

# Consistent Quality, Expansion propels Trinity Forest Industries, Inc.

**Hurst, TX**—Trinity Forest Industries Inc., one of the largest stocking Softwood distributors in the U.S., has recently merged with Central Hardwoods. Combining their assets, Trinity plans to expand markets, increase manufacturing, offer more products, and cement its position as the best resource for lumberyards, distributors and manufacturers. Trinity has long specialized in popular Softwood species like Ponderosa Pine, Sugar Pine, Eastern White Pine, Yellow Pine, and Douglas Fir (both flat sawn and vertical grain). Thicknesses start at 4/4 up to 8/4 throughout most of Trinity's Softwoods, with some 10/4 and 12/4 in Sugar Pine and up to 16/4 with much of Central Hardwoods inventory. With access to Central Hardwood's inventory, Trinity now also offers a wider variety of kiln-dried hardwoods, such as alder, poplar, red and white oak, walnut, hard and soft maple – most of which are available in Forest Stewardship Council options per request. In addition to Softwoods and hardwoods, Trinity now also offers laminates that are ideal for furniture, fixtures, cabinets and case goods. "We continue to be strong suppliers of



Greg Ryback, founder of Trinity Forest Industries Inc., Hurst, TX.



Hector Martinez scales lumber.

Pine and Douglas Fir, and now with the addition of Central Hardwoods, we can singularly meet any specification our clients request," said Marty Bowles, a representative for Trinity Forest. Trinity Forest primarily works with buyers/stockers from lumberyards, millwork houses, furniture and store fixture manufacturers, and supplies high quality material to manufacturers of high quality windows, doors, furniture, cabinets and even toys.

Trinity's lumber can be seen all over the South Central U.S. within restaur-

ants like Chili's, Romano's Macaroni Grill, and Texas Roadhouse, Ruby Tuesdays, Olive Garden, Corner Bakery, Red Lobster and in Texas local restaurants like Chuy's and Red Hot and Blue.

"The merger has increased all of Trinity's capabilities," explained Bowles. "We now have access to additional high speed moulders, optimized rip saws, CNC machines along-

side our own capabilities to gang rip, straight-line rip, plane, sand, and more resawing and gluing capabilities. We can turn around custom moulding profiles from napkin drawings quickly in addition to samples or details plus straight and radius moulding shaping, plus complete sets of stair parts." Trinity Forest maintains a strong reputation for quality stock, workmanship and customer satisfaction. They fulfill most exact orders for high-end millwork within two weeks and coordinate with the client to ensure everything is exactly as they specified. This is helped by strong relationships with mills that, at times, will make special cuts just for Trinity. Bowles said, "Sometimes, clients are hesitant to ask about custom jobs because they think the costs are prohibitive or that it just isn't workable and you'd be surprised how often that isn't the case. We do that every day." The benefit is that with Trinity you gain options you wouldn't otherwise have from smaller suppliers, coupled with earnest consideration of a client's budget and a willingness to go the extra step to ensure satisfaction.

Trinity routinely delivers to locations across the Dallas/Fort Worth metroplex and runs trucks to Austin, San Antonio, Houston, East Texas and into Oklahoma and Louisiana. Each multi-drop itinerary comes standard with protective wrapping for its inventory of high-grade lumber products.

Trinity's key personnel include: Greg Ryback, president; Scott Morris, outside sales; Gregory Howard, outside sales; and others. Their experience numbers in the hundreds of years and they continue to be a font of industry knowledge for clients to benefit from.

Trinity Forest Industries maintains strong ties with the North American Wholesale Lumber Association (NAWLA) and the Western Wood Products Association (WWPA). The company website can be found at [www.trinityforest.com](http://www.trinityforest.com). For more information, please call 817-268-2441. ■



Enrique Conteraz scans and rips lumber.



## WESTERN RED CEDAR HEM FIR · DOUG FIR YELLOW CEDAR · SITKA SPRUCE



**BOOTH #703 AT THE NAWLA TRADERS MARKET - OCTOBER 23 - 25, 2013**



# Pacific Western’s ELOCLEAR—Signature Series Saves Time and Money

**Delta, BC—** Pacific Western Wood Works Ltd., (PWWW) based here, is a family-owned and operated company that has been in business for over 29 years. In 2012 we branded our line of Clear Cedar, ‘ELO CLEAR-Signature Series’ to distinguish our product in the marketplace. Distributors who are carrying the ELO CLEAR—Signature Series have saved time and money due to dramatic reductions in returns from grade and manufacturing defect caused by their incumbent supplier. These returns negatively impact the



PWWW’s 5/4 x 4 wider ELO Pro VG Kiln Dried Finish.

bottom line and can also affect a distributor’s reputation. At PWWW we have consistently manufactured products to a level, which exceeds industry standards.

Since our inception, the company has supplied products to distributors in many different categories: Lattice, Siding, Decking, Paneling, Trim, Cedar deck accessories and more.

In 2001 a fire ravaged one of our facilities, the moulder building. After a lengthy rebuild we

were back to our normal business, manufacturing on our own machinery. During the one and a half year-long rebuild we survived by utilizing six various custom processing facilities. These facilities were geared for production, not quality. This led to issues in grading, manufacturing and scheduling that caused us many sleepless nights. We soon learned that we needed to get back into our own facility as soon as possible in order to maintain our consistent quality and on-time shipments. In January 2003 we were back in business.

Our new machine center was bigger, better and geared for growth. We now had another advantage, and it offered unlimited product line expansion for the future.

“Many of our competitors produce Clear Cedar products at secondary custom facilities,” General Manager Dennis Wight said. “We control all aspects of the production. Our graders, machine operators and supervisors have been here for many years, with a large percentage

of those for over 20 years. This experience contributes to our success of consistency from order to order. Dependability that can be relied on by our customers.”

**ELO CLEAR—Signature Series** is a modern twist on an old story. The grading rules used today were written in the early 70’s when trees were vast and large and when there wasn’t as much competition such as composite decking and cement sidings. Now, there are more choices. “Many distributors have been forced to buy based on price alone, but when it comes to Clear Cedar, you get what you pay for,” said Wight. “It’s easier to lower cost and add to the average length by not trimming out the defects allowed by current grading rules.”

Most Clear Cedar grades are blended. Did you know that A&BTR CLR with 10-15 percent B by the grade rules allows many more defects than you think? In the past, Clear Cedar paneling was

used for paneling, where the installer had the ability to cut out the non-desirable defects (knots and hit and miss, etc.) and still install these shorter pieces on the wall. Today CLR Cedar is a boutique product, used for decorative installations. The ELO CLEAR—Signature Series’ is a reflection of this new trend, grading to higher standards. Our brand is graded to be more useable and saleable than the by-the-book grades.

Currently marketing the ELO CLEAR Signature Series to distributors within the USA, PWWW plans to expand their CLR Cedar business. The volume of Cedar remanufacturers/producers has declined over the past 10 years and continues to do so. Wight feels that by operating our own facility we are able to supply our customers the consistency, quality and the security that they require, as many changes to our competition loom on the horizon.

With over 29 years experience exporting to the USA, Europe, Japan, Korea and China, the company ships their product by rail and container as well as intermodel vans. Utilizing a state-of-the-art tally tag system, Pacific Western can identify and track each load throughout the production process, shipping and for inventory purposes.

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

PWWW is Programme for the Endorsement of Forest Certification certified and maintains active memberships in North American Wholesale Lumber Association (NAWLA), BC Wood, and International Wood Products Association.

Producing the quality that you expect.

**Visit Pacific Western Wood Works at the NAWLA Traders Market in booth number 712.** For more information about Pacific Western Wood Works Ltd., visit [www.pwww.ca](http://www.pwww.ca). ■



Tyson Palmer and Dennis Wight with their new ELO CLEAR product line.



ELO CLEAR—Signature Series Logo.

# Bitterroot Valley Forest Products Stays On Cutting Edge With New Products

**Missoula, MT—**At Bitterroot Valley Forest Products, our mission is to provide the finest quality specialty wood products on the market. We continually work to improve our existing product lines while developing new products to stay on the cutting edge of the wood products industry including our new EPEX Trim® line and Montana GhostWood®.

We have, and always will be a Montana based business, and in keeping with that we employ Montana people and utilize Montana products whenever feasible.

Our commitment to sustainable forestry is evident in every aspect of our



business; we use beetle-kill and standing dead timber in some of

our Montana Ghost Wood® product lines. We have partnerships with forest conscious mills and utilize our wood shavings bi-product for our line of animal bedding. We are continuously striving to make our business more eco-friendly.

