future plans call for continued improvements in Mill Services' priming facility. Early improvements included a new convection oven that dries at a lower temperature for a more uniform finish. In 2010, the company installed new sanding equipment to better prepare boards for priming. New buffing equipment is currently being installed to make further improvements in the priming process.

"We believe that we now have one of the best finishing systems in the country," said Place proudly.

Mill Services offers customers a variety of finishing options. The company uses a flow coater to apply oil finishes. If a latex finish is preferred, Mill Services either uses a vacuum coater and an infrared oven or a vacuum coater with the lower temperature convection oven. "We work with customers to determine the best system and the best finishes for

their needs. Our equipment enables us to customize finishes for best results according to each customer's unique requirements," explained Dan Holt.

Mill Services is constantly researching glues and primers that deliver the best results while minimizing impact on the environment. The company's emphasis on low VOC finishes and environmentally safe glues is just one part of Mill

Service's commitment to creating an environmentally friendly product.

"If you're serious about making an environmentally sensitive product, you've got to look at everything, from the materials that you use, to your manufacturing system, to how durable your product is, to how far you are transporting the product," said Holt. "We feel that it is not environmentally responsible to use lumber grown half a world away on buildings here. We use only Eastern White Pine, which we feel is the appropriate substrate to be used in the eastern U.S."

Mill Services uses wood that is grown and harvested just a short distance from its manufacturing facility. The finger joint boards are then manufactured from start to finish at the company's Cobleskill, N.Y., plant.

"We're slashing emissions because we use local lumber and manufacture everything under one roof," Holt explained.

Holt added that Eastern White Pine's natural resistance to decay means that no chemicals are needed to enhance durability. "A lot of imported finger joint boards are treated to improve their resistance to rot. The natural tannins in Eastern White Pine provide natural durability that has been proven to last. Just look around New England and you'll see lots of 200-year-old buildings, many of which have some of their original Eastern White Pine trim boards," he pointed out.

Holt and Place are proud to be manufacturing a high quality product that is easy on the environment, but they say that recent plant upgrades are just a start. "We've got a great product, but there is always room for improvement. There are always new technologies or better ways of doing things. We will always be improving our processes and our finger joint product," said Place.

For more information about Mill Services Inc. and their products visit them on the web at www.millservicesinc.com or contact them by telephone at 603-654-8509 or 603-654-8508.



Dan Holt (left) and Jamie Place have been upgrading equipment and operations at Mill Services since they bought the company in 2007.



Mill services purchases low grade raw material and turns it into a high grade knot free finger jointed boards.



Mill Services is the largest producer of Eastern White pine finger joint boards in the northeastern United States.

WOODTONE – Real, Natural Wood Products You Can Depend On



Marketed under the RealWood™ Family, Woodtone's products include RealTrim Plus™ (shown here), RealPost™, RealSide™, RealCorner™, RealSoffit™, and RealSill™.

Chilliwack, B.C.—Vision, a pioneering spirit and tenacity are the hallmarks that inspire Woodtone to become the premier producer and international leader of coated wood products. Woodtone is a family operated business with over 30 years of experience providing exterior solutions to the building industry.

Coast to coast, Woodtone has fostered long-term partnerships resulting in a supply chain success story from the mill to the final consumer. These partnerships have enabled Woodtone to become the largest manufacturer of primed real wood exterior trim and fascia products. Marketed under the RealWood™ Family of Products, they include RealTrim Plus™, RealPost™, RealSide™, RealCorner™, RealSoffit™, and RealSill™.

To be a leader in the market you need to lead by example and Woodtone has led the market by signifying quality, reliability and value through the chain. Working hard to earn customer trust, Woodtone has excelled in growing the relationships of new customers into long-term partnerships.

With manufacturing facilities operating in both Canada and the United States, Woodtone is well positioned to service North America. Specializing in producing the RealTrim™ family of products; hand selected, Western SPF boards primed with our proprietary ultra low VOC Hybrid Alkyd

Emulsion primer, and warranted for 15 years in the field. Orders for railcars of dimensional primed RealTrim Plus™ to small custom runs of 1x6 end-matched RealSoffit™ are regular occurrences and exemplify our flexibility.

Woodtone employees pride themselves on the ability to supply prompt orders faster than any national mill operation due to inventory levels, sales knowledge, production and shipping capabilities. Woodtone's dedication to innovation has resulted in the introduction of another new product line: RusticSeries™.

RusticSeries™ is a proven coating technology that when applied to composite and fiber cement siding, the boards take on a wood look appearance. Available in 8 different colors including Coastal Gray and Summer Wheat, RusticSeries™ is a perfect match when combined with RealWood™ exterior trim and fascia.

FireGuard™ is a Class A certified (Intertek Listed) exterior trim and fascia product, coated with an intumescent material, which expands upon exposure to heat or flame providing added protection against Mother Nature's most challenging element – FIRE.

GreenShield™ coating technology stops mold growth on the wood surface of framing materials during and after construction. Once protected by GreenShield™, your products will be free from mold and fungus, limiting future customer claims.

The RealWood™ Family of Products include: RealTrim Plus™, trim and fascia available in 1-inch, 5/4-inch and 2-inch profiles up to 12-inches wide and 24-feet in length. RealTrim™Plus is available in S4S,



RusticSeries™ is a coating technology that when applied to composite and fiber cement siding, the boards take on a wood look appearance. Available in 8 different colors including Coastal Gray and Summer Wheat, RusticSeries™ is a perfect match when combined with RealWood exterior trim and fascia.

combed-face and re-sawn profiles, along with a variety of special profiles including grooved (notched) and T&G.

RealCorner™, is an exterior inside/outside corner application available in a variety of profiles designed to save time on the jobsite, as crews no longer need to build up corners in the traditional method.

RealCorner™ is a favorite for both single and multi-family users due to the variety of lengths and patterns.

RealSill™ is a pre-cut window sill application designed with an additional drip edge to eliminate the need for jobsite fabrication. This has become a favorite for custom and tract builders as the entire board is coated, offering a higher level of protection when compared to standard sill products.

RealPost™ is an ICC certified structural porch post designed to save time and money on the jobsite. RealPost™ is pre-primed and built to withstand the warping and twisting issues associated with traditional posts. RealPost™ has a proven history and is available in combed, S4S, or resawn texture, multiple lengths, and 4x4, 6x6 and 8x8 dimensions.

