

2011  
**NAWLA**  
**Traders Market**  
 Crossroads of Lumber  
 Supply & Distribution



**Wednesday, October 19**

- Noon – 7:00 pm Registration Open
- 1:00 pm – 5:00 pm Exhibitor Set-up
- 5:30 pm – 7:00 pm **Networking Cocktail Reception**

**Thursday, October 20**

- 6:30 am – 7:00 pm Registration Open
- 7:00 am – 11:00 am Exhibitor Set-up
- 11:30 am - 1:00 pm **NAWLA Grand Opening Luncheon**  
 Keynote Presenter: Chuck Leavell, Tree Farmer & Rock Star  
 NAWLA John J. Mulrooney Memorial Award Presentation
- 1:15 pm – 6:00 pm **Tradeshow Open**  
 Networking Central and New Products Showcase
- 4:30 pm – 5:30 pm **Wood Basics Course Alumni Reception**
- 6:00 pm – 7:30 pm **Networking Cocktail Reception**  
 Seigfried & Roy's Secret Garden & Dolphin Habitat

**Friday, October 21**

- 7:30 am – 11:30 am Registration Open
- 8:30 am – 10:00 am **Magellan Network Breakfast & Program:**  
**Global Promotion & Softwood Lumber Check-off**  
 Craig Larsen, Softwood Export Council  
 Steve Lovett, Blue Ribbon Commission on Softwood Lumber Check-off
- 10:00 am – 2:00 pm **Tradeshow Open**  
 Networking Central and New Products Showcase
- 2:00 pm – 6:00 pm Exhibitor Dismantle



# The BOISE CASCADE Value Proposition To Help Dealers Succeed In 2012

Boise Cascade Engineered Wood Products continues to add new dealer relationships by delivering on the four points of the Boise Cascade EWP value proposition:

1. A dependable supply of profitable, certified, in-demand products;
2. The strongest distribution network in North America;
3. A suite of effective business tools and guidance;
4. A professional culture, easy to do business with.

**A DEPENDABLE SUPPLY OF PROFITABLE, CERTIFIED, IN-DEMAND PRODUCTS:**



To assure dependable supply, Boise Cascade owns and operates the world's largest LVL/I-joist plants in Alexandria, La., (pictured), and White City, Ore.

Framing goes faster with code-approved, proprietary Boise Cascade Engineered Wood Products that don't vary in size like dimension lumber can. This helps prevent

floor squeaks caused by shrinkage and other problems. Boise Cascade Engineered Wood Products also have higher design values, about 20% stronger than dimension lumber, using about half the wood fiber and with none of the instability, twisting and shrinking that can occur with dimension lumber.

To assure dependable supply, Boise Cascade owns and operates the world's two largest LVL/I-joist plants, in Alexandria, La., and White City, Ore., as well as other plants including ALLJOIST® in St. Jacques, New Brunswick, and Filler King™ in Idaho. Boise Cascade is also committed to making continual production capacity improvements in order to meet demand when the industry returns to normal, and has again been expanding production capacity by another 50% above peak 2006 capacity. The homebuilding industry has been using on average about 8% more LVL products per year in new homes, so will require as much LVL to build 1.4 million new homes in 2013 as it took to build 2.1 million homes in 2006.

Boise Cascade Engineered Wood Products also enable homebuilders to obtain green building points under either USGBC® LEED® or NAHB National Green Building Standard™ programs. Boise Cascade makes available either FSC® Chain-of-Custody certified or SFI® Chain-of-Custody or Fiber Sourcing certified engineered wood products across its

product line throughout North America. Boise Cascade products that can now be ordered either FSC® or SFI® certified include BCI® Joists with VERSA-LAM® LVL flanges, ALLJOIST® I-joists with solid-sawn flanges, Versa-Lam® LVL headers, beams and columns, VERSA-STUD® LVL framing lumber and VERSA-RIM® rim boards.

**THE STRONGEST DISTRIBUTION NETWORK IN NORTH AMERICA:**

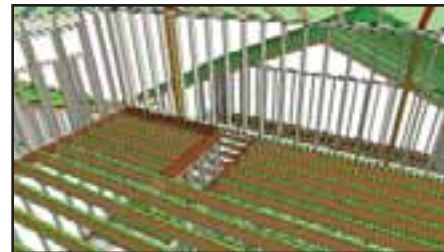


Throughout the United States and Canada, 60 experienced Boise Cascade EWP distributors are located.

60 experienced Boise Cascade EWP distributors are located across the United States and Canada to meet the needs of dealers and builders with regional product mixes, on-time delivery and customer-focused after-sale service.

**A SUITE OF EFFECTIVE BUSINESS TOOLS AND GUIDANCE:**

Boise Cascade Engineered Wood



Pictured is a sample of Boise's interior floor framing. Boise EWP makes available a broad range of value-added services so dealers can help homebuilder customers build better homes in less time.

Products makes available a broad range of value-added services so dealers can help their homebuilder customers build better homes in less time, at lower cost:

- One example is the introduction this fall of the successor software to Boise Cascade's highly successful BC Framer®/BC Calc®/BC Column® software currently in use across North America.
- Another example is Boise Cascade's SawTek™ precision processing systems, now available with different levels of features starting at under \$50,000 all the way up to fully automated processing that can cut holes for HVAC and mark and identify pieces according to their location in the structure.
- Boise Cascade's Business Planning Process is available through Area Managers to help dealers plan the direction of their businesses.
- Boise Cascade offers deep engineering support -- seminars for engineers, architects and code officials as well as product substitution requests, custom design information, technical notes and other engineering jobs.
- Boise Cascade is also deep in software support, available from three software trainers, three product managers and two software support personnel offering general support, online or personal training, software spec writing, software testing and more.

This suite of value-added services, many of them exclusive to Boise Cascade, can help dealers forge ever-stronger, mutually beneficial working relationships with their homebuilder customers.

**A PROFESSIONAL CULTURE, EASY TO DO BUSINESS WITH.**

Dealers will find a great group of people at Boise Cascade Engineered Wood Products,

eager to understand how each dealer's business works and help them be even more successful. Boise Cascade Area Managers provide personalized customer service and work solely on engineered wood products -- not general building materials. Learn more about Boise Cascade Engineered Wood Products by calling 800-232-0788. We look forward to working with you!



Boise Cascade provides a professional culture, easy to do business with.

© 2011 Boise Cascade Wood Products, L.L.C. BOISE CASCADE, FILLER KING, ALLJOIST, BCI, VERSA-LAM, VERSA-STUD, VERSA-RIM, BC FRAMER, BC CALC, BC COLUMN and SAWTEK are registered trademarks of Boise Cascade, L.L.C. or its affiliates. USGBC and LEED are trademarks of U.S. Green Building Council. National Green Building Standard is a trademark of National Association of Home Builders. FSC is a trademark of Forest Stewardship Council. SFI is a trademark of Sustainable Forestry Initiative.

Please Visit Us at  
NAWLA Booth No. 601





Your finger joint boards shouldn't have to cross an ocean to reach you.

International shipping causes 870 million tons of global CO<sub>2</sub> emissions per year. If you're serious about shrinking your carbon footprint, buy local. EASTERN finger joint boards are manufactured from native Eastern White Pine under one roof in Cobleskill, NY.

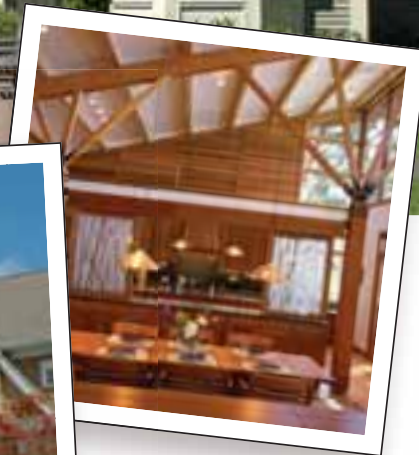
Mill Services is the largest producer of Eastern White Pine finger joint boards in the northeast. We manufacture EASTERN finger joint boards and offer a variety of custom services including chopping, milling, edge gluing, finger jointing and priming.



No carbon emissions from overseas shipping. No chemical treatment. Just tried-and-true, renewable Eastern White Pine.

- Naturally decay resistant
- Locally harvested and manufactured
- Proven quality
- 100% clear
- Superior value

For more information on EASTERN and the stock patterns available, visit [www.millservicesinc.com/EASTERN](http://www.millservicesinc.com/EASTERN).  
To order, call (603) 654-8508.



Not all suppliers are created equal  
 Buy your Western Red Cedar from  
 these quality producers.

**WRCLA MEMBERS**

- Downie Timber/Selkirk Specialty
- Enyeart Cedar Products
- Gilbert Smith Forest Products Ltd.
- Haida Forest Products Ltd.
- Idaho Forest Group
- Interfor
- Mary's River Lumber Co.
- Mid Valley Lumber Specialties
- North Enderby Timber Ltd.
- OrePac Building Products
- Power Wood Corp.
- Quadra Wood Products

- Sawarne Lumber Company Ltd.
- Shakertown
- Skana Forest Products Ltd.
- Twin Rivers Cedar
- West Bay Forest Products
- Western Forest Products, Inc.

**AFFILIATE MANUFACTURERS**

- BW Creative Wood Industries
- Cedarshed Industries
- Outdoor Living Today
- PLH Products/Health Mate
- Synergy Pacific/Quattro Timber



www.realcedar.org  
 1.866.778.9096



## The Black Hills: Home to NEIMAN ENTERPRISES



The Black Hills National Forest was designated as a reserve on February 22, 1897 and was designated as a National Forest upon the creation of the U.S. Forest Service in 1905.



The physical characteristics of the Black Hills vary a great deal from one end of the Hills to the other. These differences affect vegetation distribution and growth, and, consequently, the management of the natural resources found here.