Bitterroot Valley Forest Products is proud to be the industry leader in specialty wood products and values the long term relationships it has built with both customers and suppliers over the last 30 years. We look forward to continuing to provide the industry with quality products, delivered in a timely fashion, at an affordable price.

J&R Planing was started in 1977 as a small mill on the Edinger family ranch in Florence, Montana.

The Edinger Family soon moved its operation to a piece of property on Hwy 93 in Florence and proceeded to grow and expand their business, supplying jobs and revenue to the Local Bitterroot Valley.

In 1989, Jim Edinger expanded the company’s product lines by opening an additional mill and reload yard in Missoula. This second mill, Montana West Lumber, has been an active part of the Missoula economy ever since.

Bitterroot Valley Forest Products came to fruition in 1997, adding to our family of business, a sales arm. With six in house traders this branch of our business has helped

bring our company to the forefront of the lumber industry.



We are able to provide the large range of specialty wood products from our new treated EPEX Trim® line to companies from local contractors to the largest national distributors.

In 2008, J&R lost its Florence mill to a fire. The entire building and much of the equipment was lost. But in true Montana fashion, we pulled together, moved the entire operation to our Montana West location and were operational within one week.

The two operations have now been combined under the name J&R Planing, Inc. The centralization of operations allows us to continue to serve our faithful customers and expand the line of quality products for which we have become known.

In 2009, Bitterroot Valley Forest Products expanded its reach by acquiring a "state of the art" priming facility in Savannah, GA. The addition of Bitterroot Valley Forest Products of Savannah makes our treated and primed products available and affordable for customers from coast to coast.

Over the last 30 years, our business has gone from a two-man operation on the family ranch to one of the largest specialty wood product manufacturers in the country. It is with this rich history and fortitude that we continually strive to bring new products, services, and cutting edge technology to the wood products industry.

Our commitment to our customers is evident in everything we do. We are driven to produce the most consistent products available. Quality control is of the utmost importance to us. You can be assured that Bitterroot Valley Forest Products will do everything in its power to resolve any product quality issue that may arise. Please give us a call and see how we can expand your business, or visit our product specific websites at: [www.mtghostwood.com](http://www.mtghostwood.com); [www.epextrim.com](http://www.epextrim.com); or [www.bvfpmontana.com](http://www.bvfpmontana.com). ■

**VISIT US AT NAWLA BOOTH No. 312**



# SIMPSON LUMBER Is Committed to Quality and Safety

**Tacoma, WA**—Simpson Lumber Co. LLC, headquartered here, one of the oldest continuously operating forest products companies in the Pacific Northwest, started operation in 1890 and currently has sawmill facilities in Washington state; Meldrim, GA, and Georgetown, SC. Sales offices are located in Tacoma, WA, and Wilmington, NC. The firm's Gold Label® products have become a household name in the lumber industry.



Left to Right: Wilmington, NC—Shawn O’Kelley, Meredith Webb, Robert Jenkins, Don Spiers

Laurie Creech, director of sales and marketing, commented, “We’re very proud of the products our mills produce and our Gold Label products are preferred in the industry. We have very professional and knowledgeable sales teams located in Tacoma, WA and Wilmington, NC, that work hard to take care of our customers. We’ve also added two new sales representatives to our team this year. Tammy Williams was Simpson’s traffic coordinator for eight years

and is now in sales full time, along with John VavRosky who has over 25 years of lumber sales experience. Both are exceptionally talented and will bring additional support to our customers.”

Simpson’s Shelton and Tacoma, WA mills produce kiln-dried Douglas Fir and Hemlock Fir dimension lumber and studs. These mills produce 2x4 through 2x12 up to 24-foot. The mill in Longview, WA produces green Douglas Fir studs. Creech noted, “One of our key product lines is 2x6 through 2x12x22’ & 24’ long lengths in KD Doug-Fir and Hem-Fir and we’re always looking for new markets for these key lengths.”

The Meldrim, GA, and Georgetown, SC, sawmills produce Southern Yellow Pine dimension lumber in 2x4 through 2x12, and lengths from 2-through 20-foot. “Our mills manufacture Gold Label®, all Common grades, Prime grade, Select Structural, and Machine Stress Rated lumber,” Sales Manager Don Spiers explained. “We have a very talented and experienced sales force, as well as, manufacturing and management teams in place that are highly focused on safety and truly committed to producing quality products. We feel that this, alongside providing superior customer support, will allow us to maintain a ‘preferred supplier’ status with our customers.”

The family-oriented company continues to succeed and the Shelton location’s business leader, Jim Barnett, attributes a large part of the operation’s continued success to the people. “I have a lot of respect for the people here,” he explained. “We’ve been through some tough times, and they’re working hard to keep us competitive today and in the future.”

According to Barnett, waves and nods are common as workers arrive at Simpson Lumber Company. “We have a real family atmosphere here. Our people are hard-

working, caring and dedicated to the company and the community.”

Forty-one of the location’s 240 employees have worked at Simpson Lumber for more than 25 years, and 13 of those have been there 40 years or longer.

The firm’s Tacoma location recently reached a 365-day injury free milestone. “The main reason for that record is the outstanding work of our safety committee,” Tacoma business leader Dean Medcalf said. “People are more involved here than anywhere I’ve ever worked. They walk the talk. The mills’ hourly and salaried employees consistently use Simpson Lumber’s SafeStart practices.

“The SafeStart program has increased our awareness of attitudes and unsafe situations,” company President Allan Trinkwald explained. “Our goal is for everyone to go home safe, every day. Our talented safety managers keep safety in the spotlight and I am confident that with the continued commitment of everyone at Simpson, we will support and grow a culture of safety for future generations.”

At their Meldrim, GA, facility, Simpson Lumber recently congratulated the employees for receiving the company developed quarterly Meldrim Safety Award. This facility has held Voluntary Protection Program (VPP) status with the Occupational Safety and Health Administration (OSHA) since 1999. “OSHA’s VPP is a systematic safety approach requiring comprehensive buy-in and employee engagement,” Trinkwald said. “Each of Simpson Lumber’s operations is committed to embarking on a path to achieve VPP status.”

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

**Visit Simpson Lumber at Booth No. 514** at the NAWLA Traders Market. For more information visit [www.simpson.com](http://www.simpson.com) or contact 253-779-6447. ■



Left to Right: Tacoma, WA—Lindsey Johnson, Laurie Creech, Tammy Williams, Milt Farvour, John VavRosky, Becca Mercurio, and Dave Heldoon



Simpson employees building a Habitat for Humanity home in Tacoma, WA. Simpson donated the lumber for 30 homes that are scheduled for completion by 2014.

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Fir/Larch, SPF, Hem-Fir, Cedar  
2x4; 2x6; 2x8

Stud Mill – Usk, WA

Random Mill – Colville, WA

Random Mill – Midway, B.C.

Ponderosa Pine  
Rough Green Mill – Eager, AZ  
4x4 – 7x9, 8' – 16'

Vaagen Brothers Lumber



# Vaagen Brothers Lumber— The Legacy Continues

**Colville, WA**—Established by Bert and Bud Vaagen in 1952, Vaagen Brothers Lumber Inc. spans four generations and over half of a century. This year Vaagen Bros. Lumber Inc. has been producing high quality lumber for 60 years. Quite an accomplishment for a family-owned and operated independent sawmill company from rural northeast Washington State.

Duane Vaagen, President, is the second-generation owner of Vaagen Bros. Lumber, Inc. and has spent his entire career in the forest products industry. He has served as



John Branstetter, Russ and Duane Vaagen make up the management team at Vaagen Bros. in Colville, WA.

president since 1980 and has directed the company's operations for the last 30 years. He continues to drive the vision and the success of the company and provide leadership for an entire industry. Vaagen Bros. Lumber Inc., operates four sawmills currently. The flagship facility in Colville produces approximately 120 million board feet in the sawmill and surfaces nearly 240 million board feet a year. The stud mill in Usk, WA, (50 miles southeast of Colville), produces about 50 million board feet of 8, 9 and 10-foot lumber on a one shift basis. Most recently Vaagen Bros. Lumber Inc. has been re-tooling a mill in Midway, BC, (60 miles northwest of Colville), to specialize in small diameter logs. It also produces 8-to-20 foot lumber much like Colville. Midway is set to produce more export material, much of which is destined for Australia. Midway is still in start-up, but currently produces 6 million board feet per month, but should be cutting 8 to 10 million board feet in the near future in Eagar, AZ. All of the Vaagen mills use HewSaw technology for their breakdowns. They are very efficient, single pass, small diameter mills.

"We're very excited about our new facility in Midway (Vaagen Fibre Canada)," Sales Manager John Branstetter said. Primarily the products offered will be the same as our location in Colville, WA, 2x4, 2x6 and 2x8 in a mixture of SPF and Fir Larch."