RealSoffit™ is pre-primed or stained end-matched T&G board designed to offer a consistent look with the finest one-inch board for both exterior and interior applications.

RealSide™ is a solid wood bevel siding available in 1x6 and 1x8 profiles with a focus on long length supply. RealSide™ is a great alternative to Cedar siding.

Through trust and integrity, Woodtone will earn your respect, by not only accepting an order, but working hard to ensure the order arrives on time, meeting and exceeding the expectations. Some talk the talk, but Woodtone has lived the talk for the past



A forklift prepares to move some products at Woodtone's facility in Chilliwack, B.C.

thirty years and routinely outperforms their competition.

Woodtone also specializes in custom coating exterior products under the ColorGuard™ coating program. Products such as Cedar, cement, wood and other composite products are coated daily with both oil and latex paints. Working with national paint partners, Woodtone will coat your specified product using the latest technology in both flood and spray applications. Woodtone also offers the capability to slip sheet and custom package.

The sales and marketing arm of Woodtone is comprised of more than 20 representatives working closely with architects, builders, dealers and distributors. The company also has additional agents in the field promoting the value of a quality product, exceptional service, and long-term relationship development. Focusing on both single and multi-family, Woodtone has the resources to supply projects across North America.

Woodtone looks forward to another 30 years of success with their partners and customers. If you have never had the opportunity to work with Woodtone give us a call to begin a new long-term profitable relationship. 1-800-663-9844 or visit us at www.woodtone.com.

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DIPRIZIO PINE SALES: A Survivor During Challenging Times



Larry Huot, president and owner, and Marcella Perry, director of operations for DiPrizio Pine Sales, discuss new double cut bandmill expansion at the firm.



Scott Brown, sales manager, and Dave Mansfield, sawmill supervisor, stand in front of the new Cleereman carriage equipped with the latest scanning and computerized setworks technology.



DiPrizio recently completed a 70-foot dry chain extension which will enable more sorts for their distribution customers across the U.S.

Middleton, N.H.- While many mills continue to shutter their firms, and others are merely surviving the ongoing recession, DiPrizio Pine Sales has managed to embrace the economic challenges and even enhanced its operations.

"It's the time to make things happen," said Marcella Perry, CFO and general manager at DiPrizio. "There's a time for everything, and with the economy just beginning to bud it is an opportunity to dust off some long term plans and move forward."

Perry cited the foresight of the company's owner and president, Larry Huot, for setting into motion many years ago an expansion project that came to fruition in September of this year.

"We've moved from one project to another," said Perry. "We built a planer/moulder building in 1998, an expansion to the sawmill in 1999 that housed our bin sorter system; in 2006 we purchased a wood fired boiler and added a turbine in 2008. In early 2010 we built an addition to our planer building and in the spring of 2010 we dusted off our 5-year plan, which was written in 1995 and embarked on a major renovation to the sawmill. The renovation included 4,065 square feet, an addition to the mill. Also included was the installation of a double cut band mill with new infeed system and modification to the edger and outfeed decks to the grading station. All these improvements and more have been for the purpose of improving efficiencies within the company – from manufacturing to retail – while continuing to provide customers with

top quality Eastern White Pine products.

HMC built or supplied the new conveyors, log loading decks, log lift and Deluxe sawyers cab and electric drive for the left hand mill, this replaced DiPrizio's older hydraulic circular head rig.

"We purchased a USNR Innovac scanning system that we're excited about, which will help the sawyers and help our recovery," Perry stated. "We were very impressed with the state-of-the-art computer technology, the entire scanning optimization, user's interface and reporting system (the 'MillExpert' Carriage Optimizer) is integrated in one single computer. It will allow us to do many things, like program orders that we have for timbers and it will track the order until the order is filled and track all fiber recovery data."

DiPrizio has the capability to increase its board footage of Eastern White Pine from 14 million to 22 million annually.

The company is accomplishing this through years of careful planning. Even some of the new equipment for the expanded mill has been purchased at cost-savings prices in auctions, such as the Cleereman carriage and a 7-foot band saw.

"This improved mill will give us better control over what we're gaining from the logs and what we're purchasing in regard to recovery and efficiency. We not only have the ability to produce, but also produce efficiently because we will have a tighter target size than we have right now," said Perry.

She added that DiPrizio also built a 60x74-foot addition to the planer/moulder mill for

product handling purposes. "Right now we have a planer mill that blanks our products and a moulder that applies the pattern. The addition to the building and the added conveyor allows material to be directed from the planer to the moulder without rehandling. It now does the whole production loop from planing d4s to applying the pattern on only the grade required."

Less downtime in production is another positive result of the expansion and improvements made at the planer/moulder operation, added Perry. "We are still operating a manual handling system, and with the changes we've made, once the first set of carts are full the crew moves down to the second set of carts and the first units are packaged, banded and tagged, which all but eliminated downtime."

DiPrizio continues to operate with a healthy number of staff. Fifty-four people work in the manufacturing sector for the firm and DiPrizio has a retail yard with 23 workers.

And while some may question the expenditures associated with new equipment and infrastructure improvements in the midst of a recession, DiPrizio Pine Sales has raised the bar in regards to long-term project planning and improving efficiencies.

"We spent so much time on old equipment repair," said Perry, "and our sawmill foreman and his staff are commendable for what they were able to do with outdated equipment. That equipment kept us in repair mode, and we didn't attain preventative maintenance mode. It was time to

upgrade."

DiPrizio is owned and operated by the LaValley-Middleton family of companies. DiPrizio operates a planer/moulder and reman center, nine dry kilns with over 600,000 board feet of capacity per cycle. The biomass plant consists of a 600-horsepower Hurst wood-fired boiler and turbine, which produces steam heat and electricity for 60 percent of the facility.

The mill carries an extensive inventory of kiln-dried 4/4 through 6/4 Eastern White Pine lumber, White Pine timbers, Red Pine flooring and V-joint decking, as well as unique products, such as 6/4 log siding, bevel clapboards, paneling, and pre-stained trim, including a vast variety of finger-jointed products with the quality Weing moulder finish. DiPrizio handles a variety of requests for special patterns, grade programs and variety of services.

