

# Laminated Wood Roof Decking Available From Boise Cascade Engineered Wood Products

**Boise Cascade Engineered Wood Products**, headquartered in Boise, Idaho, manufactures and markets a wide range of engineered wood products including long-length and random-length laminated wood roof decking. This product is for architectural applications where the beauty and ambience of a natural wood ceiling is an important element of the architectural style. And the product is available



Laminated wood roof decking is for architectural applications where the beauty and ambience of a natural wood ceiling is an important element of the architectural style.

in multiple thicknesses and widths to fit virtually any job. Choose the right size and grade for the ultimate mix of structural and appearance requirements. The face of each length of laminated wood roof decking is a sound, tight-knotted grade. Machine-sanded to accentuate the grain and unique growth characteristics of the species. The face grade is selected for its small, tight knots and straight grain, desired by architects and designers and appreciated by owners. The center and back laminates are pre-graded to produce a dry, straight finished piece of beautifully structured decking. Laminated wood roof decking complements laminated timbers whenever the ambience of natural wood is desired. The products can be used in interior and protected exterior applications and in some applications where humidity levels are higher than normal. Boise Cascade laminated wood roof decking is available in Douglas Fir/Larch, Ponderosa Pine and Inland Red Cedar. Grades include: Decorative – with sound, tight knots and natural wood characteristics; Industrial – rustic and recommended for industrial applications where strength is more important than appearance; and Supreme -- manufactured with a clear-graded face. Supreme grade is



The face of each length of laminated wood roof decking is machine-sanded to accentuate the grain and provide a uniform surface for staining/finishing.

the finest quality and the ultimate in appearance. These Western softwood products are all available in lengths up to 24' for trouble-free installation. While providing the added strength requested by architects in larger structures, more efficient use is made of raw materials by Boise Cascade's unique horizontal finger jointing system, designed specifically for long lengths. Boise Cascade laminated wood roof decking is available either FSC® Chain-of-Custody certified or SFI® Chain-of-Custody or Certified Sourcing, which can help earn either LEED® or NGBS® green building credits. Laminated wood roof decking typically has an R-value of approximately 1 per inch of net wood thickness, and can be used in roof assemblies of nearly any desired thermal performance. These products are graded under American Softwood Lumber Standard grading provisions. Manufacturing complies with ASTM D905.03. Grading and laminating are certified by the APA EWS. For more information and distribution contacts, call 208-890-8815 or 800-237-4013. Boise Cascade Company, headquartered in Boise, Idaho, manufactures engineered wood products, plywood, lumber and particleboard and distributes a broad line of building materials, including wood products manufactured by the Company. For more information about Boise Cascade Company, visit [www.bc.com](http://www.bc.com). ■

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# Helping Improve Our Customer Productivity At Snider Industries

**Snider Industries**, over the past several years, has made significant strides in launching a company steeped in history and old-fashioned service into an era plagued with hi-tech expectations and immediate results. The company leadership surveyed their manufacturing and sales processes and determined that it was due time to implement an information management system that would perfect operations and provide the mechanism needed to truly improve customer service. Thus, the custom management system was born.

The Snider custom management system consists of a password-protected web portal that allows lumber customers 24-hour access to every phase of their purchasing process, ultimately improving their own productivity. The system allows for re-search of Snider's product inventory, which is valuable information to have prior to placing the order. Personal account information with order history is available at the click of a button, so purchasing reps can reference previous data for planning.

All being equal, that old-fashioned service is still part of the company's foundation. Once the lumber customer has reviewed the inventory and is ready to place an order, they call Snider sales manager, David Hanson, and while placing the order, receive an automated email response of order or quote status. It is this ability to receive near-immediate feedback on an order or quote that aids the customers' productivity even further. If it appears inventory fulfillment might stall the order in any way, the customer can make instinctive decisions by looking at the order's fulfillment status at anytime on their password protected account data on Snider's web site to process a partial order and never miss a transportation or shipment deadline.

"Our lumber customers repeatedly express approval of their ability to have more hands-on management of their accounts, and proudly acclaim the impact of this unique service on their own efficiency and productivity," states Jill Brewer, Snider Industries owner.



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All of Snider's patterns are available in No. 2 and D & Better. All No. 2 patterns are run from a selected high-line No. 2 stock, not No. 2 common.

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

The company's main focus continues, of course, to be on perfecting the manufacturing and drying processes in order to produce the most high-quality one-inch boards available in the market. Fine-tuning those processes is essential to maintaining the supply for a growing demand. The ingredients of such performance and 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 steam kilns, not the high-temperature direct-fired 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 grade mark 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 No. 2 and D and Better. All No. 2 patterns are run from a selected highline No. 2 stock, not "No. 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 45,000 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). ■



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# Södra – A Growing Force, Supplying Excellent Construction Capabilities

Swedish forest company **Södra** is now expanding significantly on the U.S. market with increased volumes and two additional inventory locations, offering high line euro lumber, especially tailored for the American house construction market.

**Håkan Svensson, Executive Vice President at Södra Timber**, comments:

- This year we have increased our production substantially, from 800 mft, to 1,1 bft - an increase which we are dedicating a large portion of to the U.S. market. We plan to produce even more next year, securing the supply of the desired quantities this growing high-end market requires. Södra has been present at the U.S. market for the past 15 years, but as a positive consequence of the higher production volumes, the company will invest more resources to make a clear footprint and increase the market shares.

• We aim to become the natural choice of business partner for the major construction industry. We have been present in this market since the 90s, but it's not until today we consider our volumes to be large enough to expand, Håkan Svensson continues.

In addition to Södra's inventory in Philadelphia, PA an additional inventory has recently been set up in New London CT. A third location will be up and running early 2015 in Florida.

• By doing this, we will be able to offer our appreciated products to new geographical areas in the U.S., says Mats Wernersson, Sales Director at Södra Timber. Hopefully we can continue this geographical expansion as our production capabilities keep growing.

## Secure supply of strong, long lasting Nordic timber

Södra Timber is a leading worldwide supplier of high quality wood products. The company has a secure supply of soft- and hardwood, grown up slowly in the Nordic climate, providing strong timber, with excellent construction capabilities. The company is performing substantial research and has for instance developed improved plant material, especially adapted for Swedish conditions, producing better timber, faster. The concentrated geographic supply area provides high and even quality of the products.



The company has a secure supply of soft- and hardwood, grown up slowly in the Nordic climate, providing strong timber, with excellent construction capabilities.

• The timber features are a priority, but we are also proud to offer a very good-looking product, Mats Wernersson continues. It's simply very high quality wood, which naturally is of great importance to most customers, when building houses. The Södra products are truly Swedish with three outstanding important qualities: they hold, they last for a very long time and they look nice.

**Södra is WCLIB Certified producing primarily 2x4 and 2x6 dimensions, PET, and R/L 6' thru 18'.**

**Currently Södra grades Stud, Standard and Better, and No. 2 and Better, plus Mill Run Industrial 2x4 and 2x6 metric lengths for remanufacturing.**

## Sustainability is characterizing everything we do

Södra's care for the environment is solid and the company devotes substantial effort to reduce the environmental impact and energy consumption in the production. For every tree cut, at least three new ones are planted. The actions to promote conscientious forestry operations are of great importance to Södra. The overwhelming majority of the raw material suppliers are certified under the Programme for Endorsement of Forest Certification (PEFCTM) and the Forest Stewardship Council® (FSC®) systems.

Södra Timber as a company is also certified (license code FSC- C015771) and a minimum of 65 percent of the production is certified according to both standards.

## Efficient logistics with the loading ports



With 11 fully controlled sawmills and two ports, the logistics within Södra Timber is a key success factor. Håkan Svensson summarizes:

• Controlling the sawmills, in combination with the efficient logistics and our secure supply of high quality timber, allow us to offer U.S. customers the strongest business partnership in terms of product quality and reliable delivery capabilities.