Branstetter indicated the plant intends to produce up to 10 million board feet per month once it's operating at full capacity. "Right now all the lumber is being shipped to our Colville facility to be planed and surfaced. We're still in the start-up phases at the new facility, but we expect to be at full production complete with a planer and dry kilns in the future."

Formerly a Pope and Talbot Inc. sawmill, Branstetter said Vaagen recently acquired the mill and is in the process of re-tooling it. "We've upgraded it from a band mill to a HewSaw," he explained. Technology from Finland, HewSaw very efficiently manufactures small logs into lumber. "HewSaw is our primary equipment manufacturer for this operation," he said. "Specifically designed to handle small logs, the HewSaw produces dimensional lumber with minimal waste and maximum efficiency."

Offering Douglas Fir, Western Larch, Hemlock Fir and Cedar, Vaagen's corporate headquarters, located in Colville, utilizes state-of-art lumber scanning technology to assure product quality, strength and consistency while optimizing the use of each log. Debarking and log chipping equipment are in place to produce wood fiber for the paper products and landscaping industries, along with hog fuel that is used in a boiler system to create steam for drying lumber. Excess hog fuel is sold to Avista Utilities in Kettle Falls, WA, for the production of green energy.



This log crane is capable of lifting an entire truckload from the truck and onto the yard.

The sales team at Vaagen consists of John Branstetter, Sales Manager (over 30 years of lumber sales experience): Mick Vaagen, Sales and Transportation Specialist and Chris Schoefer, Sales and International Product Specialist. The team works together to effectively sell and ship everything Vaagen Bros. Lumber cranks out. Vaagen also has an agreement with Merritt Bros. Lumber in Athol, ID, and J&H Trading out of Boise, ID to help market and sell lumber throughout the United States.

Vaagen Bros. is dedicated to responsible forest practices. The company philosophy includes managing a thriving business and protecting the future of the forests. A Western Wood Products Association (WWPA) member, Vaagen has the Quality Manufacturing Systems Program through the WWPA.

Vaagen Bros. Lumber Inc. is also a member of Timber Product Manufacturers, NAWLA, and the Northeast Washington Forestry Coalition. Vaagen Bros. Lumber is committed to making the highest quality lumber while maintaining the highest ethics in everything that it does. From business, to community to forestry, Vaagen Bros Lumber does its very best to do things the right way. "We are a small log operation that is very interested in the health of the timber and being involved in our own communities," Branstetter concluded.

Vaagen has started a new rough green mill in Eagar, AZ, Four Corners Forest Products. This location is cutting Ponderosa Pine 2x4 through 8x8. We are currently producing 1.5 million board feet per month. For more information visit [www.vaagenbros.com](http://www.vaagenbros.com). ■

# WRCLA—Capitalizing On New Opportunities

After several years of little or no growth, the building market has finally turned around, and we're now on the upswing.

One organization that's making the most of capitalizing on this market recovery is the Western Red Cedar Lumber Association (WRCLA), a non-profit association representing quality Western Red Cedar producers in Canada and the U.S.

The WRCLA will be discussing their strategies to boost the volume of Real Cedar branded products in this opportunity market at the upcoming NAWLA Traders Market in Las Vegas. It's a session worth attending, both for their industry insight, and the new online territory the association is staking out.

What should be of particular interest to the industry is how the WRCLA redesigned their new website to be more than just generalized free information for visitors, but rather a targeted e-commerce tool for their members that monetizes their investment.

"We're building a seamless, simple path for consumers to buy Real Cedar branded Western Red Cedar," says WRCLA managing director, Jack Draper. "The agency behind the site started by researching our audiences to find out what they needed to know, and designed it to direct them through each step of the buying life cycle and then on to our certified dealers."



Through surveys and interviews, a comprehensive content and marketing strategy was developed to engage each of the WRCLA's target audiences: end consumers (DIYs); architects and builders; industry members, and influencers (bloggers, editors, and media related parties).

The site recognizes the differences between these audiences and tailors the path through the buying life cycle accordingly. An end consumer, for example, can be guided through a qualifying process that provides information on ideas, planning, building and maintenance and then leads them directly to a geo-located Certified Cedar Distributor (CCD) defined retail network.

What's more, added functionality in the site now includes robust analytics and is accountable for tracking and understanding the consumer's buying process. What this means is the WRCLA now has the option of engaging directly with the end consumer and following up with added help or information. It's also a chance to strengthen the Real Cedar branding and reinforce its assurance of quality and best practices message and connect it at the retail level.

Analytics and tracking notwithstanding, however, what may be the most persuasive feature of the new site is its ability to show off Cedar's inherent visual appeal.

"Real Cedar has a lot of advantages," notes WRCLA's Draper. "It's extremely durable and stable, and it's the greenest material for siding and decking applications. But what makes it stand out so much is its beauty. It's rich and warm looking, ranging from honey-yellow to a deep reddish color, and you have so many options to create the finish you want."

RealCedar.com uses Western Red Cedar's aesthetics to its full advantage, providing visitors with numerous photos and videos that showcase Cedar's applications, homes and buildings, how-to-projects, and more.

If visual content is the new king online, then social media is undisputedly the new messenger. The social media strategy will be covered at the WRCLA-hosted session in Las Vegas in October, but in short, RealCedar.com functions as a social media conduit with content being generated and managed in conjunction with other media initiatives and outreach, and tweeted and posted on Facebook on a regular basis. The site is also linked via trend-setting sites such as Houzz and Pinterest, sites from which the consumer can easily access the WRCLA's site for more building or finishing ideas.

With traffic from the WRCLA's previous network of sites now aggregated and re-directed to the new one, and fuelled by a promotional and regionally targeted advertising campaign, RealCedar.com now boasts over 250,000 hits a month- an impressive number that bodes well for sales.

True to the slogan, "membership has its privileges," WRCLA members reap the benefits of this high-traffic hub featuring a concentrated drive through Search Engine Optimization (the process of ranking the website higher on search engines), new media networks, both online and offline marketing, and a re-invigorated Real Cedar brand.

"We're building a real presence for our members and gaining momentum in the market," said Draper, "but to be truly competitive we need broader industry participation. With more of the industry involved we can create a stronger, more unified voice to position WRC in the market to capitalize on its superior building attributes and looks. We can make a real impact this way."

To learn more about this new site and online strategy, join the WRCLA- hosted session Oct. 25 at NAWLA's Traders Market in Las Vegas. Look forward to seeing you there. ■



Please Visit Us At NAWLA Booth No. 428



# Western Forest Products—Committed to Innovating a Globally Competitive Forest Products Business

**Vancouver, BC**—Western Forest Products Inc. (WFP) is an integrated Canadian forest products producer, which manages crown timberlands and manufactures Softwood lumber and wood products on the coast of British Columbia. WFP has a premium species mix; Western Red Cedar, Hemlock 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.

WFP is the largest forest tenure holder and lumber producer on the coast of BC. 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 1.1 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.

Given our strong balance sheet and assets, we have the financial flexibility to re-invest in the Company. We have begun executing on a \$200 million investment plan that will make us more profitable over all business cycles. It is a testament to Western's commitment to its manufacturing facilities and a critical step in positioning the company for the future to remain a leading supplier of products. Two-thirds of the strategic capital is focused on business repositioning, while the remaining third is earmarked for cost reduction projects.



Western Forest Products, Vancouver, BC, supplied log booms at Kendrick Arm on Nootka Island. (photo courtesy of Melody Rowe)

creasing production by 15 percent making it more competitive with global producers. Increased efficiencies with the upgrade will reduce mill bottlenecks, not only a benefit to productivity, but also the safety of the work environment. Our ability to provide a variety of products to a diverse customer base will ensure we are able to operate through varying market conditions. Upgraded edgers will facilitate onsite production of prime sizes for the ever growing Asian market; a critical part of the customer profile which also includes Europe, Australia, and North America. Once the project is complete, a more competitive mill that can absorb market fluctuations; will provide a more stable supply to customers.

Our next set of investments will be in auto grading technology. Automatic lumber grading technology has been used in the commodity lumber business around the world for over a

decade. The technology has proven effective in assessing lumber grades quickly, accurately, and consistently, increasing value, recovery and efficiency. Western, in partnership with Lucidyne Technologies Inc., is refining the technology necessary to address the complexity of coastal species lumber grading, resulting in the first installation of auto grading on the BC Coast. The equipment will deliver a significant increase in operating speeds, improve value, and increase lumber recovery. This installation will make the firm's Alberni Pacific division a more competitive mill in the global marketplace and more resilient to market fluctuations. First installation is expected to commence by year-end, and will be rolled out to remaining mills over the next three years. We anticipate announcing additional components of our strategic plan over the course of the year.