NELMA-certified DiPrizio Pine Sales is a member of the Northeastern Lumbermen's Association, a charter member of the North American Wholesale Lumber Association Trader's Market, the New Hampshire Timberland Owners Association and the Northeast Retail Lumber Association.

Visit DiPrizio online at www.dipriziopine.com and www.lavalleys.com, or call 800-647-8989 and ask for Scott Brown, vice president sales and marketing.

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iNELMA—Applying Cutting-Edge Technology To Communication



Available directly for download (free of charge), fresh content like the White Pine Monographs is easily accessible with just a finger's touch.



NElMA's iPhone app offers a diverse assortment of material, including end-use photos that are both applicable in the field and for enjoyment after a hard days work.



A screen shot of NElMA's animated video, which entertains viewers while educating them on Eastern White Pine's superiority when matched up against the inferior Radiata Pine. Watch the video at www.YouTube.com/nelmat <<http://www.YouTube.com/nelmat>> v.

Cumberland Center, Maine—The Northeastern Lumber Manufacturers Association (NElMA) continues to expand its iNELMA platform, further utilizing cutting-edge technology to engage, educate and entertain customers of Softwood lumber produced in the Northeast. By advancing the tools of its own resources and services, NElMA offers even deeper levels of convenience and value on behalf of its membership. Increasing its use of social media and technology not only enhances communication, it also positions Softwood lumber as a contemporary product to be perceived in a new light.

From Tweets to YouTube, NElMA is actively leveraging the expansion of both its reach and resonance. Responding to industry interest in being engaged via technology like the iPhone, NElMA has completed the development of two customized apps. The first iPhone app is publicly available at Apple's App Store, free-of-charge. The second is a proprietary app for NElMA's internal inspection operations.

Carrying NElMA's most popular tools right in your pocket is proving to be extremely popular among those who have downloaded the accessible app to their iPhone and iPod Touch. By providing quality content on-the-go, this app offers a diverse assortment of NElMA material, including access to the Standard Grading Rules for Northeastern Lumber, Photo Sheets of 5 Eastern White Pine Grades, the Patterns

of Eastern White Pine (23 Standard Profiles), and *The Architectural Series of White Pine Monographs*.

Delivering fresh content on a recurring basis, from educational editorial to end-use photos, users easily navigate a multitude of rich content right at their fingertips. Not only offering increased portability, the convenience continues once the NElMA app is downloaded, as users are then instantly notified when new content is available for viewing.

Actively being field-tested, the sleek functionality of NElMA's proprietary inspector app is evolving a process that used to rely on piles of paper, hours of data-entry, and the time-delay of postal service. Guiding the inspector through a customized checklist, which includes an interactive inventory list of each facility's lumber along with an ability to take pictures and provide comments, this app has streamlined the systematic reporting process. Now, once an inspector completes an inspection, submitting it to NElMA headquarters is as simple as touching a button. From there, it is automatically filed into NElMA's central database. This proprietary app exemplifies the potential for technological innovation to increase manpower efficiencies.

Another way to keep privy to what's happening in the lumber industry is through NElMA's Twitter feed found at <http://twitter.com/inelma>. From links to the elec-

tronic "AskNElMA" newsletter, to timely industry news updates, NElMA's Tweets keep its followers who are on the go, in the know. Keep your eyes peeled to see NElMA on Facebook too, as the Association will soon be expanding its social outreach and network there. Through these combined efforts, among others, NElMA continues to increase awareness of the Association and the competitive advantage of the quality lumber that is produced and sold by its members.

Another example is found on NElMA's YouTube channel (visit <http://www.youtube.com/nelmatv>) where creativity is merged with technology to both entertain and educate. Visitors are encouraged to watch the dynamic side-by-side comparison of Eastern White Pine to the inferior Radiata Pine. Using lively animation, the benefits of Eastern White Pine are made evident — from durability and workability to support of local economies and sustainability. As the first part of a planned series, additional videos depicting an entertaining quality comparison are in the works.

For those not as familiar with what it's like to work at a mill, NElMA's YouTube channel also offers a couple of videos that depict the day in the life, both inside and outside, of the mill. Conveying a hard-working environment, the time-lapsed

videos capture the hustle and bustle of an entire day's activity, condensing it into sixty fast-paced seconds. Viewers tuning into NElMA's videos have both an informative and entertaining experience. Not only that, but NElMA's YouTube channel encourages viewers to share the unique content with colleagues.

From iPhones to animated video, NElMA's commitment to innovate and engage remains evident. Exploring how technology can be incorporated into both standard industry practice, like inspections, while simultaneously serve as an ever-evolving framework to push communication deeper, is what the Association finds so exciting. With these projects, among others, NElMA continues to leverage the many benefits of incorporating cutting-edge technology into its communication efforts. For more information and to learn about the Northeastern Lumber Manufacturers Association, visit www.nelma.org.

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POTLATCH Produces Plywood With Precision



Potlatch's scarf line operators (left) Ryder Hanson (right) Kurtis Plante



Raimann operator Rhonda Moore



Dryer graders (far left) Michael Reid (near right) Tim Charles

St. Maries, Idaho—If you haven't toured Potlatch's plywood mill located here, recently you may not recognize the place. A lot has changed since Potlatch began the process over 20 years ago to convert the facility from a producer of commodity sheathing and underlayment panels intended for residential construction to a specialty plywood mill focused on producing application specific panels intended for industrial manufacturers.

Being the largest landowner in Idaho with over 600,000 acres, Potlatch has always had a strong resource base of Fir and Larch timber to supply the St. Maries plywood mill. This resource base is ideal for manufacturing industrial plywood, as the inland region is known for producing stable panels with small tight knots.

As oriented strandboard (OSB) began to overtake the residential construction industry in the 1980's, Potlatch's management realized that the only way for the St. Maries plywood mill to remain viable was to invest in equipment that would allow the mill to convert its timber into higher margin industrial panels for applications in which the lesser expensive OSB panels could not be utilized such as the boats and agricultural bins. In the early 90's Potlatch made the deci-

sion to invest in equipment that would allow the St. Maries mill to produce a wide array of specialty products to meet the needs of a diverse industrial marketplace. Manufacturing plywood for industrial end uses is different than manufacturing plywood for residential construction. There is no industry handbook for industrial customers. They each have their own specific requirements. For instance, one customer may require plywood with a 40-grit sand to allow for better adhesion of overlay, while another needs a 120-grit sand to minimize grain transfer.