## Facts about Södra

The Södra group has a turnover of more than 2 billion USD and 3,800 employees. It is one of the world's leading producers of paper pulp and is also producing 1,2bft of lumber per year, of which 70 per cent is exported. Södra Timber is the leading construction timber supplier within Europe. ■

**Please Visit Us At NAWLA Booth No. 529**



# 100% ONE-INCH

All of Snider Industries' patterns are available in #2 and D & better grades. #2 patterns are run from selected high line #2 stock. Pattern material is available in 1x4 through 1x12, and 8 through 16 foot lengths.

With an annual production of 55 million board feet, most items are available for prompt shipment. Stored and shipped from our oversize warehouse, the finest quality one-inch is delivered efficiently and conveniently. Our customers are even afforded 24/7 access to our online lumber system for real-time data and tracking of their orders.

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## Diorio Forest Products: “Our Word Is Our Bond”

**Ashland, VA**—When he started Diorio Forest Products in 2006 as a one man, home-based business, and to this day, Dante Diorio is guided by two simple principles, “Whenever possible, show people, rather than tell them why they should do business with me and when I do speak, always tell the truth – make my word my bond.”

These guiding principles have been proven to be powerful as evidenced by DFP’s continued strong growth over the past eight years. Today the company employs 10 people with trading offices in Ashland, VA, Portland, OR, Syracuse, NY, St. Augustine, FL and Cohutta, GA. Additionally, Diorio Forest Products has warehousing and re-manufacturing facilities in Henniker, NH, Cohutta, GA, Knoxville, TN, Baltimore, MD and Houston, TX.

Diorio Forest Products’ primary product base is Eastern White Pine, Ponderosa Pine, Southern Yellow Pine, Inland Red Cedar, Western Red Cedar, Eastern Spruce and industrial hardwoods. “Some of these products require additional processing before they are ready for use by DFP’s customers,” notes Dante. Continuing, “...our Henniker, NH, facility is a 25-acre location with dry kilns, moulders, resaw and other re-manufacturing capabilities. In addition, our Cohutta, GA, facility, located just outside Chattanooga, TN, is a 5-acre location which includes a planer and other re-manufacturing capabilities.”

Commenting further, he states, “We believe our Cohutta facility is ideally located and equipped to provide great service to our growing customer base throughout the Southeastern U.S.”

Diorio Forest Products employs 10 people who buy and sell 4/4, 5/4, 6/4 and 8/4. Diorio added, “We are very heavily involved in high grade material...D & Better and C & Better Select. We do a tremendous amount of shop lumber for the window, door and re-manufacturing industries. We cater a lot of products to the low-grade market as well, a lot of pallet box and crating. We try to really be a one-stop shop for our customers. What we’ve designed our business model around is being a one-stop shop for our vendor partners. Most of our customers and most of the folks in the industry...they want to buy one specific product. They want to buy products for pallets, or moulding grade, or 12-inch standard, or No. 2 Ponderosa Pine. Additionally, there are always the products that our suppliers have a hard time moving. That’s really what we have focused on over the years, so our manufacturing partners can do what they’re really good at. They can produce products and we have the take-away power to move the full portfolio of what they manufacture, not just the products that are the flavor of the week. With our sales force located across the country, we are very accessible to our customers when we need to travel if there are claims issues. Additionally, our broad geographic basic affords opportunities for our traders to visit our suppliers and customers on a regular basis to see what improvements they’re making and to make suggestions.”

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Dante, who has 20-plus years experience in the lumber industry, leads a well experienced team of forest products traders who are instrumental to the company’s success. He said, “We have four senior traders. Richard Winemiller (30+ years of experience), who heads our Oregon office; Bill Christopher (30+ years of experience), who heads our New York office; Carter Zierden (25+ years of experience), is here in Virginia; Mike Ralston (20+ years of experience) heads our Cohutta, GA, location. We also have several traders in training. We have one in Oregon, Bruce Reece (1 year of experience), and then we have another one here in Virginia, Kevin Townsend (1 year of experience).”

He continued, “Because we don’t cater to a lot of the commodity markets, we’re actually able to bring our expertise and value in products that matter to a lot of our manufacturing customers. We understand that with ‘just in time’ inventory and the need for ever-improving efficiencies in their operations, both suppliers and customers rely on us for more than just a load of wood...we play an active role in helping our trading partners manage the logistics of their operations. Our logistics manager is entirely focused on trucking and helping coordinate a lot of our processing. This is especially important because unlike a lot of wholesale distributors we buy a lot of green lumber and process it ourselves.”

Diorio Forest Products keeps on average 2 million feet of material on the ground with the vast majority of that is higher-grade product. “There are very few wholesalers that carry the inventory in Select grade that we carry in 4/4, 5/4, 6/4 and 8/4,” added Dante.

The company recently expanded from 1,700-square-foot office to a 3,000-square-foot office. Diorio Forest Products expects to garner in excess of \$20 million in sales in 2014. And the future just looks even brighter for the company.

Dante explained, “Our primary reason for moving is that we outgrew where we were, but also we’re taking our next step towards \$50 million dollars in sales, which is where I see us in the next three to five years. And to get there quick, frankly, we need to add another three to five full-time traders. We also doubled our office space in Oregon. We went from about 300 square feet in Oregon to now about 700.”

Diorio Forest Products is a member of NELMA and the Virginia Forest Products Association.

Dante summed up his company’s commitment to its suppliers and customers by stating: “Our word is our bond. And we would rather show you than tell you why you should do business with us. With this being vital to our daily activity and continued growth, we constantly seek to do business with vendors, customers and service providers who are guided by the same principles.”

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

## Empire Lumber Thrives In 58th Year In Business

**Kamiah, ID**—From facilities situated in the Clearwater Valley and the Camas Prairie, Empire Lumber Co. (Empire) has been providing quality lumber products to the world since 1956. Now under the leadership of a second generation owner, Empire continues to move forward after overcoming challenges presented in recent years by the Great Recession and a fire in 2008 that completely gutted the com-



Key members of the Empire Lumber management team are: (from left) Mike Steiger, Plant Superintendent; Marv Hall, Lumber Salesman; and Randy Eller, Wood Products Manager.

pany’s existing large log sawmill which Empire has since rebuilt.

David Klaue is the second generation owner of Empire which his father, Augie Klaue, began nearly 58 years ago. Weippe, Idaho, is home to the company’s large and small log sawmills, while Kamiah, Idaho, serves as the site for Empire’s lumber drying, planing and distribution center.

Larry Schmedding, COO of sales and marketing for Empire said, “Empire is a typical multi-product and specie mill

located in the Inland. The lumber species processed by the company include Inland Red Cedar, Doug Fir, Larch, White Fir, Idaho White Pine, Engelmann Spruce, Lodgepole Pine and Ponderosa Pine. From those eight species, we make a number of board and dimension products that are basically split 50/50 between boards and dimension in today’s market.

Inland Red Cedar and White Fir each represent about 40 percent of our total volume while Fir/Larch products end up being about 15 percent. The balance is comprised of the various Pine boards, which is about 5 percent in aggregate.”

Empire will produce and ship 70 million board feet of lumber products from its combined facilities this year.

“Thirty-five million feet of that total will be in board products with a vast majority of those board products being Inland Red Cedar,” added Schmedding. “Empire has created a tremendous following with its own version of a high-end 3/btr board that is reversible from the face to the back with no wane, limited split and no through defects allowed in the product. In addition to boards, we’ve been a decking manufacturer in Cedar for at least 20 years and have an outstanding reputation throughout the upper Midwest, our primary marketing area.”

White Fir represents Empire’s largest volume product and is manufactured into boards and dimension products. “As far as White Fir dimension is concerned, our primary focus is producing a large volume of wides in 8’ thru 20’ lengths,” Schmedding added. “Due to having this capability, our new large log mill is focused on 2 X 8, 10, and 12-inch specifically.”

Fir/Larch follows White Fir in volume of dimension lumber, Schmedding said. “We manufacture an array of products designed for structural applications for commercial and residential construction markets. For example, Empire has made products designed to meet the specifications of Laminated Beam Manufacturers, particular to special drying and grading rules.”