We are committed to being competitive through the lumber cycle, this is critically important to Western as we compete in global markets with other global producers. Our capital projects will provide two basic benefits, reduced costs and increased product flexibility. We are investing back into our business to ensure we maintain our position with our customer base and as a global competitor. For more information visit [www.westernforest.com](http://www.westernforest.com).



The Saltair sawmill upgrade is the first investment in WFP's \$200 million investment plan at \$38 million. (photo courtesy of Michael Dmytruk)



Boom boats at Burleith Sort. (photo courtesy of Jody O'Brien)

The Saltair sawmill upgrade is the first investment in this plan, at \$38 million. The Saltair sawmill, built in 1972, converts coastal mid-size logs into high value specialized products in Hemlock, Douglas Fir and Western Red Cedar. This capital project, the first at the mill since the mid 1990's, will make Saltair the largest single line sawmill on the

coast of BC. This project will provide upgrades to the edgers, stacker and sorters; in-

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# Bennett Lumber Imperial Cedar

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**Joe Buttice, Sales**

**Jim Vandegrift, Sales Manager**

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# THE WALDUN GROUP Focuses On Quality by Policy

**Maple Ridge, BC**—Since its inception in 1974, quality and integrity have been the focus for The Waldun Group, based here, according to the company owners.

The Waldun Group manufactures split and re-sawn, as well as taper sawn Cedar shakes and shingles, available in premium, No. 1 and Standard grades. Shakes are available in 16-18-and 24-inch lengths with grades from one to four.

Hand split shakes are available in a No. 1 grade allowing a minimum of 80 percent edge grain and a maximum of 20 percent flat grain. A No. 1 premium grade, which is 100 percent edge grain, is also available. Available in 18 or 24-inch lengths, Waldun's shakes are graded in compliance to UBC-15-3 and CSA 97 standards. All shakes with a No. 1 label are also guaranteed to contain 80 percent of edge grain in every bundle.

Taper sawn shakes are sawn on both sides and, like hand split and resawn shakes, they are available in No. 1 grade, which allows a minimum of 80 percent edge grain. Taper sawn shakes can offer a thicker shadow line than a shingle, while still enhancing a tailored, smooth style.

Waldun's Cedar shingles have a reduced exposure to obtain a 3-ply roof system. 100 percent clear and edge grain, shingles are available in 16, 18, or 24-inch lengths. All shingles are cut with a circular cut-off saw. The company also offers a shingle that is re-butt. "This (A-butt) shingle is so smooth you can clearly see every growth ring at the butt end of the piece," said Curtis Walker, a company partner. "All the shingles we produce have an even thickness and we pride ourselves on our clean-sawn faces. Because we believe in our products, we take a stand with our customers to guarantee our roofing and siding products for between 30 and 50 years."

Kirk Nagy, a fellow partner in Waldun, said, "Supervisors at The Waldun Group each have 30-45 years of experience. This has helped build the individual character of our products and company. Our entire management team demands a level of quality that will not be compromised. The quality of our 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, according to the Waldun partners.

The partners say the company's products are held to superior standards and rigorous testing. This stringent testing 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.

"Our company also takes time and care with all the little things that contribute to make a company stand above the competition," Walker said. "Our 2-inch pallets, shrink-wrapping, and air-bagging are always facilitated with durability in mind. The organization counts every piece of flatgrain that is packed. This ensures that every bundle has 80 percent edge grain."



The Waldun Group manufactures split and re-sawn, as well as taper sawn Cedar shakes and shingles, available in premium, No. 1 and Standard grades. Shakes are available in 16-18-and 24-inch lengths with grades from one to four.



In 2012 Waldun's Western Red Cedar products were utilized in a 14-week restoration of Philadelphia's Independence Hall, leaving its mark at the site of the signing of the Declaration of Independence.

sustainable future. Mills that manufacture Cedar shakes and shingles contribute to the replanting and maintaining of our natural resources. The province of B.C. has some of the highest standards and toughest regulations in the harvesting of Western Red Cedar."

The Waldun Group is a member of the North American Wholesale Lumber Association. For more information visit [www.waldun.com](http://www.waldun.com) or contact 604-462-8266. ■

Please Visit Us At NAWLA BOOTH No. 626

# NeLMA Announces Winner of 2013 Sustainable Versatility Design Awards

**Cumberland, ME**— Benjamin Greer, a senior at Northeastern University in Boston, MA, was recently named the recipient of the 2013 NeLMA Sustainable Versatility Design Award for his entry, "Lovells Island Marine Biology Research Center."

The Sustainable Versatility Design Awards, sponsored by the Northeastern Lumber Manufacturers Association (NeLMA), is a design contest for architecture, engineering and design students currently enrolled in an accredited architecture program to design a modern sustainable structure featuring Eastern White Pine. Judges looked for dialogue-inspiring, future-predicting, forward-thinking designs. Design parameters for the 2013 competition challenged students to re-imagine the use of Eastern White Pine in the modern classroom.

As first place winner, Greer received a \$750 cash award and visited the NeLMA annual meeting in April 2013, where he spoke about his project and received his award from NeLMA President Jeff Easterling and project judge Rob Robillard.

Jeff Easterling, president of NeLMA, commented about Ben's entry, "The goal of the Sustainable Versatility Design Award is to engage our young architects and challenge them to think differently about including wood in their designs. Ben did an excellent job of translating the many benefits of Eastern White Pine as part of an inspiring, forward-thinking project entry."

Rob Robillard, editor of the popular "A Concord Carpenter Comments" blog, principal of The Concord Carpenter renovation company and host of "The Concord Carpenter" cable TV show, served as a Sustainable Versatility Awards project judge. Following the award presentation to Greer, Robillard commented "this is exactly what the building and architecture industries need: entities like NeLMA reaching out to the next generation with educational information on the benefits of wood."

## The Winning Project: Lovells Island Marine Biology Research Center

A native of Rockland, MA, and a graduate of Rockland High School, Greer grew up spending time on his grandfather's boat. Wanting to tie in his love of the water with the desire to design something permanent, he began researching marine biology research centers in the area. Finding none out on the water, Greer knew he had found his project entry.

Greer chose real-life Lovells Island as the fictitious site of his marine biology research center design entry because the island possesses a climate and ecological zones that dovetailed with the purpose of the structure: a hands-on scientific retreat for marine biology students and instructors to use for short-term classes or for longer, rented time periods in which extensive research could be conducted. The 6,593-square-foot facility designed by Greer has the capacity to house up to 30 people and contains two research labs. "Rather than bring the outside in, the idea is that this facility would bring the inside – the students, professors and research equipment – directly to the outside, paving the way for true, productive, on-site learning," said Greer. "This research center meshes the brainpower that is the large college community within Boston with the beautiful, ecological environment that's right outside their door."

Greer entered the NeLMA Sustainable Versatility Design Awards in 2012 and came in second place.

## Using Eastern White Pine

Greer's proposal integrates Eastern White Pine both as a versatile, lightweight and beautiful building material and as an aesthetic strategy to draw the natural world into the building. Conceptually, the design is a "Pine block" that has been carved and eroded over time. The use of Eastern White Pine siding on the exterior allows the building to be perceived as a solid, while the same Pine material accents additional exterior features, eventually flowing from the outside directly into the building, creating



a continuous surface between the natural and the educational.

When working on his 2012 entry, Greer admits that it was his first time designing a project with wood as a central element. Following his 2012 entry experience in which he conducted significant research as to

the benefits of using Eastern White Pine, Greer began integrating it into his school projects more and more. By the time the 2013 entry process rolled around, he was more knowledgeable about wood and developed definitive ideas of how to showcase the material in his 2013 entry.

Greer's favorite things about working with Eastern White Pine are the strength, durability and aesthetic value. "Pound for pound, it's an incredibly strong material," he said. "It's a lightweight, fantastic finish material offering great variety, texture and grain. Eastern White Pine is a good insulator, which is very important. And, it grows back, making it a great environmental choice."

Scheduled to graduate from Northeastern University in 2014 with a BS in Architecture, Greer is currently employed with Utile Design in Boston.

Founded in 1933, NeLMA (Northeastern Lumber Manufacturers Association) is the not-for-profit rules writing agency for Eastern White Pine lumber and the steward of the lumber industry in the Northeast. NeLMA is also the grading authority for Eastern Spruce, Balsam Fir, the Spruce-Pine-Fir (SPFs) grouping, and other commercially important eastern Softwood lumber species.