Converting St. Maries from a commodity plywood mill to a specialty industrial mill required significant capital investment. Some of the initial improvements that were made at the St. Maries mill included converting from labor intensive manual glue spreaders to an automatic lay-up line, installing a 6 headed Kimwood sander, purchasing 6 wood Raimann patchers and installing a veneer grade scanner.

One of the more significant changes the St. Maries mill made was to install a core composer. This core composer allows the mill to produce 100 percent of its plywood with one-piece composed core-

lines. A composed core virtually eliminates the core gaps and core laps found in traditional hand laid plywood giving the customer a much tighter, and more consistent panel. Potlatch markets its composed core plywood under the name Potlatch "Precision Core."

Potlatch has always believed in responsible land management, and in 2004 they made the decision to certify 100 percent of its timberlands in Idaho. Aside from the environmental benefits of being FSC certified, this decision has also allowed the St. Maries plywood mill to grow marketshare. There are several commercial and government projects every year that allow builders to earn LEEDs points. Utilizing FSC certified plywood is one way for builders to earn additional LEED points on a project. Potlatch is one of the very few North American plywood mills that have earned this certification. A hundred percent of the panels made at St. Maries are available with the FSC certification.

Even with all of these changes, the St. Maries plywood mill still had its limitations. There are several industrial applications that require oversized panels and Potlatch could only produce 4'x8' panels. That changed earlier this year

with the installation of a refurbished continuous scarf-line that enables the mill to produce oversized panels. St. Maries is now one of the few mills capable of producing panels up to 16' long.

Members of APA-The Engineered Wood Association, Potlatch is a Real Estate Investment Trust (REIT) with approximately 1.6 million acres of timberland in Arkansas, Idaho, Minnesota and Wisconsin. Potlatch, a verified forest practices leader, is committed to providing superior returns to stockholders through long-term stewardship of its forest resources. The company also conducts a land sales and development business and operates wood products manufacturing facilities through its taxable REIT subsidiary. More information about Potlatch can be found on the company's Web site at www.potlatch-corp.com.

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EASTERN RED CEDAR PRODUCTS Succeeds In Niche Industry

Marengo, Ind.—From humble beginnings as a one-man portable Wood-Mizer sawmill, Eastern Red Cedar Products,



Richard, Jane and Ian Newton all work in their family sawmill business. The building in the background houses their sawmill equipment.

located here, has grown into a diversified manufacturer of quality products.

Family-owned and operated, Eastern Red Cedar Products has a sawmill in Marengo that is situated on 260 acres, as well as an Eastern Red Cedar mulch plant in Stillwater, Okla.

The sawmill in Marengo produces 25,000 board feet per week of Eastern Red Cedar products like lumber, posts, fencing materials and tongue and groove paneling.

"We're a customer driven operation in that we produce one board or a trailer load based on our customers' specifications," said company owner Richard Newton. "At our sawmill in Marengo, we use thin kerf bands to maximize yield and reduce sawdust, and we have our own dry kiln."

Newton began his sawmill operation after spending seven years as an electrical logging engineer for Schlumberger Well Services, headquartered in the U.S. in Houston, Texas. That was his first job after obtaining a bachelor's degree in geology from Purdue University.

"I learned a lot about safety while with Schlumberger," he said. "We dealt with high explosives. So I've used that experience and the thought processes involved with developing a safe company here at our business today. In fact, the OSHA inspector said that we were the safest sawmill he'd ever been in."

After working for Schlumberger, Newton

taught math for four years. "Teaching taught me the value of removing ambiguity from communication. If directions are not clear, kids can do what you ask, but not what you expect. If not clear, employees can do what you ask, but not what you expect," said Newton.

"When I purchased a Wood-Mizer LT 30 manual portable mill in 1983, I was a one-man operation that did custom work for local farmers," he said. "Some built houses and barns, or they needed fences and/or fence posts, and I provided them with sawn lumber in whatever species they wanted. I started specializing in Cedar in 1992 and that is when I hired my first employees. In 1997, I upgraded my mill to a Wood-Mizer LT 40 Super Hydraulic Electric mill. In 1998, we put in a second Eastern Red Cedar sawmill operation in Boligee, Ala., which closed eight years later.

"My son, Aaron, ran that mill in Alabama until 2006. When that operation closed, our family opened a Cedar mulch plant in Stillwater, Okla., that Aaron presently runs."

Newton's work with the Wood-Mizer portable mill became so successful that he had to add a Baker Scragg Mill for small 5-inch to 11-inch logs, and employed up to 15 people at one time to help keep pace with orders. "We were making a bunch of Cedar parts," he said. "We were doing value-added work, mostly commodities, fence posts, and lumber for bird houses and feeders."

Today, Eastern Red Cedar Products' primary customers are building contractors, Cedar chest and casket manufacturers,

fencing firms and individuals that need their products.

"We found that by buying full tree lengths, we could optimize the lengths," explained Newton. "A lot of custom orders are just odd lengths. We're able to do this because we do it the old-fashioned way. We're not big enough to put in high speed computers and scanning equipment. However, my philosophy is that it's my job to maximize the amount of profit out of every log in the most efficient manner possible."

Eastern Red Cedar Products usually ships their products by contract trucks; and they've stuffed containers at their sawmill operation for shipping orders to overseas customers. The firm has shipped orders to customers in every state of America, except Wyoming, and, they have exported their various Eastern Red Cedar products to customers located in countries like Scandinavia, the Netherlands, Canada and China.

Among the equipment used by the company are a Wood-Mizer resaw, an S&W edger, a 26-inch planer with helical head, and a moulder used to produce tongue and groove paneling and other moulded products.

Richard Newton and his family are very proud that in 2007 they won the Wood-Mizer Award that the sawmill machinery manufacturer gives out every other year called the National Business Best Award. He gives Wood-Mizer much of the credit for helping his business to be a success. He is quick to point out, "Of the hundreds

of companies I have dealt with over the years, Wood-Mizer is the best in customer service, professionalism and the quality of



Jerry and Tony Brummett are key employees and they're standing by Ian Newton.

their machines."