Modern forestry techniques encompass the science, art, business, and practice of conserving and managing forests and forestlands to provide a sustained supply of forest products, forest conditions, or other forest values desired by the forest owner.

**Huelett, Wyo.**—In the late 1800's our nation was experiencing a time of rapid growth and expansion. We were pushing back the western frontier, defining our national identity, and beginning to build what was to become the largest economy in the world. Timber was one resource that fulfilled the needs of that economic growth. However, this period of time was also characterized by unchecked exploitation of the forest resource, and concern arose surrounding the prediction that the United States would run out of timber in the near future.

In response to this concern several policy leaders, including President Theodore Roosevelt, came together to ensure that

all future generations would be able to enjoy the natural and economic benefits of our Country's abundant forests. The result was the creation of a system of federally administered forest reserves.

The Black Hills National Forest was designated as a reserve on February 22, 1897 and was designated as a National Forest upon the creation of the U.S. Forest Service in 1905. The name "Black Hills" comes from the Lakota words Paha Sapa, which mean "hills that are black". Seen from a distance, these Pine-covered hills, rising several thousand feet

above the surrounding prairie, appear black.

The Black Hills area, including the National Forest, spans 125 miles from north to south and 60 miles from east to west, with two-thirds of the area in southwest South Dakota and one third in northeast Wyoming. The total area of the Black Hills is 1.5 million acres, with 1 million forested acres. The first timber sale on public lands, "Case 1", was near Nemo, S.D. in the Black Hills in 1898. Much has changed since then, but today these lands are managed in a way that

provides benefits to society and the economy, while maintaining their beauty for generations to come through modern forestry techniques.

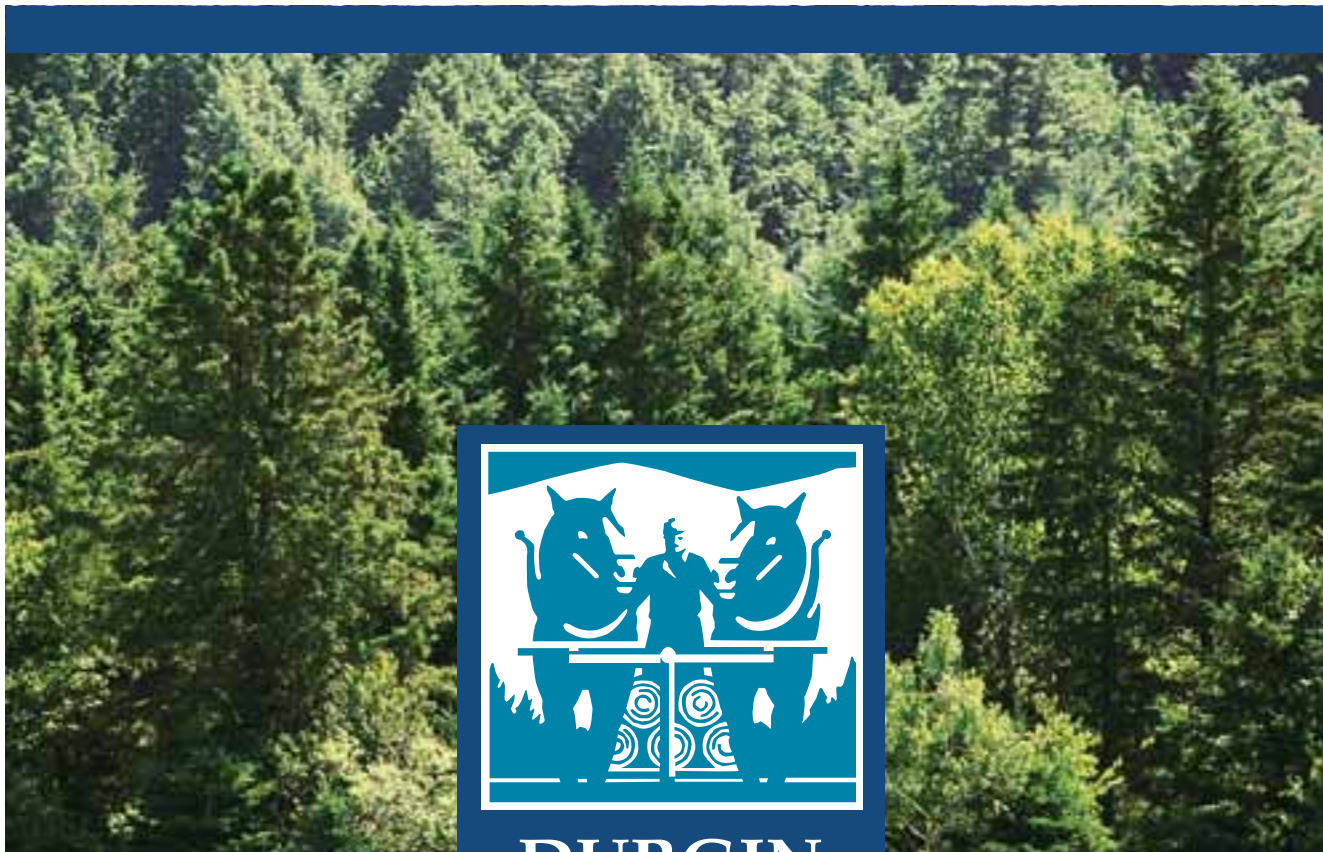
Modern forestry techniques encompass the science, art, business, and practice of conserving and managing forests and forestlands to provide a sustained supply of forest products, forest conditions, or other forest values desired by the forest owner. More specifically, forestry combines a functioning scientific knowledge of soils, hydrology, wildlife and habitat, plant physiology and natural history, biometrics, and ecosystem processes, with the application of land surveying, timber harvest systems and operations, information technologies, and business. In this sense, forestry is where the rubber of scientific knowledge meets the road of achieving ecological, social, and economic land management objectives.

As you might imagine from its extremely broad definition, forestry is a tremendously diverse and internally specialized profession. Each and every forest of the world is biologically unique; accordingly, so is the practice of forestry therein. Each forest is managed in a different fashion, which is tailored to fit the natural processes that shaped them and the physiological traits of the tree species themselves.

The physical characteristics of the Black Hills vary a great deal from one end of the Hills to the other. These differences affect vegetation distribution and growth, and consequently the management of the natural resources found here. Ponderosa Pine is the most dominant of all the tree species in the Black Hills. It occurs at all elevations, on all soil types, and on all aspects. There are ten different Ponderosa Pine habitats that vary in elevations from 3700 feet to 6800 feet. It can be found growing on the steep rocky slopes of the southern hills as well as in the heavier soil in the northern hills.

Ponderosa Pine is a fairly long-lived tree, as they live to be about 300 to 500 years old. In the Black Hills, however, the mature Ponderosa Pines are only 90 to 290 years old. The mature trees in the Hills measure 80 to 100 feet tall, which is much shorter than in other habitats, such as California, where the largest recorded living Ponderosa measured 223 feet tall and 287 inches of circumference. The largest tree in the Black Hills is located near Custer, S.D. and is 132 feet tall and 129 inches around.

The climate of the Black Hills differs from the surrounding plains due to the influence of the regional uplift. The increased elevation results in a climate of increased precipitation and lower temperatures than the surrounding plains. But even more unique are the differences of climates within the Hills. Average temperatures can vary as much as 10 degrees from the Northern Hills to the Southern Hills and average rainfall can vary as much as 13 inches from the lower elevations to the highest elevations. These variations of the climate create a unique and breath-taking environment marveled by all whom set eyes on it.



TRIED AND TRUE.

*Manufacturers of Quality Eastern White Pine*

- 30 Million BD FT of Production
- 630,000 BD FT of Dry Kiln Capacity
- Inline Moisture Detectors
- Waco 30 XL Moulder
- Modernized Cut Up Shop
- Prefinished Interior Paneling

DURGIN & CROWELL LUMBER CO.  
231 Fisher Corner Rd.  
New London, NH 03257  
P: 603-763-2860  
F: 603-763-4498



[www.durginandcrowell.com](http://www.durginandcrowell.com)

Please Visit Us at  
NAWLA Booth No. 302

# HOMEGROWN



"Homegrown" means we grow and manufacture all of our products right here in the United States. Through our family of prestigious companies: Devils Tower Forest Products, Rushmore Forest Products & Spearfish Forest Products, you can count on the dedication of Neiman Enterprises to ensure quality "Homegrown" American made products .



*Good for you. Good for our forests.*  
[www.sfi.org](http://www.sfi.org)  
SFI-01106

**866-466-5254**

[www.neimanenterprises.com](http://www.neimanenterprises.com)

# WOODTONE – Real, Natural Wood Products You Can Depend On

**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 Real Wood™ 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 Real Wood™ 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, 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 job-site, 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 track 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 job-site. 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 a 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 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](http://www.woodtone.com).



Prefinished Texas honey brown Soffit-Paneling. RealSoffit™ is a 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.



One piece engineered RealWood RealCorner.



Prefinished "RusticSeries" coating on siding is shown here. Available in 8 different colors including Coastal Gray and Summer Wheat, RusticSeries™ is a perfect match when combined with RealWood™ exterior trim and fascia.

# DIPRIZIO PINE SALES' Latest Value-Added Service: EWP Primed Products

**Middleton, N.H.**—Throughout its long history as a company, DiPrizio Pine Sales has risen to economic and customer challenges with proven results. The company continues to do so today with its newest product selection: primed D Select boards.

"Some of our customers want primed

"If it fits your program, we'll do it right for you," Brown said. "We can do finishes; if somebody wanted a binned and then a coat of oil and a top coat of latex, we can do that. If they want it in different colors, we can do that too, so it just doesn't have to be the same products we stock here, primed plank."