From the Pine products, Schmedding noted, “The greatest volume of product available is Engelmann Spruce and Lodgepole which we primarily convert into an appearance grade board product with eased edges and sold on a higher than grade rule

basis to a number of discriminating customers throughout the country.” After Empire’s Weippe large log sawmill burned in 2008, Schmedding said “the company cleaned up the site, started over with a new footprint and primarily new machinery. It’s a state-of-the-art facility now. The facility utilizes equipment and technology manufactured by Lewis Controls, Corley Manufacturing and SofTac, among others. It has been upgraded with computerized scanning and optimizing technology and the focus of the mill is the same, as far as end products are concerned. However, due to the characteristics of the logs and species combined with the new technology, we can definitively identify certain products that enhance our ability to add value to our core products.”

“An overview of Empire’s combined operations begins with the conversion of logs to lumber at the sawmill facilities in Weippe. After the lumber has been processed in Weippe, the green lumber is stickered, unitized and loaded onto trucks and transferred to our Kamiah facility,” explained Schmedding. “In Kamiah, the wood is placed into the yard for air dry and once it’s scheduled for production, it will be moved to the dry kilns. From the dry kilns, it goes into planing, sorting, packaging and ultimately into our finished goods inventory for shipment by truck or rail according to customer order specifications.”

Empire has a rail spur on its property as well as covered storage to protect the product while being loaded for transport. Schmedding said Empire’s group of customers range from home centers to primary end users, “but the largest customer group is the wholesale distribution customer. Our customers know they can come to us for reliable quality and timely shipments regardless of the type of product. Our goal is to beat the customer’s expectations on quality and service.”

For more information, visit us online at [www.empirelumber.com](http://www.empirelumber.com), or call 208-935-2524. ■



Pictured are White Fir cants lined-up for processing thru Double Arbor Gang-Rip Saw in Empire’s newly rebuilt large log sawmill.



Pictured are cars being loaded on Empire’s rail spur for shipment throughout the country on BNSF or UP.

Please visit Us At NAWLA Booth No. 423

Wholesale/Wholesale Distributor Special Buying Issue



# High Energy And Enthusiasm At Woodtone

At **Woodtone**, we believe that everyone should live in a great-looking home that lasts a lifetime, and doesn't sacrifice the environment to achieve it. We're passionate about innovation and we consistently strive to deliver a better product and a better future. We are proud to be a high-energy, enthusiastic team that suppliers and customers want to partner with. These partnerships have enabled Woodtone to become the largest manufacturer of primed real wood exterior trim and fascia products.

Our people are our greatest asset. Without our dedicated team of in-house experts, we wouldn't be capable of turning out innovative products year after year. Every one of our team members shares our aspiration to becoming the premier producer of coated wood products as well as our dedication to building a sustainable future. Having been a family run company for over 30 years, Woodtone has fostered long-term partnerships with customers and suppliers, who are all part of the Woodtone family. Our partners can count on us. We do what we say we are going to do. The products we deliver consistently live up to, and exceed, partner expectations. We know that there are no second chances for first impressions and we work hard to earn customer trust.

Woodtone's initial success is primarily related to the RealWood™ 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™ or small custom runs of 1x6 end-matched RealSoffit™ are regular occurrences and exemplify our flexibility.

A significant portion of our product volume is in fact dedicated to RealTrim Plus™ trim and fascia. This product is 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.

A more recent addition to the RealWood™ family is RealSoffit™. RealSoffit™ is pre-primed or stained end-matched T&G board designed to offer a consistent look with the finest one-inch board for both exterior and interior applications. This product is a beautiful choice for outdoor living spaces, kitchens, ceilings or even wall paneling. The end-matching feature makes the application as easy as laminate flooring.

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 12 different colors including Coastal Gray and Summer Wheat, RusticSeries™ is a perfect match when combined with RealWood exterior trim and



fascia.

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.

Through trust and integrity, Woodtone will earn your respect, by not only accepting an order, but also 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 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 mutually beneficial relationship. 1-800-663-9844 or visit us at

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# Roseburg’s Nadine Orozco: Representing The Next Generation Of Strong Leaders And Great Products

**Roseburg** has a long tradition of great people and strong leadership. Since its beginning, talented people with long-term vision have worked hard to build the company into what it has become, and that vision is now thriving more than ever. As industry experts get older, Roseburg has intentionally sought out young talent to bring onto the team who will not only carry on the vision, but advance it. That is one reason Roseburg has developed what they call an “organizational development” program, where the company selects young, educated individuals to invest in and develop for a career with Roseburg. There are several of these individuals within the company working in different areas, applying their knowledge and absorbing the wisdom of the experts that have gone before them. These ‘organizational development candidates’, as they are called, bring a passion and fresh energy to the company as they develop their skills for leadership. One of those young leaders is Nadine Orozco.

Nadine is Roseburg's Value Added Technical Director. She is not your typical 25-year-old. Her intimate knowledge of the science and engineering of wood extends far beyond her years. She is highly-tuned and detail-oriented, with a meticulous love for what she does. After learning her story, it becomes clear why Roseburg chose to hire her in 2011. Her performance in college earned her a full scholarship toward her master's degree at the Oregon State University College of Forestry for Wood Science and Engineering, which is one of the largest, most diverse renewable materials programs in North America. After completing the master's program she joined the Roseburg family with a long-term vision to learn the ins and outs of the company and help Roseburg continue pushing the envelope of quality. As an organizational development candidate, Nadine will work in different departments in the years to come in order to get to know the company from different perspectives.

Nadine started in the sales department where she spent a

year developing relationships with customers and learning what they love most about the products. “It gave me a good understanding of how the business works and what product qualities are most important to our customers.” But since becoming the Value Added Technical Director, Nadine spends most of her time dealing with the intricate science behind creating these products.

Her days are filled with watching the value-added manufacturing lines, testing samples in her laboratory office, or troubleshooting with the operators. It is clear that Nadine has made it a priority to learn every detail she can about the manufacturing process of value added products. During a tour of Roseburg's value-added manufacturing facilities, she points out each station and describes in detail the purpose of each step of the process. Not only does she know the ‘how’ of the Roseburg's process, but she knows the ‘why’. She articulates exactly what sets Roseburg apart from other companies in the industry, including Roseburg's privately-owned timberlands, integrated manufacturing, and a wide variety of distribution capabilities.

Nadine's drive for perfection is reflective of the entire mill and the crews that run it, and she talks about how much she has learned from the experts that surround her. Even though her formal education in wood science has equipped her with an extensive knowledge about wood manufacturing, she constantly refers to the “wealth of experience” that the line operators have. “Some of the people working this line have been here for over 25 years,” she says, “and I am thankful that they are so willing to share their experience and knowledge with me.”

Nadine's role in the value-added manufacturing plant is just a small piece of a team which spends their energy making sure that every single product that comes off the line is of the highest possible quality. But she is also part of a larger, long-term vision that will carry Roseburg through the coming decades. Proprietary forest lands, sustainable practices, and unmatched distribution capabilities are some of the things that set Roseburg apart, but it is the people that make that vision happen. Attracting and developing excellent people is part of the secret of Roseburg and what propels Roseburg to continue as a leader in the future of the forest products industry.

To learn more about this unique company please visit [Roseburg.com](http://Roseburg.com). ■



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Wholesale/Wholesale Distributor Special Buying Issue



# Simpson Lumber Company Welcomes New Leadership

**Tacoma, WA**— Simpson Lumber Co. LLC, headquartered here, one of the oldest continuously operating forest products companies in the Pacific Northwest, started operations in 1890 and will be celebrating their 125th year anniversary in 2015. There are currently sawmill facilities in Washington State, Meldrim, GA, and Georgetown, SC. Sales offices are located in Tacoma, WA, and Wilmington, NC.



Dan Jodrey, Meldrim Business Leader; Tyrone Dixon, Meldrim Shipping Supervisor; and Bruce Harris, Vice President and General Manager, Simpson Southeast Division. Meldrim is an OSHA recognized Voluntary Protection Program (VPP) Star facility.

Originally from Buffalo, NY, Harris earned a Bachelor of Arts degree in Economics at the University of Calgary and an MBA from the University of British Columbia. His career began at Price Waterhouse and joined Perforex at its inception in 1993, where he gained valuable experience in performance improvement efforts with several paper and forest products companies.