Newton commented further, "We do sell a lot of Aromatic Cedar lumber in the higher grades. Any of the slabs and edging strips we produce are run through a Montgomery hog and this machine makes our mulch. We can sell all the mulch that we can make."

Today, six employees currently work for Eastern Red Cedar Products' operation in Marengo.

Key personnel at Eastern Red Cedar Products include: Richard Newton, owner and mill manager; Ian Newton, who oversees mechanical maintenance; Richard's wife, Jane Newton, figures log tallies and does various paperwork for the company; Jerry Brummett is the head sawyer; Jon Lincoln operates the edger, resaw and moulder; and Richard Newton's daughter, Danielle Newton, can do anything at the mill operation like run the resaws, feed the moulder, drive the loader, etc.

"We're in a niche industry, and in our country, Cedar is a tremendous resource that is very under-utilized," commented Newton, who along with some friends, often explores caves in his free time.

For more information on Eastern Red Cedar, call 812-365-2495 or email Newton at richard@cedarusa.com. Visit the company online at www.cedarusa.com.



Richard Newton's daughter, Danielle Newton, can do anything at the mill operation like run the resaws, feed the moulder, drive the loader, etc.



Jon Lincoln, another key employee, runs the edger and moulder for the company.

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Andersen Pacific began operations in 1993 with cutting clear VG lumber and temple timbers into Japan. The lumber was manufactured to many clear finished products in Japanese homes from door and window components (shoji screens) to decorative beams in century old temple reconstructions. Specialty VG lumber from Andersen Pacific was also used for other high value wood markets in Japan, like ceremonial and decorative boxes, and fish cake boards. The experience

and knowledge gained from cutting specialty lumber in Yellow Cedar, Spruce, Hemlock, Balsam, and Douglas Fir for

Japan was used to begin cutting WRC VG clear products for North America in 2001. A few years later, our Douglas Fir timber program was added to the production line, serving the timber frame market. Since its inception, Andersen Pacific has gained a reputation for the quality manufacturing of specialty lumber to Asia and North America.

In 2009, Andersen Pacific evolved from a custom cut service mill into its own lumber sales business. From clear VG to specified housing package tallies in timbers, Andersen Pacific's philoso-

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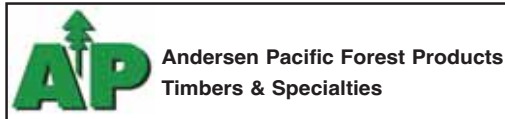
building material business. As the North American

lumber market recovers in 2010, Andersen Pacific aims to raise its profile as a Timber & Specialties manufacturer offering Coastal fibre from British Columbia.

For more information on Andersen Pacific and our related companies, please visit our website at www.canadianoverseas.ca.

NAWLA 2010 will be our second year as exhibitor. We look forward to meeting with distributors and manufacturers in Chicago, at our booth 307.

For more information contact: Dave Cheung, GM, Sales, at dcheung@coll.bc.ca



As the North American lumber market recovers in 2010, representatives for Andersen Pacific say the firm aims to raise its profile as a Timber & Specialties manufacturer offering Coastal fiber from British Columbia.

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PACIFIC WESTERN WOOD WORKS Celebrates 25 Years



PWWW's Cedar Accessories

Delta, B.C.—Pacific Western Wood Works Ltd., (PWWW) based here, is a family-owned and operated company that is celebrating 25 years in business. PWWW provides quality products and innovative solutions for the Western Red Cedar industry. This summer the company will add a 1/2 x 6 VG and mixed grain solid bevel siding to their existing CLR Cedar program which includes a full line (50 sku's) of CLR Cedar finish – CVG or A and Better in 1x4 to 1x12, 5/4x4 to 5/4x12 and 2x4 to 2x12 in S4S and S1S2E.

"This program is something that we do exceptionally well and continue to perfect year after year. Our goal has been to improve our quality to at least match the quality of the most respected CLR finish manufacturers in North America. We have accomplished this goal and our customers agree that our fine grain CVG finish is equal to or better than the top producers. As the market place changes with the new economic times CLR finish is becoming more and more of a boutique product line and our company is perfectly suited for these changes. Our size allows us to be very responsive to new orders by shortening the lead times which gives us a huge advantage over the larger producers,"



PWWW's 5/4 x 4/wider Clear and kiln-dried finish

said General Manager Dennis Wight. "We're excited to have found our way into the markets which appreciate our hard work and our quality."

Currently marketing the new product heavily into the Northeast as well as the Pacific Northwest and the Midwest regions, Wight said the company plans to expand their CLR Cedar business into other markets as they work with new customers and also those that already stock PWWW's line of Cedar accessories. Their Cedar accessory product line includes 41 SKU's that sell through big box stores, independent buying groups and retailers via distribution. "My father built his business on producing these accessories. We are one of the largest Cedar lattice manufacturers in the world with the ability to produce a truckload of lattice every 12 hours. Our SKU selection of lattice includes over 100 different panels," Wight said. PWWW's accessory line consists of lattice, 2x2's, nailer strips, garden stakes, ball tops, deck posts and more.

Pacific Western Wood Works also recently announced the company is now Forestry Stewardship Council certified (FSC) and has obtained chain-of-custody certification with the Programme for the Endorsement of Forest Certification (PEFC).

As for the range of products offered by Pacific Western Wood Works, Wight said, "A lot of people would be surprised at the range of product lines that our family business produces."



Established in 1985 by Ian Wight, the company got off the ground by producing Cedar and pressure treated lattice to supply local lumberyards. In 1987, Pacific Western Wood Works moved from its original location to a larger premises, where they added a resaw and a lath saw and began producing their own raw materials.

By 1990, a larger warehouse was purchased for the addition of another lath saw and a waste disposal system that would greatly reduce the company's operating expense. Then in June of 2001 the



General manager of Pacific Western Wood Works Ltd. Dennis Wight

Wight's installed a moulder at their facility—an investment that would allow the Delta company to acquire rough lumber from primary sawmills and produce finished products. Until then Pacific Western had purchased materials that were then remanufactured finished wood products.

The employees of the new facility were just "getting-their-feet-wet" on the seven-month-old machinery and process when an electrical fire burned the new moulder facility to the ground.

When the decision to rebuild was made, general manager Dennis Wight and his family began "running an insurance claim instead of a business." The next two years would be spent rebuilding the facility as the Wight's signed off on their insurance claim for the extensive fire damage.