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

Eastern White Pine products and we are providing a way," said Scott Brown, DiPrizio sales manager. "Right now, we're doing a two coat system. Every knot is binned and then we have two coats of oil, and that really keeps in any kind of pitch or resin. Then the customer puts a coat of latex on the top and they're done."

DiPrizio has specialized since its inception in Eastern White Pine, and this latest value-added service further underscores the firm's understanding of its current customer base as well as its product. The primed boards are available in 8 through 16-foot lengths, and 3 through 12 inch widths in 4/4 and 5/4.

"The big reason we started doing this is because all we had

generally run two weeks or less lead time on orders."



Scott Brown inspects a sample EWP Primed Product.

DiPrizio offers the primed Eastern White Pine D boards in different pack sizes too. "We can provide 500 feet or 1,000 feet – whatever the customer needs." Additionally, DiPrizio offers log cabin siding, which Brown noted is "really hot this year" as well as V-joint decking, and specifically in Spruce.

The firm maintains product inventory at its Middleton facility between 1.2 to 1.3 million board feet "for prompt shipment to our wholesale/distribution customers. We generally run two weeks or less lead time on orders."

DiPrizio is owned and operated by the LaValley-Middleton family of companies. It 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.

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 and V-joint decking, as well as unique products, such as 6/4 log cabin 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, which they provide.

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](http://www.dipriziopine.com) and [www.lavalleys.com](http://www.lavalleys.com), or call 800-647-8989 and ask for Scott Brown, vice president sales and marketing.



(Center of photo) Scott Brown and Larry Huot, DiPrizio Pine Sales, Middleton, N.H., are joined by guests at the DiPrizio booth during a recent trade show.

prior to this in a primed product was 16-foot finger-joint Eastern White Pine," Brown said. "If the customer had an 8-foot piece that he had to come in and replace, he had to buy a 16-foot board at the retail lumber store. Now he can go out into the store bin and he has 8's, 10's, 12's and 14's to choose from, so it gives him another option and he saves money. The contractors are loving it!"

Brown said the primed D Select boards grants customers an option as to where to buy their high-end products, or special items, such as pattern for porch ceilings.

Please Visit Us at  
NAWLA Booth No. 520

# PACIFIC WESTERN WOOD WORKS Celebrates 25 Years



PWWW's Cedar Accessories



General manager of Pacific Western Wood Works Ltd. Dennis Wight.



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

**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 marketplace 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," 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." 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 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 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 Weinig 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 pro-

duction 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.

Visit Pacific Western Wood Works at the NAWLA Traders Market in booth #721. For more information about Pacific Western Wood Works Ltd. visit [www.pwww.ca](http://www.pwww.ca).

**Please Visit Us at  
NAWLA Booth No. 721**



## Efficient

Swanson Group was one of the first mills in Oregon to convert to small log production in the mid 1960's to lessen their dependence on old growth Douglas fir and create efficient small log mills.



## Innovative

Today we manufacture a wide range of wood products, including railroad ties, premium grade dimension, metric sized lumber for export, and many grades of structural plywood. We are nimble enough to react to market changes and big enough to get the job done.

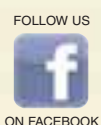
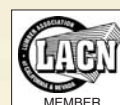
Since 1951 we've been making quality forest products used by distributors, dealers, builders, remodelers, and do-it-yourselfers.

By listening and responding to our customers we are producing the products that make sense for today.



For sales call: 1-800-331-0831

[www.swansongroupinc.com](http://www.swansongroupinc.com)



## NAWLA Is The Essential Link For The Industry

**Rolling Meadows, Ill.**—The North American Wholesale Lumber Association (NAWLA) 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



NAWLA is expanding its programs throughout the world to help its members.

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 educational 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.

NAWLA's webinars have been particularly effective lately, as companies have cut back both their travel and training budgets. "The webinars allow employees to get the information they need without having the time and expense of an onsite program," said Vitale. "It also has enabled companies to have multiple employees to attend, which always helps with the takeaways and long term implementation of the knowledge."

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 housing reports. Over the last year, NAWLA's webinar topics have included credit availability, China's economic surge, the Softwood check-off, new trucking regulations, and economic forecasts. Timely, relevant, and convenient.

### Outreach

Over the last year, NAWLA has expanded its outreach programs in a way to benefit



The Wood Basics Course provides companies a chance to invest in its employees and its future.

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 members many opportunities to learn about overseas markets and products.

What about the next generation of the lumber workforce? The new NAWLA Education Foundation is creating special outreach and education training programs at various colleges throughout the United States. Already, almost half a dozen colleges have inquired about hosting these classes, giving college students a chance to see the industry in today's perspective, and creating internship opportunities to benefit everyone.

### 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 is 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 Vegas!

Please Visit Us at  
NAWLA Booth No. 830

## TEAL-JONES – Manufacturing Cedar Products Since 1946

**Surrey, B.C.**—The Teal-Jones Group is a fully integrated forest company which encompasses everything from timber harvesting to manufacturing and sales of finished products. The Teal-Jones Group has remained a privately owned and operated family business with brothers Tom and Dick Jones as CEO, President and Visionaries.

The 1946 company began as a one machine shingle mill owned and operated by Jack Sheldon Jones.

In 1962, Jack built Teal Cedar Products (four shingle machine mill) on the banks of the Fraser River where the group is headquartered today. Shortly after establishing Teal, Jack passed away leaving his 3 sons (Tom, Dick and Harry (deceased 1976)) the fledgling operation with 11 employees.

Over the years the Teal Cedar Shake & Shingle mill has grown and expanded its facilities to meet the increasing demands for its products. Always the innovators, Teal added the Reman (Rebutted

Growth Coastal Fiber. The Jones brothers reasoned that as they began to harvest areas already logged 70-80 years earlier, the timber they were going to encounter would be smaller in diameter and would require different equipment to process efficiently. This state-of-the-art facility can produce over 500,000 FMB per eight hour shift.

Stag Timber & J.S. Jones produce a variety of products from Dimensional,



Margaret and Jack Jones began Teal Cedar Products on the banks of the Fraser River where the group is headquartered today.



Tom and Dick Jones, CEO, President and Visionaries of Teal-Jones Group.

Appearance Grade, Industrials, Timbers, Structural Lumber, Premium Decking, Export Clears Japanese Traditional Square Edge, Studs, Structural Selected Merch, Fascia to Decking, and a wide range of other products.

Teal Cedar – Red Cedar Lumber Division produces Appearance Grade, Export Clears, Fine Grain Industrials, Decking, Siding, and other specialties.

The latest expansion has taken place south of the border in Sumas, Wash. In March of 2005 the brothers opened up Teal-Jones

and Rejointed Sidewall Shingles) along with the paint finishing system, and specialty products division. The company expanded its investment in the industry by building new Shake and Shingle Mills throughout various communities in British Columbia during the 70's and 80's.

In the late 1970's the brothers decided to become involved in the lumber industry and built Stag Timber which focused on cutting high-value grade logs and custom cutting for their customers. This facility has since been retooled to accommodate new efficiencies and the latest technology to cut Hemlock, Douglas Fir, Spruce, Cypress (Yellow Cedar) and Western Red Cedar.

In 1993, the purchase of a Timber West Sawmill and Forest License provided the company with two ingredients needed to enhance and develop the overall organization – a larger sawmill and direct access to raw fiber.

From 1999 to 2004 Teal made the strategic decision to purchase TFLs (Tree Farm Licenses), which provide direct access to harvesting timber in specific areas. These large acquisitions (in excess of 100,000 ha) have positioned the company to be less reliant on the log market conditions when obtaining raw fiber for their mills. While the company still purchases logs on the open market, they are not completely dependent on the market as many other manufacturers are. This positions Teal Cedar Products as the only shake and shingle mill on the Coast to have its own source of raw fiber, which assures our valued customers of not only a consistently high quality product but a steady and dependable source of it.

The company is extremely proud of its environmental stewardship and notes that to date they have planted over 9 million seedlings.

In 2003 The Teal-Jones Group unveiled the first high speed sawmill to be built on the coast of BC in 24 years - The J.S. Jones mill (named after Jack Sheldon Jones).

This 40 million dollar investment was created to maximize production of 2nd



Fourth generation (Dick Jones' grandchildren) Jack and Alex Gardner pulling Western Red Cedar lumber off the green chain at the firm's Salmon Arm facility. At Teal Jones family members that work for the family business must begin in the mill and work their way up.

Lumber Services which offers planer and kiln services along with MSR capabilities.

The Teal-Jones Group employs over a 1000 people and operates throughout B.C. and in Washington State. Teal produces the highest quality products to service their customers in the U.S., Canada, England, Germany, Japan, Korea, Australia, China, Ukraine, France and other markets throughout the world.

Tom & Dick attribute the success of this business to the hard work and dedication of their employees and the loyalty and commitment demonstrated by the customers.

The company is now entering into the fourth generation of a family-owned and operated business and looks forward to the opportunities for further growth and expansion in the coming years.

As long term planners for the company, Tom and Dick wish to announce their retirement dates as May 15, 2041 and March 24, 2047 respectively, when the brothers will celebrate their 100th birthday. Therefore, we look forward to many more years of working together with our employees and our dedicated customers.

Please Visit Us at  
NAWLA Booth No. 517



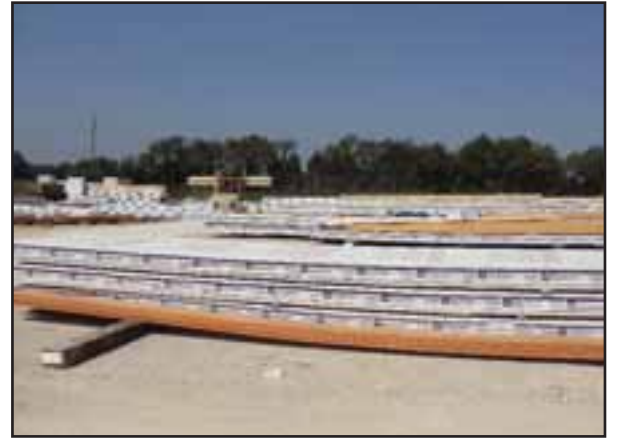
# CEDAR CREEK INC.: Extensive Inventory Key To Successful Expansion



Key personnel at Cedar Creek Inc., located in Milan, Tenn., include Kurt Holmes, Don Keene, Pam Carroll, Todd Rainey and Greg Dunphy.