“My goal is to continue the development of a top tier lumber producer of northwest wood products,” Harris said. “Increasing the focus on continuous improvement in areas of safety, quality, recovery, productivity and customer service are my primary concerns. I look forward to continuing the long tradition of manufacturing excellence at Simpson Lumber Co.”

The Tacoma mill installed a new Metroguard MSR machine in October of this year. They are also installing a new Comact in-line gang edger in December. This will enable the mill to increase productivity and recovery. In February 2015 a new Comact lug loader is also being installed to handle the increased piece count through the trimmer and improve efficiency.

The Meldrim, GA, and Georgetown, SC, sawmills produce Southern Yellow Pine dimension lumber in 2x4 through 2x12, and lengths from 2-through 20-foot.

In late 2013 Bruce Harris was promoted to Vice President and General Manager for Simpson’s Southeast Lumber Division. Bruce leads a 207-member team to safely manufacture a wide range of Southern Yellow Pine (SYP) dimension lumber.

Prior to this, he held the position of Operations Manager for the Southeast Lumber Division at Simpson Lumber Co.

Harris was the Plant Manager for International Paper at Meldrim and joined Simpson

Lumber Company when the Meldrim facility was purchased from International Paper in 2008. He began his career in the forest products industry in 1979 as a laborer at the Franklin Lumber Mill (Franklin, Virginia, then Union Camp). During his 35-year career, Harris has increased his knowledge and experience in wood products from an hourly employee to shift supervisor to various leadership roles throughout his career. Harris holds a Bachelor of Science degree in Organizational Management from St. Paul’s College, Lawrenceville, VA.

“My focus is leadership development at every level within the organization, while objectively uncovering ways to grow our current operations,” Harris commented.

Georgetown is installing a new continuous kiln that will be operational in early 2015.

The Meldrim mill was recertified this year as an OSHA recognized Voluntary Protection Program (VPP) facility. They have maintained Star status since 1999 which is the highest level attainable.

Company President Allan Trinkwald commented, “Bruce’s experience in his former positions have well prepared him for the next level of leadership. Pat’s leadership, knowledge and experience combined with our strong Northwest Lumber team provides an exciting opportunity to continue our pursuit to be a ‘Top Performing Manufacturer of Lumber’.”

The sales teams located in Tacoma, WA for the Northwest and Wilmington, NC for the Southeast are focused on providing strong customer service and providing a quality product.

Along with supporting the Softwood industry as a member of the North American Wholesale Lumber Association, 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. ■



Dan Jodrey, Meldrim Business Leader; Allan Trinkwald, CEO; Bruce Harris, Vice President and General Manager Southeast Division; Don Spliers, Sales Manager; and Matt Eirvin, Georgetown Business Leader



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.



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# Sherwood Lumber Celebrates 60 Years Of Strong Corporate Culture

Since 1954, **Sherwood Lumber** has always made sure to keep company culture a top priority. Starting with three employees in the original Roslyn, NY office, Founder Bernard Goodman knew that if Sherwood Lumber were to supply the



Director of Marketing and Business Development Joshua Goodman, at "Cirque du Sherwood" customer appreciation dinner in Boston, MA.

largest inventory to their customers, having happy and healthy employees would be the only way the company would be able to deliver on its promises. Now, with 18 distribution centers and destination reload locations throughout the country, Sherwood Lumber is proud to say that they've kept those same values throughout their sixty years of being in business.

While Sherwood Lumber has enjoyed steady growth throughout its history, the Goodman family has remained at the helm and ensured that the organization has not lost its family feel. With Andrew Goodman currently as President/CEO, Joshua Goodman serving as Director of Marketing and Business Development, and Michael Good-

man recently joining the company, Sherwood Lumber continues to be a company where employees are made to feel valued and appreciated.

"This is a particularly special year for us, and it's the perfect time to reflect on how far Sherwood Lumber has come and where we're going in the future," said Joshua Goodman. "If there is one thing we want to be sure to take with us in our next



Bart Bartholomew (left) and David Gaudreau (right) posing with Julia Roberts impersonator, at the Sherwood Lumber Co. booth at the LMC 2013 Forest Products and Building Materials Expo.

sixty years of business, it's the strong ties to our employees through our corporate culture."

One area where Sherwood Lumber's culture is abundantly apparent is their tagline - 'We'll be there.' This phrase instills a sense of togetherness that employees embrace, and as a result, they share a common goal to be there for customers when they are needed. Creating and maintaining this family environment is at the very heart of Sherwood Lumber's continued growth.

"In an industry that has such fluctuating price-points, it's easy for a company to become fixated on the bottom line and nothing else," said David Gaudreau, Senior Vice President of Sales. "We've made a conscious effort not to do that. Instead, we work as one unit to provide the best customer experience, and make sure that all our employees know that regardless of title or position, they are ultimately responsible for Sherwood Lumber's successes."

This culture where every employee is regarded as an essential part of the business improves the company's productivity. According to Andrew Goodman "If your staff believes that they matter, that their opinions matter, the company soars." Having a strong corporate culture translates to a strong business because staff are invested in the success of the company, which is something that Sherwood Lumber will continue to nurture and grow in the years to come.

## About Sherwood Lumber

Sherwood Lumber is a national leader in the lumber and building materials industries, specializing in quality lumber and panel products. For over 60 years, Sherwood has demonstrated extensive product knowledge, expertise in managing inventory and deep commitment to their partners, allowing them to be available for their customers and vendors in ways few other distributors can be. Sherwood Lumber is headquartered in the Northeast with distribution centers throughout the U.S.

Visit [www.sherwoodlumber.com](http://www.sherwoodlumber.com) for more information. ■



Robin Gardner, Boozer Laminated Beam Co. Inc., Anniston, Ala.; Dennis Bott, Georgia-Pacific, Atlanta, Ga.; Nancy Aguilar, Sherwood Lumber Co., Islandia, N.Y.; and Melissa Borrack, Velocity Worldwide, New York, N.Y.



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# So You Have A Customer Website. Now What?

Jessica Arant, Communication Coordinator for DMSi Software

Self-service portals are increasingly common in the building materials industry. Allowing customers to look up pricing and place their own orders improves efficiency, grows revenue, and attracts new business. But there's one problem with these portals: customers don't always use them. If you're struggling to bring customers online, or simply want to improve your numbers, here are three strategies that can help.

### Get everyone on board

If employees don't see the value in your portal, customers will pick up on their lack of enthusiasm. Build support among your team by emphasizing how it benefits them. Explain how it will make their jobs easier by reducing call volume and time-consuming tasks. Williams Distributing uses PartnerView, an eCommerce solution from DMSi Software. "It has helped our staff tremendously," said Tim Hartley, vice president of technology. "They've been freed up to spend more time helping in areas beyond simply taking orders and answering questions." When your team appreciates how the portal can help them, they will willingly promote it to customers.



Let customers watch employees use your portal.

Group launched their eCommerce site, they took extra steps to motivate their team. "We ran internal contests that rewarded the sales agents with the most web-buying customers," said Theresa Liscinsky, IT manager at Wurth.

### Improve visibility

If you want customers to use your portal, they need to know you have one. Advertise it like a product: have signs in your showroom and flyers at the front counter. Add a message about it to the bottom of sales docs and delivery tickets. Include a link to the site's homepage in the signature block of company emails. It may take a few visits before customers are comfortable, so keep encouraging them. Wurth Wood Group continues to promote its portal well after the site's launch. "To entice our customers, we have web promotions like discounts, free shipping, and giveaways," said Liscinsky. "Our biggest hit was a helmet autographed by Sam Hor-



Have your outside sales team log in to the portal during site visits.

nish Jr. and Brad Keselowski. Who knew we had so many racing fans!"