Throughout the several months of downtime, the firm focused on maintaining its existing client base by custom cutting wood using other manufacturers facilities. While the customers were loyal, the Wights knew they weren't in a position to pursue new business.

In January of 2003 the brand new state-of-the-art moulder facility began operating. Pacific Western Wood Works grew by more than 20,000 square feet to a total of 40,000 square feet of dry manufacturing space. This new facility allowed the company to perfect their CLR Cedar products including the CLR VG finish and CLR dimension.

A Weining Hydromat 23E8 head moulder that is supported by a Rondamat 960 grinder are utilized in Pacific Western's profiling process. The company produces its own steel templates and then begins grinding raw knife steel to the finished profile.

With over 20 years experience in exporting to the UK, Japan, Germany, Spain, Korea and China, the company ships their product by rail and container as well as intermodal vans. Utilizing a state-of-the-art tally tag system, Pacific Western can identify and track each load throughout the production process, shipping and for inventory purposes.

The team at Pacific Western Wood Works takes pride in their work and monitors each product throughout the manufacturing process. While large enough to handle sizeable orders the firm is versatile enough to handle small orders and to turn new orders into shippable product quickly.

For more information about Pacific Western Wood Works Ltd. visit www.pwww.com.

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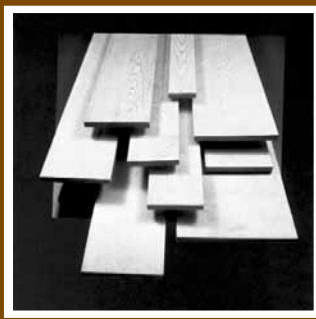
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NAWLA -

Continued from page 1

Traders Market will also see the launch of the revamped Magellan Network. While the show has long included an event focusing on global trade, NAWLA has expanded its global outreach recently, including becoming the only association that is a member of both the Softwood Export Council and the American Hardwood Export Council. NAWLA also launched its first quarterly Magellan Report newsletter in June 2010.

The Magellan Network event for 2010 will provide attendees with a forward-looking overview of emerging markets in global trade. Mike Snow with the American Hardwood Export Council and Brent McClendon with the International Wood Products Association will join a panel moderated by Russ Taylor of the International WOOD MARKETS Group. The Magellan Network event is Friday morning, November 5 and is an optional add-on to the regular registration. Attendees can add it when they register or revise their online registration at any time.

That supply chain needs to include those specifying the material, and NAWLA has partnered with WoodWorks to provide two continuing education classes for architects. The two classes will focus on the use of wood and wood products in sustainable design and will be offered on Friday morning of the show. Afterwards, the exhibitor and attendees will have a chance to meet with the architects as they visit the tradeshow floor. An additional benefit to attendees is that they may attend the classes for free.

The 2010 Traders Market will also be the first chance to see the results of NAWLA's recent outreach efforts to the industry and the end user. Just as wholesalers are the essential link in the lumber supply chain, NAWLA is a unique position as representing wholesalers and manufacturers, hardwoods and Softwoods, lumber and product, and exports and imports. Many other lumber associations will be attending or exhibiting at the show, giving industry representatives the opportunity to increase the value of their participation.

Recognizing that architects, engineers, or designers need to specify the use of wood products for its members to succeed, NAWLA has worked with WoodWorks to provide a special continuing education class for design professionals at Traders Market. The class will include a focus on the environmental benefits of wood products in construction, and its attendees will have the chance to visit the tradeshow floor on Friday afternoon.

There's a lot to do in just under three days, but that is the point. Every company needs to stretch its dollars (or loonies) as much as possible. Traders Market provides that once a year chance to companies looking to expand its client base. If you are part of the supply chain, you will find something to give your company an edge. New products, global markets, and product specifiers are just a few of the new additions. The show remains about networking and sales. Now there are just a few fresh twists for this year.

We'll see you in Chicago at the crossroads.

TRADERS - Southwick

Continued from page 1

ing and discussing their issues, exploring their opportunities and building and strengthening those relationships makes the NAWLA event an interaction that is a must-attend event on our travel schedule yearly.

In our current market state and the challenges that our industry is faced with, NAWLA opens the doors to new relationships by uniting companies and encouraging strong national relationships. The annual attendance alone

demonstrates the value of this event. Promoting commerce is always NAWLA's number one priority and that is what will keep C&D Lumber Co.'s attendance a given.

TRADERS - Augustin

Continued from page 1

customer relationships are a top priority, we try everyday to personally touch base with our customers and keep up to date on their changing needs and new project developments.

The annual NAWLA Traders Market is a top priority for Kalesnikoff Lumber Company. It's at the NAWLA Trader's Market each year that we can be face-to-face with our fellow producers, share a coffee with our North American customers and develop important new relationships. The opportunity to attend NAWLA and learn about new industry trends, new products and share solutions to similar tribulations is very important to Kalesnikoff Lumber. We would like to thank the NAWLA Organizers and **The Softwood Forest Products Buyer** for their hard work in bringing us together each year. The benefits, new associations and industry knowledge we bring home are priceless!

During these times of economic challenges it's more important than ever to keep in close touch with our customers & competitors, to keep learning and improving & NAWLA is one of the tools we use to do this. Thank you NAWLA!

TRADERS - Duprey

Continued from page 1

learn how the business in general from supplier to distribution is doing. Hancock Lumber sends 3 to 4 people every year from our CEO to our COO to our sales people and even our sawmill general managers. The Traders Market is important for our people to be exposed to the global production/sales market place.

I think in the economic times we are in where uncertainty is so dominant in the lumber business and lives in general, that the Traders Market helps educate our company on what is happening in multiple business's from a supplier, economic, distribution and global point of view. We also use the information we gather from this show to help us plan for the following year.

The choice is simple for Hancock Lumber to attend the NAWLA Traders Market. One venue professionally done, all of our customers and potential customers in one place, strengthen relationships and programs, create new opportunities, attend educational seminars, learn what is happening from an economic and global sense of the business and have fun socializing with industry friends.

TRADERS - Maurer

Continued from page 1

it is never truer than the NAWLA Traders Market. It's the one show we want to attend every year.