Now with 12 distribution facilities in seven states, Cedar Creek's inventory is vast and includes product from various major mills.



I-joist rim boards (pictured), SYP lumber, Cedar and OSB are a few of the many items Cedar Creek offers customers.

**Milan, Tenn.**—Established in 1977, Cedar Creek Inc. began as a single wholesale building materials distribution company in Tulsa, Okla. Now with a central office in Oklahoma City, Cedar Creek has expanded into 12 distribution facilities in seven states. These branches are capable of servicing more than 17 states across the Midwest and Mid-South.

Cedar Creek's focus throughout its evolution as a business has been "Wood Products for the Heart of America." According to Don Keene, branch manager at the 16-acre Milan location, the secret to Cedar Creek's success is its ability to maintain quality long-term relationships with its customers and suppliers. "This is a relationship business," he said. "Even as technology improves, I think this business is still a handshake, a backslap, and connecting with people that we do business with. I think they absolutely have to trust what we as a company tell them to be fact."

Keene continued, "We take care of the customer and we do what we say we are going to do. We also do that on our ven-

dor side. We want, and work toward, that same kind of relationship with them. We treat our suppliers like we treat our customers," said Keene. "We covet these relationships."

Cedar Creek offers a broad range of Softwood species, including Spruce, Southern Yellow Pine and Cedar, which Keene said is a "huge focus for us. We carry boards to big timbers in Cedar, as well as siding."

Cedar lumber inventory at Cedar Creek includes 4x4 through 12x12, 2x2 through 2x12 in dimension lumber and 1x4 through 1x12 boards. The company purchases the species from "all the major mills," Keene said.

"The model for all Cedar Creek branches is to be a one-stop shop," he added. "From commodity sticks through the real high-end specialty wood products, all of the branches have those materials on the yard. Cedar Creek has one of the most diverse inventories of any supplier."

Cedar Creek also offers a significant amount of wood panels, said Keene, both in Softwoods and hardwoods, both domestic and imported. Domestic hardwoods handled by Cedar Creek include

poplar, red oak, walnut, cherry, hickory, ash, maple and beech.

Eighty-five to 90 percent of all Cedar Creek orders are shipped the next day after an order is placed. "I think that's one of the great things about this company," Keene added. "It's not just our branch; all of our branches can provide that really high level of next-day delivery service to our customers."

Mixed truckloads of product comprise a considerable amount of the firm's orders. Also, direct mill sales on loads of SYP lumber and plywood and OSB are routine, and strict truckloads of Spruce are in demand.

Retail lumberyards are a significant portion of Cedar Creek's customer base, along with cabinet manufacturers and other industrial buyers.

Twenty-six employees staff the Milan facility, including an inside and outside sales team, operations and administrative staff. Four outside salesmen are on staff here. "We have the best salesmen in the field," Keene noted. "We also have a very capable, knowledgeable, inside sales staff. We are good at what we do."

In addition to Milan, Cedar Creek branch locations are situated in: Charlotte, N.C.; Dallas, Texas; Harlington, Texas; Houston, Texas; Kansas City, Mo.; Springfield, Mo.; Little Rock, Ark.; Monroe, La.; Oklahoma City, Okla.; San Antonio, Texas; and Tulsa, Okla. The firm recently purchased Epperson Lumber in Statesville, N.C., located near Charlotte.

The firm's full product listing includes: Cedar, White Pine, decking, engineered wood, framing lumber, hardwood lumber, plywood in Pine and hardwood, pressure treated, fire treated products, homasote, housewrap, insulation, industrial products, log cabin products, moulding, OSB, roofing, sheetrock, siding/exterior trim, underlayment, specialties, siding/exterior trim.

To view the company's website, go to [www.cedarcreek.com](http://www.cedarcreek.com)

To contact the Milan branch office directly, phone 731-686-0815.

**AP Timber & Specialties**  
Andersen Pacific Forest Products

**Mill:**

- Produces high value specialty lumber to overseas markets, timber frame projects and fine grain VG distributors
- Comprehensive product protection: end seal, plastic strap and chain, anti-iron spray
- Controlled production to ensure proper fulfillment of specified tallied custom orders

**Products:**

- Western Red Cedar, Douglas Fir, Yellow Cedar, Spruce and Hemlock
- FOHC Architectural Knotty Timbers
- Vertical Grain Clear Lumber
- Custom sizes up to 42 feet long and over 20 inches wide VG lumber

**Fibre:**

- Private timberland
- Coastal fine grain timbers
- Customized log sorts to suit individual programs



**See us at Booth # 710**

**604.462.7316 • [www.canadianoverseas.ca](http://www.canadianoverseas.ca)**

## ROSBORO: Innovations In A Changing Industry



Rosboro's X-Beam, 3-1/2" Full Framing-Width



An overhead view of Rosboro's Glulam Mill.



Rosboro Custom Glulam shown supporting an entryway to a custom home

**Springfield, Ore.**—Like it or not, the building industry is discovering how tough times test mettle. In the case of Rosboro, the tactic has been to innovate through the down cycle to meet the needs of a changing marketplace. The results have been a refined product offering that capitalizes on Rosboro's core strength as a fully integrated forest products company. In the last couple of years Rosboro has introduced a new engineered wood product (X-Beam), Custom glulam, MDO concrete form, and a revamped and tech-savvy website.

### Rosboro X-Beam

The introduction of Rosboro's X-Beam, the first architectural stock glulam beam to match standard framing dimensions, was well-timed for a cost-conscious marketplace. For builders X-Beam eliminates the need to shim the 3/8" gaps left by conventional 3-1/8" and 5-1/8" wide glulam. Rosboro took it a step further by making X-Beam in both I-Joist compatible and conventional depths.

For the distributors in 25 U.S. states who are now stocking X-Beam, the response has been very positive. Across the supply chain, the players are discovering how value engineering with X-Beam can reduce

the cost of framing packages. Simpson Strong-Tie, USB, and other major hardware manufacturers are now supporting the X-Beam product with full lines of compatible hardware. Lumberyards and builders are making the connection between a multi-purpose, full-width beam and the potential to minimize install costs. X-Beam is also becoming the popular choice for short window and door headers because it frames flush and is a bargain compared to other EWP. In short, X-Beam is quickly gaining a reputation as the most cost-effective engineered wood product on the market.

### Refined Product Offering

As a fully integrated forest product company, Rosboro has the capacity to manufacture a range of building solutions, such as glulam, plywood, studs, dimension lumber, and 4" timber. The company has leveraged that position to organize and refine a product line that is suited to the rapidly evolving industry.

For their Custom Glulam, Rosboro is manufacturing in lengths up to 100', depths to 72", and curved beams. Wood species include Douglas Fir, Port Orford and Yellow Cedars, each one being used for specific Rosboro products based on their character-

istics and features. Some of these product options are Rosboro BigBeam, a 30F high-strength, I-Joist compatible glulam, and Treated Glulam, a decay-resistant glulam that is an ideal product for decks, porches, and balconies.

Keeping a keen eye on the emerging green marketplace, Rosboro is positioning its products accordingly while maintaining a strict tradition of sustainable forestry practices. Because it's procured from second and third generation forests, engineered wood has long been touted as a renewable resource, and Rosboro is punctuating that point by offering FSC-certified glulam and using resins that meet or exceed global emission standards. The company also utilizes 100% of every log it harvests for the production of primary or secondary products. The parts of the log that don't go into lumber, plywood, or glulam are used for paper, particle board, medium density fiberboard, and bio-fuel for home and industrial use.

### New Website and Tech Advances

Technological advances are now a priority as Rosboro adapts to the new paradigms. Along with providing electronic access to order status, invoices and account bal-

ances, Rosboro has revamped its website to become a comprehensive resource for digital tools and data, including a tech library of product information and free downloads of the Rosboro's KeyBeam glulam software.

Recognizing that its web portal can be an effective communication tool with existing and future clients, Rosboro has introduced an online customer showcase called "Made with Rosboro," which highlights building projects that incorporate Rosboro products. Supplementing this new social-media strategy is Rosboro's Facebook page, which updates clients on everything from product news to employee profiles. Rosboro has also become a founding sponsor of BuilderLink ([www.YourBuilderLink.com](http://www.YourBuilderLink.com)), which fuses social-media and online business functionality specifically for the building industry.

In a proactive bid to evolve with the times, Rosboro has turned industry struggle into market opportunity, a strategy that has already paid dividends to building community members who now have access to innovative new products and technological platforms.

**Rosboro**

Please Visit Us at  
NAWLA Booth No. 404



The **Teal-Jones Group**

A Family Of Fine Forest Products



**Quality,  
Consistency  
and Growth  
since 1949**



Come and see us at Booth #815

[www.tealjones.com](http://www.tealjones.com)

1.888.995.TEAL (8325)

Stag Timber

J.S.Jones

**TEAL CEDAR**  
PRODUCTS

**TEAL FLOORING**

**TEAL CEDAR**  
LUMBER DIVISION

# HANCOCK LUMBER: "Investing In Our Customers' Success"



Hancocks Eastern White Pine product specially packaged for a customer with custom wraps.



Hancocks new Pittsfield moulder facility under construction.



Hancocks current Bethel moulder facility that will have a major increase in footprint by this fall.

**Casco, Maine**—Each and every day the 200 employees at Hancock Lumber work to deliver on the promise of the "Red Bag Solution."