To see a PDF of Greer's winning entry, please visit [www.sustainableversatility.org](http://www.sustainableversatility.org). This same page will hold contest and entry information very soon for the 2014 competition.

For more information on NeLMA, please visit [www.easternwhitepine.org](http://www.easternwhitepine.org) and [www.nelma.org](http://www.nelma.org). ■

Please Visit Us At NAWLA BOOTH No. 733

Wholesale/Wholesale Distributor Special Buying Issue



Northeastern University senior Benjamin Greer (right) recently won the NeLMA Sustainable Versatility Design Award for his proposed project, "Lovells Island Marine Biology Research Center." The award was presented by Rob Robillard, (left) owner of The Concord Carpenter and host of "A Concord Carpenter Comments" blog and cable TV show.



# Zip-O-Log Provides “Quality” Douglas Products

**Eugene, OR—** Zip-O-Log Mills Inc. was founded in 1944, and is guided today by the third generation of this family-owned business. According to company owner Karl Hallstrom “Zip-O” as the firm is commonly known, promotes itself as a long-length cutting mill that manufactures Douglas Fir timbers, Clears, Long Dimension and Specialties. Karl’s daughter KayCee has recently joined the firm.

Zip-O-Log can produce timbers up to 52-feet in length, and is equipped to Surface or Saw-Size to any dimension for specialty and custom orders.

There are additional options offered including bottom boards for added protection during shipping and handling as well as lath sticking each layer for improved air circulation.

“We focus on free of heart center timbers in both dry and green,” Sales Manager Mark Grube said. “We have been drying timbers for the past seven years. We inventory up to 500 million board feet of dry timbers from 3x6 to 12x12 in primarily four-foot mults. We produce a dry product that will minimize encased edge knots. Each piece is pre-selected so as to minimize the damage that can occur by machining after drying.”

Zip-O-Log’s production is mostly No. 1 and Better FOHC, rough, full sawn, Douglas Fir cuttings. The firm offers posts and timbers in stock FOHC cuttings in 6x6 to 6x16, 8x8 to 8x16, 10x10 and wider and 12x12 and wider. The company also produces boxed heart timbers 10x10 and larger. Zip-O prides itself on accurate tallies and on time shipments.



With approximately 100 employees, Zip-O-Log Inc., based in Eugene, Ore., operates approximately 50 hours per week.

The entire facility is paved, which makes for cleaner and better working conditions. The majority of the No. 1 and Better timbers are stored inside of a 55,000-square-foot shed.

The mill site encompasses nearly 11 acres, there is a nine-acre log yard. The planer and sorter are located nearby on 75 acres in Goshen, OR. Pennington Crossam Co., a sister company, operates three state-of-the-art dehumidification kilns, a modern planer mill and timber sizer.

Zip-O has established long-term customer relationships, according to Grube, who said some customers have been buying from the mill for over 40 years. He added that the company is willing to go the extra mile to give customers what they want, when they want it.

“Specialty cutting is one of our strengths,” Assistant Sales Manager Al Gedroez explained. “For those that need products other than the ‘norm’, this is the place to come. We sort the logs and saw the logs to the



(From L to R): Sales Manager Mark Grube and Lumber Salesman Alan Gedroez.

order. If a customer has a need that is unusual, we can get a log that will produce a product in almost any dimension or length.”

Zip-O-Log is a member of the North American Wholesale Lumber Association and the Pacific Lumber Inspection Bureau. To ensure quality control — both during production and shipping — the company relies on quality standards instituted by its founders and carried on by successive generations.

With approximately 80 employees, the company operates about 50 hours per week. “In order to advance from the green chain employees are required to become bureau-certified graders. We have found that this enhances the quality of our product and reduces the likelihood of an off grade piece shipping,” Grube explained. The firm’s quality control person conducts grading classes continuously.

President and Owner Karl Hallstrom believes that keeping up with the latest technology is a big part of Zip-O-Log Mills’ long-term success, and the company has consistently reinvested in new equipment, tweaking product flow to find new and better methods of improving production, all to provide the best quality and service to its customers.

For more information about Zip-O-Log and its products visit [www.zipolog.com](http://www.zipolog.com) or phone 541-393-3309. ■

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October 2013 Advertorial

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# Recent Expansion Boosts Sherwood Lumber as a Complete Panel Distributor

**Islandia, NY**—Sherwood Lumber Co. realized their West Coast expansion goals earlier this year through Talon Forest, a trading group located in Portland, Oregon. This expansion has allowed Sherwood to fortify their product offerings to include a larger



Sherwood Lumber Co., headquartered in Islandia, NY, is a national leader and innovator in the Lumber and Building Materials Industries, specializing in quality lumber and panel products.

line of panels, as well as inherit panel experts John Percin, Rob Turk and the whole of their trading group. With this new investment, Sherwood Lumber now carries a full line of panel products, making them a one-stop resource for everything panel related, including hardwood and specialty, commodity, industrial and commercial products.

“Panels are an area where we’ve seen tremendous demand recently,” said David Gaudreau, Senior Vice President. “As part of our promise to be there for our customers, we’ve made the investment at Sherwood to have a full, diverse line of high-quality panels, in stock, at all times.”

Sherwood’s expertise on panels has given them greater insight into how their customers are using the products, which in turn helps guide customers to the right products for them. Sherwood also assists customers in developing custom panels specific to their individual needs.

“With Sherwood, you don’t have to buy off the shelf, which is an important factor for our customers,” said Mike O’Mara, Outside Sales Representative at Sherwood Lumber.

In an industry that depends on others to provide necessary materials, logistics are extremely important. Sherwood

understands the chain of impact, and has a proven track record for on-time deliveries. Their customers don’t worry about a job being put on hold due to a delayed delivery.

“Logistics are a huge deal, especially in commercial,” said John Percin, Manager, at Sherwood Lumber’s Lake Oswego location. “If the truck’s not there, people are just standing around, which wastes money. The job will be put on hold if products don’t show up in the exact delivery window.”

Relationships with mills are a key factor in delivering the best products to customers. Sherwood spent years building these mill relationships, which in turn has a positive impact on price, allows for greater access to products, and increase purchasing power. The strong ties with mills allows Sherwood the flexibility to be competitive and pass the savings along to their customers.



Sherwood understands the chain of impact, and has a proven track record for on-time deliveries.

Manager at Sherwood Lumber. “Our customers know that they’ll get more out of what we give them.”

Everyday wear-and-tear has a more damaging effect on low-quality products, and Sherwood makes sure to incorporate extra care into the sourcing of their products, so that every customer can get the most out of what they purchase.

Regardless of the type of panel a customer requires, the factors that go into making it a great experience are the same across the board: expertise, quality, logistics and service. Sherwood Lumber is the gold standard in panels, and with their in-house expertise and locations across the country, they have the capacity to be there.

Sherwood Lumber is a national leader and innovator in the Lumber and Building Materials Industries, specializing in quality lumber and panel products. With over 60 years at the forefront of the industry, Sherwood’s extensive product knowledge, expertise in managing inventory and deep commitment to their partners, allows them to be there for their customers and vendors in ways few other distributors can be. Sherwood Lumber is headquartered in the Northeast with locations throughout the U.S. Visit [www.sherwoodlumber.com](http://www.sherwoodlumber.com) for more information. ■

# PLUM CREEK Studs are Back

**Seattle, WA**—After a four-year hiatus, Plum Creek Timber Company Inc.’s Evergreen Sawmill in Kalispell, MT, is back in business, producing studs to meet the demand



Tom Hackman, sales representative and lumber mill coordinator (left), and Padriag Haga, plant manager (right).

stoked by new construction throughout much of the U.S. According to the U.S. Census Bureau and Department of Housing and Urban Development, housing starts in July were at a seasonally adjusted annual rate of 896,000, more than 20 percent above the July 2012 rate.

Since April of this year, when the Evergreen facility began running again, demand for the mill’s product has grown steadily as former and new customers ramp up their stud inventories. Former customers began returning within several weeks of the mill’s restart, quickly resulting in a very healthy order file.

“We had many great customers who were disappointed when we closed the mill, and now we have the pleasure of re-establishing those relationships,” says Russ Hobbs, director of marketing. “With so many mills pulling a high line stud for the home centers, it can be really tough for dealers to find a consistent, high-quality product, like ours.”

The Evergreen mill offers non-prior-selected 2x4s and 2x6s (about 80 percent DFWL and 20 percent Alpine Fir), primarily used for construction and home remodeling, with most of the logs coming from within a 50-mile radius of the northwestern Montana mill. A small percentage of byproduct is sold as 1x3s, 1x4s and economy studs.