As with any advertising, you must emphasize the value proposition. Customers need to understand why the portal benefits them. (Hint: "You'll call us less" is not a compelling benefit.) Theresa Cole, systems manager of Monsma Marketing Corporation, said, "We have had a great response to PartnerView by focusing on the many features it offers: access to search inventory, invoices, open orders, and pricing. There are images available now, which is an added benefit." Keep in mind your customers may have different priorities and may only be interested in some of the features you offer. Williams Distributing's customers use their portal for a variety of reasons. "Some use it for checking item availability and pricing. Others enter their own orders," said Hartley. "All customers really appreciate the fact that the system is available 24/7." Find out which features your customers value most and promote them accordingly.

### Make it familiar

People resist the unknown – it's just human nature. Making your portal a familiar presence will go a long way towards improving adoption. Liscinsky describes it as "getting customers out of their comfort zone." Create a setup where customers can watch employees check available inventory, get pricing, and place an order. Have your outside sales team sign on and look up account information during site visits. The intention isn't training customers to use the portal as much as letting them see it in action. When customers do express interest, have plenty of training resources ready. Create step-by-step guides, cheat sheets, and how-to videos. Find out if your vendor has materials you can use. It's crucial your sales and support teams become comfortable with the portal. If they stumble through or can't answer questions, it will discourage customers from trying it. Allow plenty of time for employee training. It may also help to appoint one person as the "specialist" who can help with more advanced issues. "We did dedicate one person to work with each customer, usually on site," said Hartley. "Our trainer spent 30-60 minutes with each customer, showing them the basics and any additional features that might not have been immediately evident. It has been very successful for us. Within 18 months of rolling out PartnerView, we had 280 registered users representing 139 companies."

If your customers are slow to use your online resources, don't worry or second-guess yourself. Promoting your portal is an ongoing process. Continue to market your resources and customers will start to take advantage of them.

### About DMSi Software

DMSi Software provides business and accounting software exclusively to the lumber and building materials industry. They support over 10,000 users at over 300 dealers and distributors across the country. Founded in 1976, DMSi Software is privately owned and operated in Omaha, Nebraska. ■



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How The WRCLA Is Proactively Supporting Its Retailers

The **Western Red Cedar Lumber Association (WRCLA)** has long been known as the voice of the Cedar industry. Following an in-depth and interactive panel discussion lead by a group of industry retailers from across the U.S., the WRCLA is now taking that voice and turning it into action to engage retailers and customers and improve sales of Western Red Cedar.



It's a case study in how an association can proactively support its retail network and it's already starting to gain attention. Here's how they're doing it:

For their recent AGM in Kelowna, British Columbia, the WRCLA invited six retailers with broad regional representation to an open panel session and discussion on evolving business trends. This group of industry experts responded to

a list of prepared questions designed to explore the role of the retailer and identify areas of opportunities to impact Western Red Cedar's competitiveness and facilitate sales on the retail floor.

The panel consisted of Mike Dunn, President of Dunn Lumber, Seattle, WA; Skip Dierdorff, N.W. Area Manager of Alpine Lumber, Steamboat Springs, CO; Rob Myckatyn, Inventory Manager and Purchaser at Standard Building Supplies, Burnaby, BC, Canada; Tim Priddle, President of The WoodSource, Manotick, ON, Canada; Sean Stevens, owner of M&M Lumber, Tulsa, OK, and Shane Smith, President of Speonk Lumber, Speonk, NY.

Each member of the panel was given four questions prior to the session that covered areas on how Western Red Cedar is faring relative to overall sales; changes in the role between retailer, distributor and supplier; resources that would help their sales force sell WRC, and steps needed to improve returns on WRC sales and capitalize on rising demand trends.

As would be expected given the breadth of retail locations and types of businesses, the answers covered a lot of ground, but the information that came from the discussion provided excellent insights into improving WRC sales, and created the foundation for an actionable plan- appropriately called the WRCLA Retailer Response Plan- for the association to move forward with.

There was unanimous agreement from the panel (and members of the audience) that any plan to help sales at the retail level needs to reach the customer prior to them walking into the store.

As most of us in retail can attest, when a builder or DIY homeowner walks into a retail location, the majority will already have a shopping list of materials in hand, and aren't likely to change their decision over what they already have in mind.

Knowing this, the WRCLA developed online surveys and research targeting three audiences-DIYers, custom home builders, and architects- to better understand each group's awareness of WRC's range of uses and applications, the factors of greatest importance to them (e.g., natural beauty, affordability, etc.) and how to make it easier to specify and use in design and application.

The research results will be used to better develop messaging and programs "to put WRC on the shopping list" before the customer walks into the store.

As to the resources that directly engage the retailer, the WRCLA and their advertising agency, Bare Advertising & Communications, developed a host of tools that can be tailored to each retailer's or distributor's specific needs. Here's an example of what's available to service affiliate members:



Online content integration

The WRCLA's website, [realcedar.com](http://realcedar.com), has a wealth of information to help consumers choose WRC over other products and specify materials. This content is made available for integration into the retailer's website. It can be designed as a single page, added to existing materials, or even become its own microsite.

Cedar 101 video

A short, consumer-friendly "Everything You Wanted To Know About Cedar" video is being developed for use on retailer sites that helps specifying WRC. It illustrates the difference between clear and knotty, shows popular dimensions and suggestions for decking and siding, provides a brief overview of Cedar's green benefits and can link the consumer to product specific pages on the retailer's site.

Real Cedar Retail App

The WRCLA is releasing a pilot launch of their retail training application that will help retailers and consumers specify Real Cedar (WRCLA's branded products).

Take 5 Training Curriculum

Short, FAQ-style quick tip mini cards available to retailers and staff for self-administered training and tests.

Real Green Promotion Program

With the growing consumer importance in environmentally friendly products, the WRCLA recently launched their

Real Green program to address common misconceptions about Western Red Cedar's green qualities against competitive composite building products. Materials include educational handouts and video content backed by Life Cycle Assessments (LCA) and Environmental Product Declarations (EPDs) highlighting WRC's position as "king" of the green building materials.

Increased Retailer Presence on RealCedar.com

Consumers can already use the retailer locator on RealCedar.com to find the member closest to them, but a number of new tactics are being employed such as online editorial content with the retailer, case studies, and blog content to further connect the consumer with the retailer.

Online Video Library

The WRCLA has a growing collection of "how-to", FAQ, and informative videos on RealCedar.com and their YouTube channel that retailers can be linked to retailers' sites.

Online Retail Resources

Downloadable retail resources on RealCedar.com such as coop ad mats, print-ready marketing materials, and training resources are available on demand.

It's a program that should be worthwhile following as the WRCLA takes proactive steps to grow WRC's competitiveness and value position in an evolving market.

To learn more about the WRCLA's Retailer Response Plan and progress, attend the WRCLA-hosted session Nov. 14th at NAWLA's Trader Market in Chicago, or contact the Association at [RealCedar.com/contact](mailto:RealCedar.com/contact). ■

Mill Services Continues To Increase Eastern White Pine Fingerjointing Market Share

**Cobleskill, NY**—The superior quality of Eastern White Pine (EWP), indigenous to the Northeast region of the United States, continues to play the leading role in the ongoing expansion in personnel and equipment of Mill Services Inc., located here.

Jamie Place, co-owner of Mill Services along with Dan Holt, said, "We believe that Eastern White Pine is just a tremendous species, and obviously it has a long-storied history in the New England area. Its durability and workability are proven throughout

this region where homes continue to stand strong that were built with Eastern White Pine in excess of 200 years ago.

"At Mill Services, there has never been a time in which we've made a higher quality, better Eastern White Pine product than right now."

That's a big statement, but one that Place can back up with figures to prove his point. Mill Services has continuously flourished since Place and Holt bought the facility in 2007. At that time, 38 employees staffed the operations. Today, current personnel fluctuate between 62 and 70 and work one shift, plus a "hybrid" shift that manufactures on Saturdays. Mill Services added six to eight employees last year and are



The new scanning and optimizing equipment increases efficiency and maximizes recovery at Mill Services Inc., located in Cobleskill, NY.

on track to do the same this year.

"We've been able to add personnel and equipment simply because we've gotten busier," noted Place.