Living up to their promises to their customers takes the combined teamwork and focus of all Hancock's employees.

"Ask any grader to tell you who the customer is for the boards they are grading that day and they will be able to tell you," said Matt Duprey; VP Sales. "There is a good chance that the grader has met the customer at some point during a customer visit to one of our mills.

"You will find plastered on the walls of the firm's planer mills and sawmills "Do whatever it takes to meet the needs of your customers – deliver unsurpassed standards in quality," said Duprey.

Hancock Lumber has become a "Customer Centric" organization, said Kevin Hynes, COO Hancock Lumber. As competition from offshore lumber species and the availability of plastic substitutes has gained a foothold in the U.S., Hancock Lumber has responded with the "Red Bag Solution."

"We start with some of the best wood fiber in the world, (Eastern White Pine), and then we deliver on our promise by providing our customers with the grade,

tally, package size and delivery time-frame they need," Hynes said.

Although Hancock Lumber has worked hard for the past 163 years to satisfy the needs of its customers, never in its history has this commitment been stronger.

Recently, Hancock Lumber broke ground at their Pittsfield Operation to start construction on a building to house a new Weinig molder. This facility will be completed in early September and will bring the total number of planing/moulding operations to 6. "We are extremely excited about the tremendous amount of flexibility we will have to run small orders and shorten the lead on pattern orders," said Jack Bowen, VP Sales.

Also at Hancock's Bethel facility, the firm is building onto the existing planer mill building to enable the current moulder operation to expand its footprint. "With this expansion, we will be able to increase our trimming and sorting capabilities, greatly increasing the flexibility of this operation; more sorts, more patterns, shorter lead times for our customers," said Mike Halle, Bethel Finish Products Manager.

Perhaps the biggest project for 2011 and 2012 will be a complete upgrade to

the Casco Planer Mill facility. Starting late this fall and into the winter of 2012, Hancock will be revamping the Casco Planer Mill operation from start to finish. This project will include the replacement of the manual trim tally system with a new automated trim and tally system, along with an automated end stamping station. The addition of automated sorting bins and the lengthening of the current building, will increase the number of sorts from 21 to 40 sorts. "This is a big project for us and we want to get it right so we are spending a lot of time finding the right equipment and designing the best layout," said Mike Shane, General Manager, Casco Facility.

These expenditures are all focused with the customer in mind, which has been Hancock's philosophy in the past years. "These expenditures are being done in order to continue to provide our customers with as many options as possible," said Matt Duprey, VP Sales and Marketing. "The company will benefit from a product flow/automation standpoint but the big winner here is that we are providing our customers from three facilities with unmatched product sorting, packaging and stamping capabilities. Our formula between our mills has

always had flexibility and high turn-around times, but these new expenditures will really put us in an even better place for what today's market demands are with our eyes on what tomorrow will need also."

Hancock Lumber operates a diverse array of businesses led by Kevin Hancock, the 6th generation President of the company. The firm has three state-of-the-art Eastern White Pine sawmills that are Forest Stewardship Council (FSC) and Sustainable Forestry Initiative (SFI) certified, seven retail lumberyards in Maine and New Hampshire, two Bargain Barn outlets, one Kithchen/Bath/Window store and a land division with 15,000 acres. The firm is a member of the North American Wholesale Lumber Association (NAWLA) and Northeast Lumber Manufacturers Association (NELMA). For more information visit the company's website at [www.hancocklumber.com](http://www.hancocklumber.com).

**Visit Hancock Lumber at Booth 700 for what they can do for you!!**



Ashland, VA • Portland, OR • Syracuse, NY

**Where Exceptional & Reliable Service along with Competitive Pricing is our Goal!**

**Markets rise and fall - relationships stand the test of time. Where your trust is earned, not taken for granted.**

Meet Diorio Forest Products - An independent wholesale lumber company specializing in domestic Softwoods; primarily Eastern White & Ponderosa Pine, ESLP, Red Pine, Inland Red Cedar, Fir Timbers Eastern Hemlock, SYP & other Softwoods sourced from independent sawmills throughout the Eastern US & Canada.\*

\*Inventory strategically located through out US and Canada

**877-4DIORIO (877-434-6746)**  
**diorioforestproducts.com**



Carter Zierden - Ext #4



Dante Diorio - Ext #1



Richard Winemiller - Ext #3



Bill Christopher - Ext #2

## C&D LUMBER Continues 100+ Years Of Service



**Great People:** C&D Lumber employees believe in their products and are committed to continuing the tradition of providing the best quality lumber and timbers to their customers.

**Riddle, Ore.**—When any company stays in business for over 100 years, you know there's something special going on. In the wood products industry, it's nearly unheard of. Throw in that the company has been and continues to be family-owned and you're in the company of a very few. The story of C&D's commitment to personal customized service combined with the highest quality wood products goes back more than 100 years. Our roots reach to 1890, when Alford Johnson built his first sawmill in Southern Oregon's Coos County. In 1943, the Johnson family built a mill near the Coos and Douglas County lines. With a nod to its geography, the operation became C&D Lumber Co. Today, C&D Lumber maintains the reputation of offering quality lumber products, craftsmanship, and service; specializing in high-quality appearance timbers in Douglas Fir, Incense Cedar, and Port Orford Cedar and Cedar Decking Products. Our motto: Great People. Great Products. Great Customers. is the driving force behind C&D's success and longevity.

### GREAT PEOPLE.

Tradition is important to success. Our tradition lives through the dedication of our employees in producing the highest quality lumber and timbers in the industry. Additionally, we embrace innovative thinking and ideas to continue to enhance our business. Manufacturing improvements are



**Great Products:** Expand your living to the outdoors. Premium Exposed Douglas Fir Timbers and Cedar Premium Decking are quickly becoming the preferred products when creating a beautiful outdoor living space.

common practice, such as the installation of non-metal tracks, anti-fungal dipping, paper-wrapping, and the elimination of grading crayons. We pride ourselves on growing and changing when needed. At C&D Lumber Co. we invest in our employees by facilitating skills and leadership training, safety meetings, and health and wellness programs.

### GREAT PRODUCTS.

We set our expectations high because we know the success of customers' projects start with the quality of our wood. We make a habit of going the extra mile to ensure our customers' experience is second-to-none, by offering piece counts, custom cutting, anti-stain, anti-mold treatment, mixed loads and more.

One of the 'Great Products' that we offer is our line of Premium Exposed® Douglas Fir. With natural beauty, exceptional strength and 'when appearance matters', our Premium Exposed® rough sawn timbers and 2" lumber have become the preferred lumber for open-beamed construction. We start with pre-selected raw materials and manufacture beams with precision milling. All Premium Exposed® products are graded on an in-house grade rule which exceeds WWPA's standards for pitch, shake, and wane.

Our line of premium decking products manufactured out of Incense Cedar is an

excellent choice for real wood decking. Incense Cedar is highly rated in a majority of physical properties including natural durability, shrinkage, checking, weathering, warping, and insulation value. We also offer a variety of Incense Cedar lumber products perfect for remanufacturing and custom cut timbers available in rough and smooth surfaces.

Lastly, we manufacture a wide variety of products out of Port Orford Cedar. Port Orford Cedar specially grows just inland from the rugged Southern Oregon coast. Historically, Port Orford Cedar was the preferred wood for boat building, chosen for its strength, durability, and decay resistance. It offers a wonderful scent and very light color that can be left natural or stained to virtually any tint. This product is first-rate for decking, timbers, and indoor projects.

### GREAT CUSTOMERS.

Our mutually beneficial relationships with our customers are the running force to our survival. We strive for complete customer satisfaction. "Sales follow-up and shipping are probably the best in the industry. Customers are always given the "Nordstrom style treatment," claims one of C&D's distributors. Our sales, manufacturing, and shipping departments work together as a team to coordinate proficient production schedules. Leslie Southwick, Sales and Marketing Manager, shares, "We have



**Great Customers:** C&D Lumber values their customers as top priority, striving to build win-win relationships each and every time. Visit them at Booth 724.

very flexible manufacturing capabilities in our sawmill and processing areas which allow us to be efficient in the production of targeted products and the ability to react quickly to customers' needs."

Our Sales team, Lee, Kris, and Leslie communicate and demonstrate to our customers that we continue to produce high-quality products that customers can count on.

We value providing beneficial marketing to our customers, using tools like our comprehensive company website, [www.cdLumber.com](http://www.cdLumber.com), Facebook, *MillWrite* our monthly eNewsletter, and an online Customer Feedback Survey. We also work hand and hand with our customers to provide customized marketing tools to support their sales efforts. We go the extra step to ensure you have the horsepower behind you to help sell C&D products. Lastly, we offer a comprehensive Product Guide that is a customer favorite. Our customers say, the Products Guide is "informative", "professionally done", and "complete."

For more information, contact C&D Lumber Co. at (541) 874-2241 or visit [www.cdLumber.com](http://www.cdLumber.com).

Please Visit Us at  
NAWLA Booth No. 724



John Stevenson and Linwood Truitt are in charge of kiln-dried lumber sales at Beasley Forest / Thompson Hardwoods

## Manufacturers of approximately 170 million bd. ft. a year of Southern Hardwood and Cypress lumber products

### For you, we at Beasley Forest / Thompson Hardwoods:

- have sorted and random widths in Red Oak, White Oak, Poplar, Ash, Hickory, Tupelo, Sap Gum and Cypress in 4/4 through 8/4 for export or domestic shipment.
- have 1.7 million bd. ft. kiln capacity.
- saw Cypress framing timbers and manufacture various tongue-and-groove patterns.
- manufacture pallet components (cut stock) and pallet cants for the pallet industry.
- saw cross ties and industrial timbers.
- manufacture crane mats for the pipeline industry.
- offer prompt delivery with company trucks and local trucking companies.