Built in 1989 on the site of a smaller previous mill, the Plum Creek Evergreen mill employed more than 100 people and operated three shifts at its height, before the economy went sour in 2008-09. The mill curtailed operations in 2009, after new housing tanked—and with it, the demand for stud lumber. As market conditions improved in early 2013, the company began planning the mill’s restart.

When the Evergreen plant reopened in April, operating a single shift, the timing proved challenging. In the first month of operations, stud prices fell more than 20 percent due to overproduction and a hiccup of weak demand. But the mill was configured efficiently to operate profitably through such price volatility. Plum Creek’s manufacturing segment

(which includes plywood, MDF and lumber) reported a significant improvement in 2013 second quarter operating income over the second quarter of 2012; boosted by the re-opening of the Evergreen mill, lumber sales volume was up 21 percent over the second quarter of 2012.



Mark Olson loads a carload of studs.

Having a highly motivated work team—committed to producing a high-quality product—has been key to the mill’s success. Two-thirds of the mill’s 33 employees are re-hires.

“The start-up went remarkably well because we were able to hire the people we wanted to run the mill,” says plant manager Padraig Hagan, who’s been with the company for nearly 25 years. “We got back a very experienced crew with a really positive attitude, including some of the best millwrights, electricians and maintenance people. Many have at least 20 years of experience, and they do an excellent job of making sure that what’s supposed to be in the unit is what’s in the unit. Our emphasis is on making a quality product, and everything we produce goes to our stud customers.”

Buyers include stocking distributors, buying cooperatives and large retailers. “Our market penetration is quite diverse,” says Tom Hackman, lumber sales representative and lumber mill coordinator. “Our ESLP studs sell well locally, into the Southeast and Upper Midwest. Our No. 2 Fir/Larch studs often find their way into the Northeast, as well as California markets and anywhere else that multi-family construction requires No. 2 product.”

Hackman says buyers value the log quality of the inland Northwest. “With a relatively dry climate, trees are slow growing, resulting in fine growth rings—which results in very stable, strong and workable lumber. That, combined with offering a true, no-prior-selected stud sets our product apart.”

The company also touts its sustainable practices. Plum Creek Timber Co. was the first American company to have all of its lands certified by the Sustainable Forestry Initiative. And, once a log comes into the Evergreen yard, no part is wasted. “Everything gets used,” says Hagan. “The bark goes to feed the boiler as fuel—which in turn produces steam to dry the lumber and heat the mill. The sawdust, shavings and chips provide raw material for our MDF plant.”

Hobbs and Hackman are optimistic about future stud sales, as Plum Creek re-establishes partnerships with previous customers and builds new relationships with buyers seeking quality American-made studs. Their primary focus will be the development of ongoing program business with distributors and/or cooperatives.

“I feel proud to offer a high-quality product made in the United States and sold in the United States,” says Hackman. “It gives me a deep sense of personal satisfaction to see that product sell well as our economy heals.”

Plum Creek is one of the largest landowners in the nation and the most geographically diverse, with approximately 6.4 million acres of timberlands in major timber producing regions of the United States and wood products manufacturing facilities in the Northwest. For more information, visit [www.plumcreek.com](http://www.plumcreek.com). In Montana, Plum Creek practices sustainable forestry on all of its 897,000 acres throughout the western part of the state. For more information on Plum Creek in Montana, visit [www.plumcreek.com](http://www.plumcreek.com). ■

Please Visit Us At NAWLA Booth No. 421



# Arrowhead Lumber Sales Inc.: 32 Years In Business And Still Thriving

**Oklahoma City, OK**—In 1981 Dusty Hammack opened his wholesale lumber company, Arrowhead Lumber Sales Inc., in meager surroundings. Working from a single desk, one telephone and supplier support from a couple of friends already in the business, it was a humble beginning for a company that has flourished through the years. Hammack, a marketing graduate of Oklahoma State University in Stillwater, OK, honed his knowledge of the lumber industry as a management trainee with Georgia-Pacific Corp., headquartered in Atlanta, GA, as well as with another wholesale com-



Pictured with an array of some of the products offered by Arrowhead Lumber Sales Inc., Oklahoma City, OK, are staff members (from left) Jeff McDaniel, Michelle Caudle, Greg Schroeder, Dusty Hammack, Steve Majike, Elias Baraza and Zachary Hammack.

pany. Today, his company does business throughout his home state, and most of it is with long-standing repeat customers who have come to rely upon, and appreciate, Arrowhead's commitment to quality and service.

Today, Arrowhead's facility includes a 20-acre site with 100,000 feet of warehouse space and ready access to rail service from not only BNSF Railroad, but also Union Pacific (UP). Arrowhead has a reciprocal agreement with UP since the lumber company expanded its reload services through the years.

Distribution of bulk-purchased products brought to Arrowhead by rail in multiple carloads account for at least 75 percent of the company's business orders. These are either shipped direct to customer or stored in Arrowhead's spacious warehouse, and then resold to retail lumber dealers.

Arrowhead's growth and expansion through the years has benefitted both customers and the company because, as Hammack commented, "With the increase in size of our facility, it allows us to increase our inventory product line offerings to our customers."

Remanufacturing and reloading combined account for a significant percentage of Arrowhead's overall business and customer orders. "We'll bring another company's products in on our rail spur and unload it onto our flatbed trucks or stage it for commercial carrier redistribution," said Hammack.

Arrowhead takes pride in the fact it is a successful full service, 2-step distributor with a full line of building products. At any given time, the company is remanufacturing products comprised of Douglas Fir, SPF, Cedar and Southern Yellow Pine.

Of these species, Arrowhead stocks a wide variety of boards and lumber, including economy/utility grades for industrial and crating purposes, as well as higher select structural grades for specialized construction or manufacturing orders.

Additional products in Arrowhead's inventory are: Southern Yellow Pine, Ponderosa



Juan Barraza unloads a rail car at Arrowhead Lumber Sales.

Pine, Douglas Fir dimension lumber, fiber cement siding, hardboard siding, plywood siding and sheathing, particleboard, oriented strand board, SPF products, composite decking, cedar decking, treated lumber, fencing, asphalt roofing products, insulation products and gypsum wall-board.

Hammack said, "Our top sellers include the Douglas Fir dimension lumber, Ponderosa Pine boards, Yellow Pine boards, dimension,

treated products, siding products, fencing, fabricated industrial pallet parts and industrial crating."

Arrowhead employs 17 people, including a highly specialized group of purchasing and sales personnel with skills in such fields as commodity and specialty building products. The vast majority of these staff members have had multiple years of service with the company.

Of Arrowhead's successful growth record, Hammack credits the longevity of his very skilled staff's ability to provide superior products and customer service as critical components.

His goal for the present and future is simple: to sustain Arrowhead's grassroots customer service reputation and to continue product diversification to meet customer demand. "Our customer base is our lifeline," said Hammack.

Arrowhead Lumber Sales Inc. holds association memberships in the Oklahoma Lumbermen's Association and the North American Wholesale Lumber Association.

For more information, visit online at [www.arrowheadlumber.com](http://www.arrowheadlumber.com). ■

# Southern Pine Industry Primed for Recovery

There's a new form of optimism spreading throughout the wood industry that finally some better years are on the horizon. Through the first half of 2013, a string of tantalizing headlines for Southern Pine lumber producers has appeared.

The Southern Forest Products Association (SFPA) supports dealers, distributors and wholesalers with the help they need, providing resources to improve their Southern Pine sales. SFPA materials not only help train employees but also educate customers on the proper selection and application of Southern Pine lumber.

America's first lumber species remains a market leader – readily available in a wide range of sizes and grades to meet the demands of most any construction project.



The homepage of [www.SFPA.org](http://www.SFPA.org) offers easy access to all 6 sites sponsored by SFPA.

Dealers know the versatility and value Southern Pine provides for their customers: dependable strength, exceptional treatability and attractive appearance. Southern Pine outperforms nonwood alternatives for building outdoors, too, when pressure-treated to resist decay and termite attack, or where conditions warrant additional protection from excessive moisture and the elements.

## Dealer's Online Gateway

SFPA can help steer customers your way. Visit [www.SFPA.org](http://www.SFPA.org) and notice the new gateway page offering easy access to all six of SFPA's websites. The flagship marketing site, [www.SouthernPine.com](http://www.SouthernPine.com), is the authoritative resource for product information. It's all here – span tables, the new design values, even a dozen do-it-yourself outdoor project plans to help dealers sell more treated lumber. SFPA works to keep dealers and distributors connected to the latest information. This site now offers more fea-

tures, easier navigation and the latest product details. Within the publications section of the site, SFPA's lumber library is a collection of helpful titles that dealers can rely on to help educate themselves and their customers about the proper selection and use of Southern Pine materials. All titles are available as a free PDF download.