With business, in some cases, even trending away from the traditional phone and moving toward e-mail and text messages to forward inquiries....it becomes difficult to keep relationships relevant and personal....which makes the Traders Market even more meaningful.

A number of years ago United Airlines ran an ad that showed a sales meeting where the manager talked about losing an old account. He then pulled out airline tickets and handing them to the staff said we're going to go out and see our

TRADERS - Maurer

Continued from page 74

customers. At Swanson Group Sales we're buying airline tickets and sending a team of sales people to the 2010 Traders Market – see them at booth #320.

TRADERS - Crowley

Continued from page 1

conversations with other competitors and listening to other people sharing information on similar problems we all have and solutions to these problems – is more than enough reason for Richardson Timbers LLC to attend.

I attended the 2009 Traders Market and was expecting doom and gloom from everyone and I left Chicago, realizing that yes – 2010 was going to be a tough year, but our industry as a whole was going to stand strong, face the challenges and plan for the future, and I believe we have done just that. The NAWLA Traders Market® showed unity, strength and support in 2009, and I expect the same from the 2010 show in November and we will attend once again. See you all in Chicago!

WHO'S WHO - Boates

Continued from page 6

to client requirements and market trends.

The Teal-Jones Group is a member of the British Columbia Shake & Shingle Association, the North Eastern Retail Lumber Association, the Western Red Cedar Export Association and the Coast Forest Products Association.

Boates has worked for the Teal-Jones Group on three separate occasions since 1978. His first job in the woods industry was with Columbia River Shake & Shingle in his hometown of Nakusp B.C. He has also worked in retail lumber and logging over the years. Boates took over duties as sales manager from Jody Boates in late 2009.

Boates is on the board of directors of the British Columbia Shake & Shingle Association and is a member of the International Order Of The Hoo Hoo.

He and his wife, Jody, have been married for 19 years and reside in Coquitlam, B.C.

WHO'S WHO - Farley

Continued from page 6

J.H. Baxter also offers custom treating and drying services for certified wood products while retaining the chain-of-custody integrity through standard outsourcing agreements.

J.H. Baxter is a member of the Lumber Association of California and Nevada; Pacific Coast Congress of Harbormasters and Port Managers; Portland Wholesale Lumber Association; Treated Wood Council; West Coast Lumber Inspection Bureau and the Western Wood Preservers Institute.

J.H. Baxter provides a mix of preservatives and services for different types of wood products used in a variety of specialized industrial and commercial market sectors. It has the ability to process the largest dimensions and lengths of structural materials and pressure-treat them in cylinders (5) up to 156 feet in length.

J.H. Baxter & Co. is a certified Woman-owned Business Enterprise.

J. H. Baxter has adjusted to current market conditions by sourcing and developing new business opportunities

combined with cost saving measures. Additionally, the company has implemented some new operational procedures and refined others to increase customer service and quality assurance. Farley has worked for J.H. Baxter & Co. for two years, the past year in his present position. He has worked in the forest products industry 16 years. His first job in the forest products industry was as merchandiser/customer service representative calling on retail lumber dealers. He also has worked as a sales representative and regional sales manager. A graduate of Boise (Idaho) High School, he also studied at Boise State University.

He is a member of the American Wood Protection Association, International Order of Hoo-Hoo and the Western Wood Preservers Institute.

In his free time, Farley enjoys camping, fishing and hiking.

He and his wife, Mariann Farley, have been married 18 years.

WHO'S WHO - Hodgkin

Continued from page 6

ages can be tailored to meet the customer's needs rather than the customer having to change their processes to meet the software needs.

Simply Computing continues to expand their technology and serves a variety of mills, including Pine and paper mills, hardwood, specialty products, wood brokers and furniture manufacturers.

The firm has three other programmers along with Hodgkin, they are: Kevin Adams, Lori Osnoe and Marshall Hinman. Joe Balla and Rick Saunders are hardware technicians. Kim Haven is office manager, and Doug Weber handles sales.

The firm is a member of Northeast Lumber Manufacturers Assoc., the American Wood Preservers Assoc. and the National Hardwood Lumber Assoc.

Hodgkin earned a Bachelor of Science degree in Computer Information Technologies at Husson College, in Bangor, Maine. He and his wife, Kimberly, have two children. When he is away from work, Hodgkin enjoys hunting, fishing, boating and snowmobiling.

WHO'S WHO - Reynolds

Continued from page 6

takes credit, Mike has been an innovator in the Lumber, Wood Fiber and Transportation industries throughout his career.

Taylor-Made is a member of the Alabama Forestry Association (AFA), Southeast Lumber Manufacturers Association (SLMA), Southern Pine Inspection Bureau (SPIB) and Alabama Trucking Association (ATA).

For more information on Mike Reynolds and his company, you can visit www.taylor-made-inc.com.

WHO'S WHO - Ryback

Continued from page 6

Trinity Forest Industries is a member of both the North American Wholesale Lumber Association (NAWLA) and the Western Wood Products Association (WWPA).

Ryback's duties as president of his company include working as Pine purchasing manager.


He has been sole owner of Trinity Forest Industries for 27 years.

His first job in the forest products industry was for U.S. Plywood Corporation in Gold Beach, Ore., in the summer of 1966. That was the summer after he graduated from Woodside (Calif.) High School.

In 1971, he graduated from New

Continued on page 76


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WHO'S WHO - Ryback

Continued from page 75

Mexico State University with a BBA in finance and economics.

He was hired out of college by American Forest Products. Before going into business for himself, Ryback worked for a number of operations across the country.

Ryback is past member of the board of directors and past chairman of the education committee of NAWLA and has served on the quality standards committee of WWPA. He also is a member of Lumber Pioneers.

Ryback and his wife of 35 years, Judy, have two sons.

In his free time, Ryback enjoys following college football, working out in the gym, golf, travel and gardening.

WHO'S WHO - Wood

Continued from page 6

business administration and a master's of professional accountancy.

He and his wife, Jeanne, have a son, Marshall Wood II, 22.

In his free time, he enjoys golf, fishing and hunting. He also is the play-by-play announcer for television rebroadcasts of

Wayne County (Miss.) High School football games.

WHO'S WHO - Eilefson

Continued from page 6

His first job was as a salesman with Georgia Pacific in Fresno, Calif., from 1980 to 1984.