**Beasley Forest Products, Inc.**  
P.O. Box 788 • Hazlehurst, Georgia 31539  
Phone: (912) 375-5174 • Fax: (912) 375-9541  
Web Address: [www.beasleyforestproducts.com](http://www.beasleyforestproducts.com)  
SALES: Linwood Truitt Cell: (912) 253-9000  
E-mail: [linwood.truitt@beasleyforestproducts.com](mailto:linwood.truitt@beasleyforestproducts.com)

**Thompson Hardwoods, Inc.**  
P.O. Box 646 • Hazlehurst, GA 31539  
Phone: (912) 375-7703 ext 302 • Fax: (912) 375-3965  
Web Address: [www.thompsonhardwoods.com](http://www.thompsonhardwoods.com)  
SALES: John Stevenson Cell: (912) 375-8226  
E-mail: [jstevenson@thompsonhardwoods.com](mailto:jstevenson@thompsonhardwoods.com)

# Diversification Critical To WESTERN FOREST PRODUCTS' Success



Western Forest Products (WFP), located on the coast of British Columbia, attributes its success in part to controlled logging from company tenure.

**Duncan, B.C.**—Western Forest Products Inc. (WFP) is an integrated Canadian forest products producer which manages timberlands and manufactures Softwood lumber and wood products on the coast of British Columbia. WFP has a premium species mix – Western Red Cedar, Hem-Fir, Douglas Fir, Yellow Cedar and Sitka Spruce. With this unique timber base, WFP produces a wide range of products, from commodity to specialty appearance, for the global marketplace.

Western Forest Products is the largest forest tenure holder and lumber producer on the coast of B.C. The company is well-positioned to access growing Pacific Rim markets as well as established North American and Japanese markets. With an annual capacity of 1.5 billion board feet, WFP's eight sawmills and two remanufacturing plants are designed to capitalize on its unique, high quality timber supply to produce long lengths, large cross sections and high grade appearance lumber in addition to commodity lumber. "Western Forest Products is the

largest coastal Western Red Cedar producer in the world," Jeff Derby, Western Red Cedar Sales Manager explained from WFP's Vancouver sales office. "Approximately 50 percent of our production is sold to industrial accounts. The balance is a broad range of finished products which supply distributors throughout North America and offshore markets." In spite of the depressed U.S. housing market, WFP has seen 17% growth in its Western Red Cedar sales volume.

Derby attributes WFP's success in WRC to three key factors: supply security through company, controlled logging from company tenure; getting the right log to the right mill ensuring dependable, consistent high quality products; and a commitment to rapid service and customer demand through an on ground inventory position.

"With a rapidly changing marketplace and a dramatically shortening supply chain, WFP has adapted its sales and logistics approach to be more responsive," Derby explains. "We work closely with distributors to identify their requirements on a quarterly basis – this allows us to sell forward and plan harvesting and mill production. However, we also maintain reload inventory to build prompt mixed cars, trucks and containers to respond to customers needs. We can deliver stock by truck to customers just as

quickly as if the reload was in their backyard. The key," Derby goes on to say, "is close relationships and communication which ensures we have the right product on ground and ready to ship."

"We provide product and service excellence for all customers and markets we serve," Derby says. "A key strength of our organization is our employees and we are committed to creating a safe work place that brings out the best in people. Our employees are dedicated to their profession, company, co-workers, and customers.



Pictured are Western Red Cedar timbers at Western Forest Products.



This is an example of WFP's Whitewood selection.

Their unique skill sets, years of experience, and commitment to achieving excellence are reflected in our products, processes and culture of continuous improvement and innovation. A reflection of this responsiveness to

customer demand is our new stocking program of Douglas Fir Timbers. This product line is a No. 1 and Better, free of heart, free of wane, appearance grade timber, that we can offer as green or KD, and rough or S4S," Derby added. "It's a product that capitalizes on the premium log profile of the northern part of Vancouver Island."

Western Forest Products is fully committed to the protection of the environment and sustainable development of forest resources. WFP provides legal, sustainable and products through the Programme for the Endorsement of Forest Certification (PEFC) chain-of-

custody (CoC) as well as FSC Controlled wood products.

Western Forest Products has significantly restructured its operating and financial platform over the last few years and is now well-positioned to implement its \$125 million capital investment plan. These investments will ensure Western continues to be the premiere supplier of coastal wood products for markets around the world. "WFP is well-positioned, from a log and manufacturing standpoint, to continue to grow its Western Red Cedar business for years to come," said Derby.

For more information visit [www.westernforest.com](http://www.westernforest.com).

**Please Visit Us at  
NAWLA Booth No. 702**

## YOUR SUPPLIER OF QUALITY COASTAL LUMBER PRODUCTS

• [www.westernforest.com](http://www.westernforest.com) •



### Western Forest Products Inc.

**WESTERN RED CEDAR**

JEFF DERBY | 604-899-3730 | [jderby@westernforest.com](mailto:jderby@westernforest.com)  
 BEN MEACHEN | 604-899-3736 | [bmeachen@westernforest.com](mailto:bmeachen@westernforest.com)  
 KEVIN CHONG | 604-648-4529 | [kchong@westernforest.com](mailto:kchong@westernforest.com)  
 LEAH JONES | 604-648-4539 | [ljones@westernforest.com](mailto:ljones@westernforest.com)  
 RUSS NIXON | 604-648-4536 | [rnixon@westernforest.com](mailto:rnixon@westernforest.com)  
 NATHAN TELLIS | 604-899-3732 | [ntellis@westernforest.com](mailto:ntellis@westernforest.com)  
 BOB THOMPSON | 604-648-4534 | [bthompson@westernforest.com](mailto:bthompson@westernforest.com)

**DOUGLAS FIR**

BRAD FLITTON | 604-648-4568 | [bflitton@westernforest.com](mailto:bflitton@westernforest.com)  
 GUY BURRELL | 604-648-4543 | [gburrell@westernforest.com](mailto:gburrell@westernforest.com)



**October 19-21** **Booth #702**








## MILL SERVICES Continues To Upgrade Equipment To Deliver Superior Finger Joint Products

**Cobleskill, N.Y.**—Mill Services Inc. is having a great year. Orders are strong, the company has added 15 new employees, and an ambitious program of equipment and facility upgrades is paying off in more efficient operations and top quality Eastern White Pine finger joint products.

According to Jamie Place, co-owner of Mill Services with Dan Holt, part of their current success can be attributed to the strength and durability of Eastern White Pine. "Over the past decade, Eastern White Pine was losing marketshare to cheaper imported woods, but now the imported products are showing weaknesses. Some of the imported woods are not performing well in the tough New England climate, plus currency fluctuations are making them more expensive. At least in New England, we're seeing people return to tried-and-true Eastern White Pine," he explains.



Mill Services recently installed a new Weinig moulder in its Cobleskill, N.Y., plant.



Mill Services offers a high quality finish on boards up to 48" wide using the company's new 52" DMC top and bottom sander.



New ovens such as this one are used in Mill Service's finishing operations.

Mill Services is the largest producer of Eastern White Pine finger joint boards in the northeastern United States. The company has the capacity to manufacture up to 750,000 board feet per month and deliver to customers throughout the eastern U.S. Specializing in NeLMA patterns, Mill Services carries a full range of 4/4 and 5/4 finger joint boards in lengths up to 20'. All products are available with either one or two coats of oil or latex primer. Mill Services carries its own inventory to expedite deliveries.

Since Dan Holt and Jamie Place bought Mill Services Inc. in 2007, they have steadily implemented improvements and equipment upgrades to provide the best possible product. They started by adding a Luxscan Scanner and Weinig 450 OptiCut optimizing system to increase accuracy, quality and yields from wood fiber. The next equipment upgrades 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. A few months later, new buffing equipment was installed to make further improvements in the priming process.

Most recently, Mill Services installed a new Weinig Hydromat 23C moulder and a 52" DMC top and bottom sander to increase the company's shaping and finishing capabilities. Thanks to the new sander, the com-

pany can now provide high quality finishes for boards up to 48" wide.

In addition to the equipment upgrades, Mill Services' owners continue to reinvest in their manufacturing facility to make it more efficient and environmentally sensitive. "Some changes, such as adding storage, actually result in a better product because we can protect finished or unfinished wood from damaging elements," explains Place.

During the past year, Mill Services earned both Forest Stewardship Council (FSC) and Sustainable Forestry Initiative (SFI) certifications. While proud of these certifications, Place and Holt say they are just a small part of the company's environmental efforts. "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," says Holt.

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.

Holt adds that Eastern White Pine's natural resistance to decay means that no chemicals are needed to enhance durability. "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 points 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 we're not content to rest on our laurels. We will always be improving our processes and our finger joint product," says Place.

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

## TETON WEST And NORTHERN PRIMING Combine 76 Years

**Cheyenne, Wyo.**—Two well-positioned manufacturing plants in the Rocky Mountain region have combined their resources to bring a unique product to the market.

Teton West Lumber Inc. and Northern Priming and Prestain (NPPS) are combining their 76 years in lumber, machine coat finishing and remanufacturing to present Windswept, a factory milled and finished trim, siding, and fascia product designed to replicate the natural texture and pat-



tering plant in Wyoming. Our species mix includes Engelmann Spruce, Lodgepole Pine, Ponderosa Pine and Aspen in 4/4 boards, dimension and squares.

Woodworks, our remanufacturing plant located at the crossroads of I-25 and I-80, is served by both the UP and BN railroads. This facility produces paneling, furring, pattern stock, and industrial cut stock and is equipped to handle all remanufacturing of Western Softwoods and has accredited heat treat and IPPC stamps. Woodworks can provide proprietary packaging of our manufactured wood products to your specifications.