## Online Product Locator Helps

Need help finding a customer's special order item? Chances are good you will find it among the listings of SFPA's online Product Locator. More than 400 product listings are here. A quick search and dealers are directed right to the manufacturers' contact information. Here's a handy, time-saving tool and just a click away from the homepage of [www.SouthernPine.com](http://www.SouthernPine.com). On a regular basis, SFPA members are updating their product offerings, assuring on-time delivery to dealers and distributors.



## Effective June 1: New Southern Pine Design Values

Many dealers are aware that some important changes have taken place in the Southern Pine lumber industry. After two years of research, testing and analysis, new design values for ALL sizes and grades of visually graded Southern Pine dimension lumber became effective June 1, 2013. These new design values are based on more than 7,400 destructive tests of full-size samples of commercially produced Southern Pine lumber, resulting in more than 300,000 data points, and represent the most accurate design values available at this point in time.

SFPA does not test lumber or establish design values. SFPA's primary function is to market lumber products and to help users understand Southern Pine grading rules and design values. For good reason, lumber dealers and customer groups have had some poignant questions over recent months regarding the establishment of new design values for Southern Pine. SFPA provides answers.

Over the last two years, SFPA has worked to facilitate the transition to new design values, providing a dedicated page on [www.SouthernPine.com](http://www.SouthernPine.com) with answers to the most-often asked questions, and other helpful resources for dealers, building professionals and consumers. By communicating this information, SFPA's is helping users successfully transition with minimal disruption to their businesses.

## New Span Tables Available

SFPA's popular pocket span card has been updated and expanded to include 12 abbreviated span tables for visual, MSR and MEL grades. This card is a handy field guide to popular Southern Pine applications in joists and rafters. Visitors to the publications page of [www.SouthernPine.com](http://www.SouthernPine.com) can review the content with a free PDF download, or a copy of the new card can be ordered.

In addition, SFPA has updated its publication Southern Pine Maximum Spans for Joists & Rafters that includes easy-to-use tables for specific grades and sizes of Southern Pine lumber.

SFPA has also updated its publication Southern Pine Headers & Beams, providing simplified span and size selection tables for lumber and glulam headers, beams and girders. Visit [www.SouthernPine.com](http://www.SouthernPine.com) for a free PDF download of both new publications.

## At SFPA, Service Matters

Do trade associations matter to lumber dealers and distributors? Indeed, they do. By offering its educational and promotional resources to dealers across the country, SFPA can help assure the long-term success of the Southern Pine lumber trade as construction markets continue to rebound and slowly recover. Complete information about SFPA programs and services is available at [www.sfpa.org](http://www.sfpa.org).



When it comes to durability and value, pressure-treated Southern Pine remains the preferred choice for outdoor projects.

When it was founded back in 1915, SFPA's motto was SERVICE. As the association approaches its 100th year, it continues to conduct a wide range of promotional programs to assist lumber suppliers and building professionals everywhere. ■



A dozen span tables for joists and rafters, all based on the new Southern Pine design values, fill this handy pocket guide available from SFPA.





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**TRADERS – Southwick – Continued from page 1**

and strengthening those relationships makes the NAWLA event an interaction that is a must attend event on our travel schedule yearly. NAWLA continues to evolve each year into an event that all attendees can gain something from.

In our current market state and the challenges that our industry continues to face NAWLA opens the doors to new relationships by uniting companies and encouraging strong national relationships. The annual attendance alone demonstrates the value of this event. Promoting commerce is always NAWLA's number one priority and that is what will keep C&D Lumber Co.'s attendance a given. ■

**TRADERS – Duprey – Continued from page 1**

boards. The NAWLA Traders Market is also a place to educate ourselves with the number of functions that NAWLA puts on during the event.

Just being at the NAWLA Traders Market helps Hancock Lumber take a temperature of what is going on in the global market today. Getting a sense of how the wholesaler community is doing with the ever-changing needs of the market is very important for us. The NAWLA Traders Market gives us a chance to do that in a venue that brings the entire industry together. ■

**TRADERS – Lundstrom – Continued from page 1**

first show. The Traders Market has given us the chance to explore new products and ideas and meet more people in less time than a marathon road trip. As an exhibitor we have not found a better or more cost effective way to reach out to new customers or have some face to face time with existing ones.

At the very least, having a booth at the Traders Market gives us a higher profile, keeps us connected with our customers and lets everyone know we're here for the long haul. ■

**TRADERS – Williams – Continued from page 1**


meet with potential new customers make this an important show for us. We look forward to the Traders Market and highly recommend it. ■

**TRADERS – Wheeler –**

**Wade Wheeler – Idaho Forest Group  
Coeur d'Alene, ID**

In my 30 years in the industry, I have attended NAWLA a number of times. No question, NAWLA is one of the most important shows out there.


The level of attendance is excellent. We solidify a lot of relationships there. ■



**TRADERS – Schmidt –**

**Merry Schmidt – Lazy S Lumber/Columbia Cedar  
Beavercreek, OR**

As Lazy S Lumber and now Columbia Cedar, we've been attending the NAWLA Traders Market from the beginning. It is a valuable tool to keep our name and products 'out there'. To meet current and prospective customers in one location is important, especially in today's market environment. ■




**TRADERS – Hassenstaub –**

**Jim Hassenstab – DMSi  
Omaha, NE**

DMSi has a great appreciation for the NAWLA Traders Market. As long-time exhibitors, we have seen Traders Market evolve into the premier event for this industry. It draws a great mix of business partners, professional organizations and industry leaders. Meeting face-to-face with our customers and prospective customers is an incredible value to our company. It lets us maintain great relationships with them, so we can continue to deliver the best possible service.

On top of the great networking opportunities, the speakers and educational seminars at the event are excellent resources. They give insight into future trends and emerging issues that affect our customers.

Just like other NAWLA events, the Traders Market provides incredible value and does not disappoint. I highly recommend attending this event to all NAWLA members as well as companies considering joining the NAWLA association. ■



**TRADERS – Brewer –**

**Jill Snider Brewer – Snider Industries  
Marshall, TX**

Snider Industries has participated in the NAWLA Traders Market for many years. It is a tremendous collaboration of buyers and sellers in the industry and generates an opportunity to reinforce established customer relationships, as well as connect with viable, potential customers. We consider this trade show event as an opportunity you

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simply cannot pass up, and look forward to it every year! ■

**TRADERS – Jones –**

**Kyle Jones – West Bay Forest Products  
Langley, BC**

The NAWLA Traders Market is a “can’t miss it” event for West Bay Forest Products and should be for any company looking to sell lumber in any real quantity. There is no other event that brings together mills, distributors, wood manufacturers, and service providers in this kind of dialogue rich environment. To get similar exposure a company would have to make numerous trips flying back and forth all over the continent. Reducing the costs of building relationships is not the only advantage.... What NAWLA successfully creates is the premier event for exposure for our industry. This exposure includes new products, ideas and opportunities we need to look at as we all move into the Global market era. If you are not trying to improve, steam line or expand... then you are falling behind. Every year we leave the Traders Market with something new to work on.... They make it hard not to! ■



**TRADERS – Robbins –**

**James L. Robbins – Robbins Lumber Inc.  
Searsport, Maine**

The NAWLA Traders Market is always very successful for us in many ways. If you are serious about selling and trading lumber, the Traders Market is the place you need to be. If I had to pick only one lumber show to attend to sell lumber, the NAWLA Traders Market would be the one I would attend. It is the most important lumber show available to the lumber industry and we look forward to it every year. ■



**TRADERS – McSwain –**

**Chris McSwain – Idaho Timber LLC  
Boise, ID**

Where else can you meet a Canadian Spruce producer one minute and a Southern Pine producer the next? NAWLA creates a unique opportunity for a company like Idaho Timber, who deals in a wide range of lumber products and species, to meet existing suppliers and potential new ones from all over the world in one place. We always look forward to this convention and have always left feeling it was time well spent. ■



**TRADERS – Cook –**

**Jeffrey Cook – TMI Forest Products  
Morton, WA**

The NAWLA Traders Market is the annual event where all six major companies that comprise The Probyn Group have the opportunity to interact with customers from our different facets of the industry at one venue. With our companies crossing international borders and transactions in marketplaces around the globe, the Traders Market has become not only the most important tradeshow of the year for our customers, but also the single industry event where every member of The Probyn Group is able to meet face to face. The week is crucial for maintaining and creating customer relationships in the lumber industry and also serves as a convenient corporate planning location to establish the strategy, direction and distribution of our resources from the West Coast of North America across the globe. Without a doubt, the attendees of The Traders Market will shape the manufacture and distribution channels of the majority of all the Western Red Cedar lumber products produced today. ■



**TRADERS MARKET – Continued from page 1**

in one location for two days is immeasurable,” said Vitale. “Though things are looking better, our industry is still cautious on how it allocates its resources, from time, to money. Traders Market is one of the highest value events in our industry. If you are reading this, you need to be there!”