Mill Services' target market consists primarily of wholesale distribution companies and ships predominantly in the northeast quarter of the U.S. No doubt they purchase from Mill Services because they recognize the attention to detail the company pours into its products, and especially its finger-jointing.

"Fingerjointing has been around a long time in the millwork business," said Place. "It's in all kinds of applications and the reality is that fingerjointing and the machinery associated with it has gotten better, as well as the manufacturing process."

Mill Services manufactures fingerjointing in 2-inch through 12-inch widths on a daily basis, and has the capability to produce 14, 16, 18-length boards as specialty items.

Place noted that fingerjointing is 100 percent clear before it's primed. "It's defect-free," he said. "It's square-edged, no knots. Put one or two coats of primer on it and it's ready to be nailed up and painted."

Mill Services processes in the neighborhood of 40,000 to 50,000 board feet of EWP daily, depending on width. To meet demand and fulfill customer expectations, "We've added an awful lot of equipment to increase efficiency and most importantly, to increase quality," Place commented. "In the last 12 to 24 months, we've facilitated some major renovations, adding a new Weinig optimizing line to, in theory, double the volume that we can optimize. We've also added a new Weinig moulder in the last year to

increase our milling capacity and to provide a better product."

Mill Services also added a planer in front of its optimizing line and the planer "allows us to buy more varied material from more mills," Place explained. "We can buy rough lumber, sized lumber, wide lumber—a wide variety— and we can mill it and size it to exactly what we want, prior to it going into our scanning and optimizing line. That's a huge advantage. The better the product that we start with, the more uniform and superior the product we will achieve out of the other end of the mill. Plus, we do it with more efficiency."



A Weinig moulder helps Mill Services provide a superior finish.

Mill Services also produces most traditional NELMA patterns. "Although that is not our main thrust because our equipment is busy with fingerjoint," Place said. "We do some custom milling for some customers and probably will always continue to do so as we have the time to do it. The last couple of years, one thing we've been able to do is make panels up to 16-feet long and 50-inches wide."

New sanding equipment, purchased within the last year, has made this service available at Mill Services. "We don't produce large volumes of panels but the addition of this product is exciting and serves a market for us," said Place, who added, "We have also added another Conception Finger Jointer, which allows us to double our finger-jointing capacity."

Mill Services primes with multiple coats 4/4 and 5/4, 2-inch through 12-inch widths at its priming plant. "We do a wide variety of coatings, including one or two coats," commented Place. "For some customers we just use straight oil coatings, and for others, we do a premier product, which is a latex over an oil coating. We have a tremendous amount of flexibility in our priming."

Place added, "I think people have come to the realization that White Pine has remained strong, is a terrific specie and it has actually grown in demand. There is no reason to shop overseas when the best product is growing right here and employing people right here. At Mill Services, our goal is to meet the customer's demand, provide a better and trouble-free product."

Mill Services Inc. is a member of the Northeastern Lumber Manufacturers Association.

For more information on Mill Services, visit online at [www.millservicesinc.com](http://www.millservicesinc.com) or phone 603-654-8509. ■



Mill Services maximizes yield with a new Rose Re-Rip.



# Gilbert Smith Forest Products: Delivering High Standard Products On Time

**Barriere, BC**—Western Red Cedar Lumber producer, Gilbert Smith Forest Products Ltd., is strategically located in the Fir, Spruce and Cedar forests of the North Thompson Valley. The business is situated along the Yellowhead Highway #5 corridor only 45 minutes north of Kamloops, which is the major rail and truck transportation hub of the Region.



Greg Smith, VP COO, Dave Tremblay, Woods Manager, and Mike Mitten, Sales, in front of the first load of Douglas Fir for a specialty cut for Japan.

The multi-generational family-run business continues to grow due to sustained customer, supplier, owner, employee and community support. Established in 1955 by Gilbert Smith and his family, GSFP began business as a Cedar pole

plant. In 1967 a sawmill was built on the same site and then over the ensuing years continuous improvements, upgrades and additions have occurred. As the company approaches its 50 year anniversary it is the many long-term business relationships developed on the log supply and lumber sales sides of the business by the retired patriarchs, Ted and Carman Smith, that has ensured continued success. Today the same relationships of older and new customers are maintained by the managers of the log and lumber team working together ensuring that the focus on customer lumber requirements is the number 1 priority.



Pictured are cants on the infeed deck to the single arbour 12" gang cluster, along with four shifting saws for boards and up to 10" specialty products.

GSFP tailors the log diet and mill manufacturing capabilities to our customer requirements. At the mill and planer, GSFP focuses on producing specific products and grades that meets and exceeds the customer's expectations. We specialize in producing customer specific grades and sizes in 2x4 – 2x12 and 1x12 boards as well as timbers. Our goal is to have the manufacturing and finishing lines produce a wide variety of end products for our customers that can be used by remanufacturing facilities for pattern stock and other finished products.

GSFP offers PEFC/CSA Certified lumber and as a member of the WRCLA, GSFP

can grade utilizing the AK and CK grade rules with primary product lines as well as provide items that include:

- \* 2" TK blank boards,
- \* 2" S1S1E and S4S lumber,
- \* 4x4 FOHC and HC in rough and S4S finish,
- \* 1x12 S1S2E boards,
- \* timbers 4x6 and larger up to 20' long.

GSFP market and sales mix is approximately 45 percent Canada, 45 percent U.S.A and 10 percent Overseas. The customers include remanufacturers, stocking distributors, lumber yards and wholesalers. As a member of the lumber grading bureau; P.L.I.B, grade inspectors along with our own QC personnel are constantly monitoring GSFP lumber graders to assist in GSFP quality assurance.



Mike Mitten, Sales, in front of the new 7' Headrig.

During the past several years GSFP has completed several log line, planer finishing and packaging line modifications and improvements. To stay in tune with customer needs, market changes and developments, GSFP is in the completion stages of a \$5 million sawmill rebuild. The most recent major modification was the removal of the old double circular saw large log line. It was replaced with a fully optimized single-cut band saw combined with a slabber head resulting in an opening cut of a smooth, outstanding sawn face finish. This head-rig upgrade and the current reconstruction of the timber deck will allow the mill to grade, trim and efficiently handle larger specialty timber orders.

These changes not only increased safety and production within the mill but also, first and foremost, allowed us



Gilbert Smith Forest Products Ltd. current and retired crew came together for a spring BBQ and the official opening of the project upgrades.

to improve the quality of lumber reaching the stackers at the end of the production line. The mill and lumber sales team work and communicate together daily to maintain the quality of our products during all phases of production and shipping. GSFP takes pride on delivering a higher standard of product that is neatly packaged and delivered on time to customers no matter where the destination may be. The group has been able to recently grow the business to a size that is able to support a variety of large and small customers involved in remanufacturing and distribution programs. GSFP takes pride in developing, maintaining and promoting existing long-term business relationships and encourages the start of new business opportunities with new clients that again grow to lasting relationships.

Please contact the lumber sales team to discuss new opportunities in growing North American or overseas business. For new business contact: Michael Mitten – office (250) 672-9435 or cell (778) 257-5000. Or email: [mmitten@gsfpcedar.com](mailto:mmitten@gsfpcedar.com) ■

October 2014 Advertorial

# Changing The Stain-Status-Quo – Wood Stain That's Easy On The Eyes And The Environment

When **Eco Chemical Inc.** entered the wood stain market over 18 years ago, they weren't satisfied with the stain-status-quo. Eco Chemical's Founder and President Mark Cheirrett was determined to provide a commercial alternative to oil-based stains that were costly, ineffective, and potentially toxic.

Cheirrett has been professionally involved with water chemistry since 1969. His career began as a water and waste lab technician in the Air Force, followed by a position with Water Chemists, Inc. in Los Angeles as industrial water chemist and field engineer.



Eco Chemical's stains are ideal for all wood products that can be improved with staining, including pressure treated lumber, fencing, posts, decking, railings, siding and exterior furniture.

Mark's first-hand experience with the detrimental health effects of toxic coatings caused him to suspect that the coatings industry would soon be facing new regulations at all government levels related to preserving clean water and air. A true chemist at heart, Mark's mind began churning with

ideas, leading to his successful formulation of one of the first waterborne polyurethanes on the market in 1991. Within a year, Mark created Eco Chemical, and began marketing waterborne paints and stains to the industrial market.