Eilefson graduated from Fresno State University.

Eilefson and his wife, Gloria, have been married for 12 years.

He is an avid college football fan, following the Fresno State Bulldogs. He enjoys playing tennis. He has served his current community of Gold Hill, Ore., as mayor.

WHO'S WHO - Craig

Continued from page 6

Columbia Wholesale Lumber Association, Western Retail Lumber Association, Western Red Cedar Lumber Association, Florida Building Supply Association and the North American Wholesale Lumber Association. For more information visit www.skana.com.

Build Green With Western Red Cedar

Western Red Cedar (WRC) has a well-established reputation for its unique, natural performance characteristics and exceptional beauty. Equally important, WRC also has the lowest impact on the environment through its life cycle – a key factor in green building.

A SOUND ENVIRONMENTAL CHOICE

Forests are a global treasure; and a source of beauty, inspiration, recreation and outstanding products. They also play a key role in mitigating climate change by absorbing and storing carbon in trees, soil and biomass. Just as there is no longer any doubt that the climate is changing, there can be no doubt that well-managed forests yield immense environmental and economic benefits.

Healthy growing forests recycle carbon naturally. When biomass is used instead of fossil fuels, it can reduce the build-up of carbon dioxide in the atmosphere. When trees are used for forest products, the carbon often remains stored in the products for decades, or longer.

SOLID WOOD AND CLIMATE CHANGE

Using Western Red Cedar that stores carbon instead of building materials that require more fossil fuel to manufacture can help slow climate change. Trees grow with solar energy, and the little waste generated during processing is often used to meet the energy needs of the mill. At the end of their first life, forest products can be easily reused, recycled or used as a carbon neutral source of energy.

As environmental awareness grows, building professionals are finding that wood, and Western Red Cedar specifically, is an excellent choice for green construction designs, which minimize the use of energy, water and materials, and reduce impacts on human health and the environment. Western Red Cedar is a high-performance and versatile choice for any new construction or renovation.

Lighter footprint

Studies show wood products are associated with far less greenhouse gas emissions over their lifetime than building materials such as steel, concrete, aluminum or plastic. For example, substituting a cubic metre of wood for concrete blocks or bricks results in a significant saving of 0.75 to 1 ton of carbon dioxide.

A recently completed Life Cycle Assessment study reveals WRC deck-



Western Red Cedar siding has a significantly lower environmental footprint than fiber-cement products.

ing is essentially carbon neutral and its life cycle impact assessment measures dramatically lower than wood plastic composite decking. In fact, the environmental impact of WRC decking over a 25-year life cycle is less than 20 percent of the effect of wood plastic composite decking. When it comes to siding, again Western Red Cedar stands out as having the lowest impact on the environment. The global warming potential measure indicates that WRC siding produces the least greenhouse gases of the four-siding/cladding product systems studied. WRC siding is 3 times less intensive than fiber cement siding.

Energy efficient

Western Red Cedar products require less energy to extract, process and transport, and wood buildings can require less energy to construct and operate over time. If less fossil fuel energy is consumed, fewer greenhouse gases are emitted.

Wood's cellular structure, with lots of tiny air pockets, improves its natural thermal efficiency, making it 400 times better than steel and 10 times better than concrete in resisting the flow of heat. Steel and concrete structures need more insulation to achieve the same thermal performance as wood framing.

Durable and adaptable

Products that last longer reduce environmental demands. Western Red Cedar is naturally durable, and wood-frame buildings can be easily adapted to meet new needs and extend their life. After decades or even centuries of use, Western Red Cedar can be re-used and this requires little or no energy.

Western Red Cedar residue from the production of lumber can be remanufac-

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WRCLA - Build Green

Continued from page 76

tured into high-value composite products like finger-jointed lumber and edge-glued lumber products. Western Red



A wide range of finger-jointed and edge glued products are available from WRCLA members.

Cedar residue is also chipped into mulch for landscaping and agricultural uses or used as fuel for kilns.

CONCLUSION

Today more than ever before, we must find ways to reduce the pressure on our planet's environment and finite resources. By choosing products with a light carbon footprint and by reducing waste, we can have a real impact on climate change now, and into the future.

Canada is uniquely positioned to meet the world's demand for products from sustainably managed forests. Our forest industry regenerates harvested areas. It is committed to legal logging. It invites outside scrutiny of its practices and it is committed to carbon neutrality across the value chain.

As green building systems increasingly incorporate life cycle assessment into their rating schemes, Western Red Cedar will have a distinct advantage. Western Red Cedar from members of the Western Red Cedar Lumber Association, the right choice for your business, your customers and your world.

ABOUT THE WESTERN RED CEDAR LUMBER ASSOCIATION (WRCLA)

Since 2002/03, the WRCLA has pursued an aggressive promotional campaign to raise positive awareness for Western Red Cedar in the U.S. and Canada. The WRCLA program is a multi-faceted marketing campaign that inspires, informs and instructs. Despite

these difficult times, the members of the WRCLA continue to invest in a strong promotional program directed at raising the awareness of Western Red Cedar products. The benefit of pooling together the dues of individual companies to create a promotional program, which far exceeds that which a company could do on its own, is evident. Following are highlights of the WRCLA's promotional activities.

The earned media program achieved very impressive results despite the negative economy.

The WRCLA has established a presence on the SWEETS network. Targeting architects, this online resource offers the latest green products, trends, innovations and new developments. The WRCLA's presence on ARCAT.com continues to yield significant exposure amongst the architect community. Architects are able to access technical information including downloads of specs for siding, decking, trim and timbers.

The WRCLA has produced a new Cedar decking and design book titled



EMPAC for Rensselaer Polytechnic Institute - Winner of the WRCLA Sponsor Award Photo Credit: Paul Rivera/archphoto.com

"Real Cedar Projects For Around Your Home." This brochure covers the features and benefits of Western Red Cedar for outdoor living applications, including detailed project plans ranging from small weekend projects to lavish applications of Western Red Cedar for outdoor applications. This publication is a complement to the DIY videos available on the WRCLA YouTube channel www.youtube.com/user/WRCLA.

If you would like to learn more about the WRCLA's efforts on behalf of the Western Red Cedar industry - or how to become involved with our promotion program, please contact us by email at wrcla@wrcla.org or call 1-866-778-9096.

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