The show will continue with its familiar schedule opening on Thursday and running through early afternoon on Friday. This will give attendees the option of flying home in time for the weekend or staying and enjoying all Las Vegas has to offer for a few extra days.

Thursday’s Grand Opening Luncheon, a not-to-miss NAWLA tradition, will once again feature a great, entertaining keynote presenter. Greg Hahn, a favorite on the nationally syndicated Bob and Tom Radio Show, who has also appeared on Late Night with Conan O’Brien and Comedy Central, will bring his comedy and antics to the stage for a fun and humorous performance. You will not want to miss his crazy, likeable stylings on stage.

On Friday morning, October 25, attendees will want to mark their calendars to make sure to participate in the NAWLA Magellan breakfast. This informative event focuses on international trade and this year the tentative agenda will include a discussion on the expansion of the Panama Canal.

The Traders Market website [www.nawlatradersmarket.com](http://www.nawlatradersmarket.com). ■


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## WHO'S WHO – Arthur – Continued from page 6

20 minutes from Vancouver International Airport and 25 minutes from downtown Vancouver. The site contains offices, warehouses, dry kilns, manufacturing equipment and a storage yard. For more information visit [www.haidaforest.com](http://www.haidaforest.com). ■

## WHO'S WHO – Freeman – Continued from page 6

Freeman is a graduate of Wayne County High School, Waynesboro, MS. He grew up in the forest harvesting industry working at a family-owned Stihl and Husqvarna dealership. Other jobs Freeman has held in the industry include working as a dismantler of sawmills, rebuilding them and then producing pallet parts. He also constructed re-man and pallet plants for customers.

Freeman has two sons and one daughter. He enjoys spending time with his children, Bible study, and exploring creeks and rivers. For more information visit [www.marshallinc.com](http://www.marshallinc.com). ■

## WHO'S WHO – McGinnis – Continued from page 6

Jim said, "We are large enough to have buying clout, but small enough to be able to adapt to rapidly-changing market trends."

McGinnis Lumber Company has been a member of North American Wholesale Lumber Association (NAWLA) for over 50 years. J. E. McGinnis Jr. was Chairman of NAWLA in 1976, and Jim has chaired regional meetings, served on committees as member and chairman, and has been on the board of directors for over 14 years total.

Jim McGinnis III is a graduate of Meridian High School, Meridian, MS, and received his bachelor's degree in English from the University of Mississippi in Oxford, MS. He and Cindy, his wife of 27 years, have three children. His favorite hobbies include tennis, biking and reading. For more information visit [www.mcginislumber.com](http://www.mcginislumber.com). ■

## WHO'S WHO – Moulton – Continued from page 6

positions of grader and finished end supervisor, he was recently promoted to the sales department.

Moulton enjoys running and fishing. He is married to Jill, a school teacher, and they have a daughter, Sophie, and a son, Brady. For more information visit [www.dipriziopine.com](http://www.dipriziopine.com). ■

## WHO'S WHO – Nocerino – Continued from page 6

Nocerino is a graduate of Plantation High School, Plantation, FL, and received a Bachelor of Science degree in International Business from Florida State University in 1999. He began his work in the industry as an outside sales representative for a lumber treating company in Florida, where he also worked as operations and sales manager. Nocerino served as president of a treating company in Jackson, MS, for two years, and worked one year at Forest2Market in Charlotte, NC, immediately prior to joining Potlatch.

Potlatch Corporation is a member of the North American Wholesale Lumber Association.

Nocerino has been married to Charyl for seven years with two daughters. He enjoys skiing, running, rock climbing, hiking, hunting and scuba diving. For more information visit [www.potlatchcorp.com](http://www.potlatchcorp.com). ■

## WHO'S WHO – Peluso – Continued from page 6

ries Western Red Cedar, Douglas Fir, Eastern White Pine and Southern Yellow Pine. Peluso comes to Mid-State Lumber with 23 years of experience in the forest products industry. His first job in the industry was as a lumber yard flatbed truck driver. Other experiences include counter sales experience, inside sales and also as an outside sales representative for a wholesale lumber company. Peluso's expertise and service have enabled him to expand Mid-State's business within his territory.

Peluso graduated from Cheshire High School, Cheshire, CT, in 1990. Favorite hobbies of Peluso's include sports and muscle cars. He has been married to Courtney for 10 years and has two daughters. For more information visit [www.midstatelumber.com](http://www.midstatelumber.com). ■

## WHO'S WHO – Ross – Continued from page 6

Bachelor of Science degree in Wood Products Processing. His first job in the industry was as a truss builder starting in 2009 and working summers until 2012.

Skana Forest Products is a member of several associations within the industry, including: the BC Wholesale Lumber Association, Western Retail Lumber Association, Western Red Cedar Lumber Association, North American Wholesale Lumber Association, International Wood Products Association, Western Wood Truss Association of Alberta and the Building Supply Industry Association of BC.

Ross' interests include the outdoors, hockey and playing guitar. For more information visit [www.skana.com](http://www.skana.com). ■

## WHO'S WHO – Saad – Continued from page 6

and light commercial joists and beams. I-joists – up to 64 feet long – are available in truckload and carload quantities. Glulam beams are available up to 66 feet in length. Prior to working at Nordic Engineered Wood, Saad was a professional engineer at

Continued on page 77



**WHO’S WHO – Saad –Continued from page 76**

Jager Industries, Calgary, AB, and was a regional sales manager at Goodfellow Inc., Delson, QC. His extensive and wide base of knowledge of engineered wood products comes as an important asset in his current position.

Nordic Engineered Wood is an ISO 9001 and ISO 14001 Certified Manufacturer, and received its FSC certification in February of 2009. The company is also an APA – The Engineered Wood Association member.

CCL, Nordic’s parent company, is a member of the Quebec Lumber Manufacturers Association.

Saad is currently a member of the Ontario Wood Works Steering Committee. In addition to that he is a member of the Ontario and Alberta Associations of Professional Engineers. In his spare time, Saad participates in different sports, music, cycling and reading. For more information visit [www.nordicewp.com](http://www.nordicewp.com). ■

**WHO’S WHO – Scott– Continued from page 6**

Council certification in January 2010 has allowed KLC to provide customers with all the products they need for LEED certified jobs. KLC also offers Lamstock, Douglas Fir timbers, dimension lumber and White Pine boards.

Along with his many skills in the sales department, Scott is a licensed lumber grader and a Level 3 First Aid attendant. Scott enjoys fishing from the family yacht (22-foot StarCraft) and skiing with his wife and two sons.

Kalesnikoff Lumber is closely aligned with Kootenay Innovative Wood Ltd. ([www.ki-wood.com](http://www.ki-wood.com)), a value-added remanufacturing plant, producing Softwood siding, paneling, flooring, decking and many specialty products.

In 2012 Kootenay Innovative Wood added Western Red Cedar to their offering list and will continue to do so throughout 2013. The “One Stop Shop” between Kalesnikoff Lumber Co. Ltd. and Kootenay Innovative Wood Ltd. allows their customers to minimize shipping costs with mixed truckloads from both companies.

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

**WHO’S WHO – Tsourmas– Continued from page 6**

job in the industry was as a forklift driver at Backstrom Builders, a retail lumber yard in Bend, OR, where he worked summers while attending college. He graduated from Mountain View High School located in Bend in 1986. In 1991 Tsourmas received a bachelor’s degree in management, with an emphasis on marketing, from the University of Oregon, in Eugene, OR.

Tsourmas purchases boards for all of the company’s distribution branches. He also advises branch product managers on timing and volume of purchases, recommends different programs for each location and assists in the training of new employees.



With eight of his 14 years with Boise Cascade spent in his current position, Tsourmas will soon be transitioning into a new role within the same department—division buyer of plywood and oriented strand board, while also assisting in the training of a new division product manager. Other positions he has held within the industry are inside and outside sales positions, and district inventory manager.

Tsourmas enjoys following his daughters’ club volleyball circuit, and fly fishing. He also built a cabin near the Sawtooth mountain range in central Idaho. Tsourmas has been married to Stephanie for 20 years, and they have two daughters, Kate, 16, and Amy, 12. For more information visit [www.bc.com](http://www.bc.com). ■

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