NPPS is the largest Olympic authorized factory applied machine coating company in the Rocky Mountain region. With over 38 years in business, this family-owned company has two generations of experience in machine-applied coatings, combining modern equipment with years of knowledge. NPPS has spent the past two years completely renovating their Kersey, Colorado plant, including



Windswept "Prairie Brown" located in Blackhills, S.D.

na of aged and weathered barn wood. Windswept is finished with Olympic®, the originator and leader in machine applied coating technology.

### WINDSWEPT

- Manufactured from new lumber
- Low V.O.C.™ environmental friendly and no lead paint residue commonly found in old barn wood



Corner of building Windswept "Homestead Brown" located in Breckenridge, Colo.



Windswept "Barn Grey" located in central Texas.

- Excellent color retention for long-lasting rich colors
- SunBlock™ UV protection that protects against harmful sun damage
- Utilizes factory-finish technology in a controlled environment promoting better air quality and consistent coverage
- Six colors capturing the grays, browns, and even the barn red found in old buildings throughout the west
- Five species including: ES-LPP, SPF, Cedar, Aspen and Fir
- Includes most standard paneling and siding patterns in 1x2 through 1x12 commons, 2x2 through 2x12 dimension and squares from 3x4 through 12x12

Teton West Lumber began operations in 1973 as a wholesale lumber company specializing in Western wood products. The company has grown and evolved over the years to include mill sales for sawmills in Colorado, Wyoming, and Utah, plus a remanufac-

multiple-coat systems and state-of-the-art drying equipment. This new facility will prime coat, prefinish and clear-coat all solid wood substrates, including finger joint and edge glued products and all composite siding, trim and fascia. Fire treating and insect protection is available on all wood species. This facility is equipped to serve the continental U.S., with easy access to I-80, I-70 and I-25.

Unlike most machine coating operations, which use a single type oil coater, NPPS has five different types of coating equipment. This allows us to utilize the coating style and equipment that best fits your needs. NPPS has also revolutionized the multi-coast system, allowing them to put on multiple coats in a single pass. This technique provides multi-coating protection at a more competitive price. NPPS can also sand between coats, where a more polished type of finish is required.

Please Visit Us at  
NAWLA Booth No. 616

# THE WALDUN GROUP—Focusing On Quality In Cedar

**Maple Ridge, B.C.**—Quality and integrity are the focal points of The Waldun Group. Since their founding in 1974, they have used their time in the industry to perfect the manufacturing process of top quality Western Red Cedar products. They have pursued, and achieved, a level of excellence that is unparalleled in the Western Red Cedar industry.

### Quality Throughout

The supervisors at The Waldun Group each have 30-45 years of experience. This has helped build the character and knowledge of these key employees. The entire management team demands a level of quality that will not be compromised. The quality of their production is set so high that it has created craftsmen in the process.

Most of The Waldun Group's employees have been with the company for 15-30 years, and this has led to a proud and loyal work force. The company's employees are now a part of an engrained culture that has made Waldun the most consistent producer in the industry.

### Inspection

The Waldun Group's products are held to superior standards and rigorous testing. This stringent program includes two independent grading agencies. Both agencies perform grading and testing on Waldun products even though only one is required. This helps raise the expectations at the mill with the inspectors that grade the product.

There are roofing mills that do not even have independent inspectors check their products. Some mills are

happy if an inspector misses off grade product or turns a blind eye to it. At Waldun the process has checks and balances to make sure this does not happen. The two inspecting agencies are welcomed as part of the company quality control program. Unfortunately many Cedar roofing companies do not make the published grading rules a priority. They will actually hide defective products from their inspector.

Excessive flat grain, knots or knot shadows, and even rot in #1 shakes and shingles can cause a roof to fail in as short a time period as five years. This has led to a loss of marketshare to the entire industry. Mills knowingly labeling this off-grade product with #1 grade labels conforming to UBC 15-3 and 15-4 are participating in fraudulent activity.

### Testimonials

Southeastern Pennsylvania: Last August a homeowner (widow) called a Cedar roofing specialist to help her with the specification of a shake or shingle and if the CSSB could provide information stating the correct roof installation procedures. A Roof Manual, specification sheets and a "How to Read a Certi Label" placard was sent to her. She specified "...7/8" Premium Grade Certi Labeled Tapersawn Shakes; the contractor signed a contract and promised that the shakes would be "...100% Certi." The delivery of the 74 Square of shakes arrived and this woman climbed to see the top of a pallet strictly to insure that the shakes were Certi;

they were not. She told the contractor to remove them and he argued with her that all labels are the same. She told him "...if Certi is not on the label the shakes can't be Certi." She did not budge from this fact. The contractor called the roofing specialist for his assistance and he told him "...if you don't see the word Certi on the label it is not a Certi shake or shingle." The non-Bureau product was removed from the jobsite and replaced with Certi shakes (these shakes were Certi-Last).

**Here is an example of fraudulent product (100% flat grain):**



**Flat grain: when the growth rings run horizontally along the butt end of the piece**

Any producer, wholesaler, or roofer that is knowingly selling, trading, or

applying off-grade product is the demise of the industry. Homeowners do not want a defective Cedar roof. Unfortunately, most of the roofs that are defective will be switched to an alternative product when the Cedar fails.

The Waldun Group also takes time and care with all the little things that contribute to make a company stand above the competition. The packaging is always done with care. Their 2 inch pallets, shrink-wrapping, and air-bagging are always done with durability in mind. Pallets are known to break down and fall apart by the time they get to a customer's yard, but Waldun rarely has this problem.

The organization counts every piece of flatgrain that is packed. This ensures that every bundle has 80% edge-grain. They are the only mill that goes through such rigorous procedures. There is no guesswork as to the level of quality in each bundle.

The Waldun Group encourages the roofing industry to only do business with the mills that participate in ethical practices; whether that is in the production or application of on-grade products, the providing of a safe work environment, or paying a just wage.

**Please Visit Us at  
NAWLA Booth No. 607**

**SNIDER** PRODUCTS LUMBER MANUFACTURING TIMBER OPERATIONS EMPLOYMENT HUMAN RESOURCES

**NS LOGIN**

you patterns of our world.

Discover for yourself what Snider Industries' loyal customers have known for over 75 years – we make the finest quality, one-inch southern yellow pine lumber you'll find anywhere. We have recently made it even easier for our customers to access Snider resources and personal account information through a password-protected customer portal. Visit [sniderindustries.com](http://sniderindustries.com) and login today!

Our password-protected login helps customers track every phase of their purchasing process for maximum benefit:

- Automated Email Response of Order Status
- Print Order Confirmations
- Review and Print Past Order History

PO Box 668 • Marshall, Texas 75671 • 903-938-9221 • Main Fax: 903-935-9593 • Email: [staff@sniderindustries.com](mailto:staff@sniderindustries.com)

# SKANA

## FOREST PRODUCTS LTD

Skana Forest Products Ltd. has been selling into the North American market for the last twenty years.

Skana Forest Products Ltd. specializes in wholesale softwood lumber, plywood, fencing and the manufacturing of specialty Western Red Cedar.

Our knowledgeable team is committed to providing innovative and high quality forest products to Canadian, US and overseas markets.

**Congratulations NAWLA on another successful Traders Market!**

1303-20800 Westminster Hwy  
Richmond, BC V6V 2W3

Web [www.skana.com](http://www.skana.com)



**B.C. 1.604.273.5441 Florida 1.954.202.1001 Quebec 1.450.281.1971**



**Come visit our Mill**

Next to the longest gondola ride in the country

Next to the newest PGA golf course in North Idaho

Next to the largest indoor water park west of the Mississippi



Toll free: 1-800-551-6657  
[www.enygartcedar.com](http://www.enygartcedar.com)

We make it our business, our only business to deliver CEDAR the way you want it, when you want it, in the condition you expect!

- Highly Specified Mixed Truckload Shipments
- Extensive Product & Market Knowledge
- Superb Quality Control on all standard & custom products
- Reliable shipping, precise tracking & on-time delivery



PATTERN STOCK SIDING DECKING TEXTURED TRIM BOARDS ROUGH DIMENSION FENCING SHAKES & SHINGLES ESLP PATTERN STOCK CUSTOM TIMBERS



# “New Reality—The Road To Market Recovery It’s A Marathon, Not A Sprint!”

**Vancouver, B.C.**—This year marked the 57th Annual General Meeting for the Western Red Cedar Lumber Association (WRCLA), an organization that has enjoyed an impressive history and has rightly earned its reputation as “the voice of Western Red Cedar” throughout the world. Over that period, market cycles have fluctuated considerably, but few can recall one that has been as lasting or cut as deeply as the current one. In these, the most challenging of times, it is easy to understand the desire to hunker down and wait out the storm. There is no question that lean organizations focused on fiscal restraint are required to survive. That said, in spite of current market woes, WRCLA members have found the means to champion a comprehensive WRC market promotional program that is supported by in market field experts and a wealth of print and on-line resources. These industry leaders recognize the need to invest in programs that ensure the right products are specified for the right job and that they are installed and finished properly. The “Real Cedar” branded products supplied by WRCLA members symbolizes this quality first commitment.



The new reality involves functional shifts within the industry as they relate to the changing roles of supplier, distributor and retailer, and how those changes have impacted the Western Red Cedar business. For the WRCLA

membership, understanding how the evolving role of the distributor will impact both current and future business is critical. By recognizing the shift and resulting effects, the WRCLA will be positioned to align programs and resources for the most effective implementation and in-market support. With this in mind, the content and format for the WRCLA Business Session at the 2011 NAWLA's Traders Market® has been reshaped. This year's session will feature a panel of industry distribution players that have agreed to engage in both the development of content for the session as well as panel participation. The panel will be asked to respond to questions related to the evolving role of distributor and how changing dynamics between suppliers, distributors and retailers are impacting Western Red Cedar business. In addition, the content will include questions on the use of existing WRCLA resources, as well as improvement ideas. Ultimately the objective will be to determine changes needed to increase Western Red Cedar demand in the current market and the steps required to position the species to capitalize when the recovery occurs.