The demand was immediate. One of Eco Chemical's first clients was a Northwest yacht manufacturer who was having problems with toxic air emissions due to solvent-based varnishes and stains to finish wood surfaces in their yachts. Additionally, the toxic fumes were causing health problems for their employees. Although the painters were reluctant to switch to a new technology and devote the time required to adapt to new application techniques, the need for a low VOC product outweighed their concern. Eco developed a virtually odorless varnish that was safe for the employees to use, cleaned up easily with soap and water, and could be safely discharged to the municipal sewer system.



Eco Chemical approaches client relationships as partnerships, working with each customer individually to build the coating that best suits their need.

The team of professionals that Mark has assembled at Eco Chemical share the belief that their products should reflect an equal blend of passion for innovation and a commitment to ethical practices, including care for the environment and the health and safety of their customers. This is essential to fulfilling their vision of being a reliable provider of quality products and trusted professional services to the industrial market.

The company has made it their mission to manufacture stains and coatings that are the highest in quality, providing exceptional color and durability, while also being environmentally sound, and fairly priced. All of Eco Chemical's paints and stains meet or exceed federal and state air and water regulations. Their stains are ideal for all wood products that can be improved with staining, including pressure treated lumber, fencing, posts, decking, railings, siding, and exterior furniture.



Pictured are stain tanks in Eco Chemical's manufacturing plant.

Eco Chemical recently introduced an innovative "hybrid" stain that combines the best of water-based and oil-based stain technology in one superior product to provide rich color, deeper penetration, superior film adhesion, faster dry time, flexibility, and exceptional durability.

The main thing to note about Eco Chemical is that they don't just manufacture paints and stains; they operate as an application engineering company. The company approaches client relationships as partnerships, working with each customer individually to build the coating that best suits their need. Using their extensive experience and knowledge of waterborne coatings, they formulate a product solution according to the client's market requirements, preferred wood species and specific manufacturing environment. Every aspect of the application environment is taken into consideration, including current processing chemistry, process sequence, machinery, skill levels, and scale of operation.

All of their products are water-based, low VOC, concentrated formulas built with the best available pigments and resins. Eco Chemical consistently offers its customers top grade products and packaging choices with a low environmental cost at a price that makes sense.

The stains are typically manufactured and delivered in highly concentrated form for eventual dilution at the customer's location, and shipped in 275-gallon recyclable totes. For over 15 years, Eco Chemical's highly successful tote recycling program has diverted thousands of 55-gallon barrels per year from the nation's landfills while dramatically reducing packaging and shipping costs for their customers.

As a result, Eco customers enjoy the knowledge that their choice of coating will deliver superior finished product quality and the confidence that it was formulated with their safety in mind, then manufactured and packaged using the most environmentally sensitive and sustainable choice of raw materials and processes.

For more information visit Eco Chemical at <http://ecochemical.com>. Let us show you how we work together with our customers to create a coatings solution to specifically fit their needs. ■ **Please Visit Us At NAWLA Booth No. 325**



NAWLA: Your Year-Round Key To Success

By Warren Reeves, Warren Reeves, Vice President – Sales & Marketing, Wholesale Wood Products NAWLA Communications Committee Chair

Chicago —If your participation with NAWLA (North American Wholesale Lumber Association) is limited to its annual Traders Market, you are missing countless opportunities throughout the year to build lasting relationships with others in the industry, gain insights to grow your business, develop current and future leaders at your organization, and gain a competitive advantage. Here are a few additional ways NAWLA positions you and your company for greater success – now and in the future.

Nurturing Your Network

NAWLA programs and events connect you with the most expansive global community of buyers and sellers in the industry. Through



Steve Midthun, Norman G. Jensen, Minneapolis, MN; and Rick Palmer, Idaho Forest Group, Coeur d'Alene, Idaho.

“As a first time participant [at Leadership Summit]...I was pleased to find that many key players were in attendance and all were open to conversation. The ‘sell, sell, sell’ mentality of trade shows was absent, allowing people to have meaningful discussions about their respective businesses. The overall atmosphere was collegial, not competitive.” —Chris Young, Woodtone, Everett, WA

For an enhanced level of peer counsel and networking, NAWLA also offers the 10-Group program. Non-competitive members are placed in groups of 10 to help each other work through pressing business challenges. While groups convene face-to-face at Traders Market and Leadership Summit—events where all attendees also enjoy extensive networking opportunities—members are only a phone call away for a peer in need any time of year.

Equipping Your Staff

NAWLA tailors education programs to forest products professionals at every level and role in your organization. Opportunities such as the Wood Basics Course, Wood Management Class, Leadership Summit and the University of Industrial Distribution are designed to broaden industry awareness and engagement, enhance crucial technical skills, and discover new markets. These learning opportunities, led by highly skilled professionals, hand-selected by NAWLA for industry knowledge and expertise, expose your teams to the trends, leading practices and training they need to improve current performance and prepare for advancement at your company.

By delivering legislative and industry updates via webinar, publications and email, NAWLA also supports your employees’ continued professional development and facilitates your own strategy development from the convenience of your office.

Developing Future Leaders

Recognizing that the continued success of not just your company, but the entire industry, hinges upon the quality of its next generation of leaders, NAWLA strives to develop and instill

“...after the course [Wood Basics], it only took me three months to conquer the Taiwan lumber market. Nowadays, I am selling more than 100 containers to Taiwan every month. None of my customers realize that I just started in the lumber business in October 2009.”—George Deng, Olympic Industries Inc., North Vancouver, BC

passion for the forest products industry in newer professionals and the knowledge to help them stand out in the field.

NexGen networking and education sessions, mentorship provided through 10 Groups, and regular in-person and digital networking opportunities and education, ensure that forest products professionals newer to the field have access to the wisdom gained through long careers in the industry.

NAWLA volunteer service also provides NexGen members exposure to the industry’s most innovative members and the opportunity to build leadership capacity and grow problem-solving capabilities.

NALWA’s committee members don’t just shape the programs NAWLA provides to the industry, but also have the opportunity to address some of the most pressing issues of the organization and the industry as a whole.

Creating Opportunity

Through meaningful venues year-round, NAWLA expands your network,

connects buyers and sellers, educates your staff, secures the future of the industry and exposes you to the latest innovations. Each of these help industry wholesalers, manufacturers and service providers open new markets, create new demand and foster new product and service opportunities. Join NAWLA or visit [www.nawla.org](http://www.nawla.org) today to learn more. ■

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 spe-



cialty 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. 313



# Cersosimo: A Proven Supplier

**Brattleboro, VT**—If you’ve ever held a wooden square tile while playing a game of Scrabble, or watched a major league baseball player swing a bat, or visited Harvard University and sat in a wooden chair, chances are good that you’ve been touched by lumber that came from Cersosimo Lumber Co. Inc., located here. Although well-known as a manufacturer of fine northern hardwood lumber since 1947, this northeastern company also produces quality Eastern White Pine at its multiple facilities.



Pictured are General Manager Jeff Hardy and company President Michael Cersosimo, Cersosimo Lumber Co. Inc., located in Brattleboro, VT.

“We have the best product that this region can offer,” said General Manager Jeff Hardy. “The company’s philosophy centers on respecting the resource. To do that, we begin by limiting the radius of harvest to ensure consistency at the outset. By analyzing yields within various cutting schemes to maximize the value of each and every log, we can control the product we manufacture, from the sawmills to the drying operations and grading facilities. We strive hard to give our employees every opportunity to keep our product graded consistently and accurately throughout processing to ensure satisfaction of both our domestic and international customers. Every step of the way is very important to what we do as a company. We’ve got a ton of experience and we continue to build on that.”

Hardy is among many of the 235 Cersosimo employees whose longevity with the firm spans decades. The company is led by third-generation President Michael Cersosimo, who assumed the position in 2006 from Dominic “Butch” Cersosimo. Butch remains closely involved with the company as Chairman of the Board of Directors.