One of the more exciting elements of WRCLA's effort has been the promotion of Western Red Cedar's environmental credentials. By leveraging the heightened awareness of environmental issues, the WRCLA market program intends to position Western Red Cedar as the ultimate green building material for non-residential, repair and remodel, and outdoor living applications. In recent years, we have written about Life Cycle Assessment (LCA) and the research work completed on siding and decking. The initial studies provided clear and creditable verification of Western Red Cedar's environmen-

tal superiority when compared to man-made materials. This was followed with a research project that established the first wood product Environmental Product Declaration (EPD) in North America for siding and decking earlier this year. EPDs hold potential as standardized comparison for building materials and WRCLA supports the concept of EPDs as the industrial equivalent to the nutrition label on a cereal box. Demand for responsible production and an increasing number of environmentally conscious specifiers or end users, has EPDs gaining acceptance as a means of sorting through the maze of competing marketing claims. While specifiers are driven by many factors

such as cost, maintenance, building design codes, etc., it is anticipated that environmental credentials or standards will become the prerequisite for products to participate in the selection process.

There is no silver bullet but one thing is certain, success will be driven not only by active participation of suppliers but also the buyers whose businesses rely on these resources. With this in mind, we invite you to join us for the WRCLA Friday morning session at NAWLA's Traders Market on October 21st. The interactive meeting format will be intended to inform and engage participants on current market trends while seeking ideas to improve Western Red Cedar's competitive position. These ideas will enhance business margin opportunities for industry players in the short-term and position them to capitalize as building activity returns and demand improves.

For more information visit [www.wrcla.org](http://www.wrcla.org) or call me directly at 604-891-1234.



Jack Draper, managing director, WRCLA.



Type III environmental declaration developed according to ISO 21930 and 14025 for average Cedar decking products manufactured by the members of the Western Red Cedar Lumber Association.



**Douglas Fir 20" x 20" up to 40' • Cedar 16" x 16" up to 32'**

Richardson Timbers is a leader in custom millwork and manufacturing of customized timbers, with capabilities of delivering products throughout the U.S.

- Custom Patterns • Rafter Tails
- Trailer Flooring • Corbels • Surfacing
- Resaw Boards & Dimension
- Rip Board & Dimension

Toll free: 877-318-5261

Ph: 214-358-2314

Fax: 214-358-2383

[richardsontimbers.com](http://richardsontimbers.com)

*Stocking Distributors of Large, Green & Kiln-dried Timbers*



## SNIDER INDUSTRIES- 75 Years Of Quality Service

**Marshall, Texas**—Reaching the milestone of 75 years of continuous operation would ordinarily indicate a company steeped in a rigid business practice and a resistance to change. This is not the case for Snider Industries. Change, new challenges and the unwavering commitment to improvement are embraced by the company leadership in an effort to perfect operations and customer service. Snider Industries, a third-generation, family-owned operation, embraced the opportunity to create a custom information management system unique to their needs.



Snider Industries manufactures approximately 50 million feet of Southern Yellow Pine annually.

In 2007, after years of investigative research, Snider commissioned Shreveport, Louisiana IT company Praeses, to create and deliver a new and innovative information management solution. The Praeses team was tasked with creating a system specific not only to the lumber manufacturing industry, but also to Snider Industries and their workflow. "After endless attempts to force many existing forest products systems into fitting our needs, I knew we were going to have to pursue our own, unique information management system. We chose the Praeses team, and worked in partnership with them through providing industry insight and operations specific to Snider Industries. We created a 21st century solution," said Jill Snider Parr, Snider Industries



Praeses project manager, Lee Hearn, facilitated the development of a system that used Intuit's QuickBooks Enterprise as the base and added custom modules for the three industry specific areas of service: timber acquisition, fuel distribution and lumber inventory/sales. Additionally, a planned web portal will allow lumber customers to access their information and check available inventory levels at the click of a mouse.



With a fully enclosed facility of over 220,000 square feet of finished lumber storage and loading, Snider prides itself on the clean, dry and dust-free delivery of their finished lumber. The lumber stays under roof and is never exposed to elements once the drying process is complete. Customer trucks are able to load, weigh and tarp inside the massive building. Snider can provide most items for immediate, same-day shipment.

owner. Praeses project manager, Lee Hearn, facilitated the development of a system that used Intuit's QuickBooks Enterprise as the base and added custom modules for the three industry specific areas of service: timber acquisition, fuel distribution and lumber inventory/sales. Additionally, a planned web portal will allow lumber customers to access their information and check available inventory levels at the click of a mouse.

Snider Industries and Praeses have created a more productive and streamlined system that offers a maintainable, user-friendly interface. Custom systems, such as Snider's, optimize a company's productivity and ultimately provide better service to its valued customer.

"Jill is very technology savvy and is focused on productivity and customer service. Praeses worked collaboratively with Snider in all phases of the project to produce a solution that precisely matches their industry-leading business processes," said Rob Parker, Mgr of IT Consulting. Snider Industries is a rare classic in the

forest products industry. Without losing the individuality of private ownership, honest business practices, proficiency or conservatism; Snider has evolved throughout its history, by focusing on the utilization of every resource available for growth.

"We have spent over forty years perfecting our manufacturing and drying processes to produce the highest quality one inch boards in large volumes. This allows us to have most items available in our warehouse so our customers can count on availability whenever they need it," said Parr.

Snider Industries is able to maintain consistency and weather stormy markets due to the full utilization of the company's resources of timberlands and self-generated power. This characteristic has always provided stability to customers and allowed for continued improvement to the company's technologies and procedures. Snider's success is attributable primarily to the production of the finest quality one inch boards available in the market. The ingredients of that success are pervasive in every area of their business.

- Lumber is steam-dried in conventional steam kilns at 1800 F for three days, then equalized for about two weeks, allowing the

lumber to regain moisture content guaranteed to be below 15%. Snider prefers the conventional kilns, not the high-temperature kilns used by most mills. This process allows for a soft, pliable board suitable for multiple purposes including millwork and patterns. All of Snider's lumber receives a SPIB HT Grademark of D & Better, #2 or #3; and a moisture content mark of 15%, including 4' and 6' shorts products.

- With a fully enclosed facility of over 220,000 square feet of finished lumber storage and loading, Snider prides itself on the clean, dry and dust-free delivery of their finished lumber. The lumber stays under roof and is never exposed to elements once the drying process is complete. Customer trucks are able to load, weigh and tarp inside the massive building. Snider can provide most items for immediate, same-day shipment.

- The planer mill has three production lines including a separate pattern line. All of Snider's patterns are available in #2 and D & better. All #2 patterns are run from a selected highline #2 stock, not "#2 common". Pattern and S4S material is available in dimensions of 1 x 4 through 1 x 12, and 8 through 16 foot lengths.

- Timber is at the heart of every sawmill operation and it's no different for Snider. In addition to purchasing timber from the open market, Snider's intensively managed land base of over 42,000 acres helps it to maintain a steady supply of raw materials for its sawmill operations.

For more information, visit [www.sniderindustries.com](http://www.sniderindustries.com). Contact David Hanson 903-938-9727 or email [dhanson@sniderindustries.com](mailto:dhanson@sniderindustries.com).

Please Visit Us at NAWLA  
Booth No. 907

## On-line Retailer Directory Adds Value

### Cumberland Center, Maine—

For the past few years, NELMA has been quietly offering free on-line listings for lumber retailers. It's one part of an on-going, long-term strategy to connect the lumber industry in new and innovative ways. Today, with nearly 100 retailers listed in the database,

New Milford, Pa., offered, "With many domestic and imported species competing in the "Character" or appearance product market, it is fortunate that NELMA offers a way, through their website, to complete the circle of "why to buy" and "where to buy" Eastern White Pine.



NELMA introduces an on-line directory of lumberyards and lumber retailers.

this added-value service for the lumber industry is becoming a go-to resource for Builders and Do-It-Yourselfers looking for local sources of Softwood lumber.

Jeff Easterling, President of NELMA, says that offering a free directory listing to retailers is part of NELMA's commitment to connecting buyers and sellers of important Softwood species of the Northeast. "It's really about our members, the mills. They work hard producing the highest quality lumber available, and we want to support them. Building a robust community directory of mills, wholesalers, support services and retailers creates new opportunities for the entire lumber community," said Easterling.

The urge to connect is part of NELMA's overall marketing philosophy, as evidenced by their

use of social media and mobile devices designed to connect the building community to content to help them grow their business.

"I think one of the Association's jobs is to make the industry feel smaller than it is by increasing the connections. We're doing that through social media and making sure our publications are available in many different formats. It's about providing connections and access to resources. Today's builders and homeowners are on-line and hunting for information. By providing an opportunity for retailers to 'be found' we are creating more business for our members," said Easterling.

Dan Paige, Sandy Neck Traders,

"As retail building material suppliers get larger and more homogeneous across the country, the tendency is to classify all Pines as "Whitewood" and compete only on price. Consequently, the end user often does not get shown the best appearance product for their job.

"NELMA, by listing retailers who feature Eastern White Pine, helps ensure that the end user can easily obtain the product that they have been told by the website is the preferred product for their installation.

"Increasing the specific demand for Eastern White Pine is the goal of NELMA and it's manufacturing and wholesaler members. Making the product both desirable and easily available is the goal of our marketing. I intend to ask my retail customers to sign up."

While the majority of retailers are in New England and New York, retailers who carry Softwoods manufactured in the Northeast from as far away as Arkansas, South Carolina, California and Canadian Provinces have registered for their free listing.

Retailers can sign up for their free on-line listing at [www.nelma.org/retailers](http://www.nelma.org/retailers).

Please Visit Us at NAWLA  
Booth No. 200