Through the years, Cersosimo Lumber has remained committed to forward-thinking approaches at all three of their sawmills, two of which are in Brattleboro and another in Rumney, NH.

Brattleboro’s Softwood mill produces primarily Eastern White Pine, up to 15 to 20 million board feet annually. The wood is used in various types of products, such as furniture, flooring, cabinetry, millwork and moulding, and other appearance grade applications. Cersosimo saws 4/4 through 16/4 and also provides specialty products with proprietary grades using NELMA, Western and Canadian rules, allowing the company to better match products to their customers’ needs.

According to Monica Hastings, sales manager, “We are committed to our wholesalers and distribution yards, and we consider those our partners. We are committed to bringing our products to market by providing what our customers need in order to meet any current demand.”

Hastings added, “We produce not only Eastern White Pine, but also seven species of hardwoods. All of our mills can saw either Softwood or hardwood, and so we remain flexible to respond to the ever-changing needs of our buyers.”



Pictured are recently installed dry kilns at Cersosimo Lumber Co. Inc.

Sawing the logs into fine cuts for high-end customers is only part of the equation at Cersosimo Lumber. The company also prides itself on its drying capabilities. At its two locations in Brattleboro, the drying facilities maintain 2.6 million feet of per-charge capacity, with an additional one million feet of pre-drier space. The pre-drier at the company’s central location has a proprietary design on the building with crossflow fan and custom-design control systems, providing the most uniform and accurate drying environment. The company also operates custom kiln-drying facilities in both North Hartland, VT, and Hardwick, MA.

Cersosimo also recently completed installation of six new dry kilns by SII to replace aging, existing kilns. “We removed seven dry kilns, along with what was the main steam and power distribution to the whole dry kiln facility and replaced it with six new dry kilns with 300,000 feet of capacity. Along with enabling us to provide low pressure steam for the whole facility,” noted Hardy, “we also added a 750-kilowatt generator as part of this project. These SII kilns are good for drying any specie or thickness, however, we designed them with special attention to the ability to dry white hardwoods bright and at any time of year. These kilns are state-of-the-art and are stage one of a two-stage project with further kiln replacement slated in the near future. This new steam and power distribution center will accommodate all the future changes that we have planned.”

Cersosimo Lumber is a member of: North American Wholesale Lumber Association, National Hardwood Lumber Association, Hardwood Manufacturers Association, New England Kiln Drying Association, Northeastern Loggers Association and American Hardwood Export Council.

Visit online at [www.cersosimolumber.com](http://www.cersosimolumber.com) for more information. ■

# NELMA’S GRADER ACADEMY: A VISION FOR EDUCATION

Lumber grader education. What comes to mind? That daunting 200+ page grading rules booklet of small print you attempt to decipher or are asked to memorize? Or those stacks of lumber you are looking at with your instructor, hearing them spout all kinds of fractions and details? For potential graders in the Northeast, this picture has now changed: Thanks to the Northeastern Lumber Manufacturers Association (NELMA), individuals seeking to become proficient in lumber grading now have a brand-new, revolutionary learning tool: NELMA’s Grader Academy.



“The Grader Academy completes the educational loop and brings the process into the 21st century,” said Jeff Easterling, president of NELMA. “While our inspection staff has always been proactive with our members by providing on-site instructions to individuals or multiple mill employees, offering regional three-day workshops each year and conducting the annual Grader Competitions, the online Grader Academy greatly expands our outreach to not only potential mill graders but to anyone that wants to learn more about the grades of Northeastern lumber species. In a nutshell, while the online program does not result in certifying an individual as a grader, it certainly enhances their ability to understand what the grading rule book really means.”

A first of its kind for a lumber grading agency, the multi-faceted NELMA Grader Academy is available for use by individuals 24/7/365. It’s a non-subscription program that parallels the two most important Softwood lumber species and species grouping in the Northeastern and Great Lakes regions: Eastern White Pine and Spruce-Pine-Fir.

Courseware follows a natural learning approach that uses visual imagers and comparatives to reinforce the important elements of grading. A total of four series of courses is planned for these modules: Level 100—Lumber Characteristics (currently available); Level 200—Applying Characteristics to Lumber Grades (currently available); Level 300—Grading Rule Exceptions and Applying Interpretations (Fall 2014); and Level 400—Advanced Learning: Making the Grade (Early 2015).

“Series 200, currently up and running, is where the rubber meets the road,” said Easterling. “Or, more appropriately, where the crayon meets the lumber. Included in this level are short, 60-second video clips of our senior inspectors discussing how to directly apply terms and information to the lumber. By the end of Level 200, users will have an excellent working knowledge of what makes a certain grade.”

Adding an element of fun and extending the reach of the body of knowledge: Above Board, an interactive game that simulates real-time lumber grading in a mill setting. Offering variable lug speeds from beginner level to more advanced settings, the game is available for use by anyone that wants to try their hand at being a lumber grader. Tournament Challenges are an added feature of the game that is highly encouraged. They can easily be set up for a group or for just an individual mill by contacting NELMA.

“The audience reach for the Grader Academy is endless,” continued Easterling. “Primarily, we see future graders going online and learning by seeing and doing, resulting in a much more effective educational experience. From there, the concentric circles are endless: current mill employees who want to freshen their knowledge; new wholesaler employees or those moving into lumber sales positions who could use the information like a continuing education course to sharpen their knowledge for customer interaction; builders or other trades who want to learn more; and, of course the Above Board game element opens up a world of knowledge to consumers. We already have a few tournaments underway!”

The Grader Academy and Above Board game may be accessed at [www.graderacademy.org](http://www.graderacademy.org) or [www.nelma.org](http://www.nelma.org).

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.

For more information, please visit [www.easternwhitepine.org](http://www.easternwhitepine.org) and [www.nelma.org](http://www.nelma.org). Find NELMA on Facebook (NELMA) and twitter (@nelma). ■



Visit Us at Nawlra Booth No. 708



# Value Engineering With Rosboro's X-Beam™ Product Line

**Springfield, OR**—Over the last several years, the building industry has increasingly focused on value engineering in new construction, so it's no surprise that Rosboro's full framing-width X-Beam™ has become a favorite among distributors, developers, specifiers, and framers. The phrase, "It fits!" has resounded as they learn the time and cost saving benefits. This year, Rosboro has taken value engineering to the next level by offering Treated X-Beam—a beautiful honey-colored Douglas Fir beam in architectural appearance that is rot and insect resistant, making it perfect for decks, porches and balconies where appearance is paramount. But value engineering is more than just good fit and beauty, so let's examine the real benefits of Rosboro's X-Beam line.



The Rosboro X-Beam is manufactured to match standard framing and is available in conventional and I-Joist depths.

able in 3-1/2", 5-1/2", 6-3/4" and 8-3/4" widths. Depths include I-joist depths, as well as conventional glulam depths of 1-1/2" increments and 9-1/4" and 11-1/4" to match 2x10 and 2x12 joists. Framers no longer need to field assemble multiple 1 3/4" beams to achieve framing lumber widths in headers and beams, and the same X-Beam can be used for exposed or concealed applications. Furthermore, the old issue of camber has been mitigated; X-Beam is manufactured with a slight 5,000-foot radius, therefore short beams have no camber and a beam as long as 24' would have a slight 1/8" camber.

As for why builders and developers like X-Beam, quite simply, they are saving thousands of dollars by choosing X-Beam over other, more costly EWP. The fact is, Rosboro X-Beam costs 20 percent to 30 percent less than LVL and up to 15 percent to 20 percent less than strand lumber.

"The pressure is on engineers to find cost-effective alternatives," says Mark Scambray of the Structural Resource Group, a consultant for structural engineers. "The economies and full-framing dimensions of the X-Beam make it the beam of choice when designing wood buildings."

Finally, not only does X-Beam cost less than competing EWP, the increased section size results in more load-carrying capacity (up to 12 percent for 3-1/2-inch and 7 percent for 5-1/2-inch). These performance characteristics also make X-beam a superior choice for short beams and headers.

## Treated X-Beam—The Next Step

For years customers have been asking for an aesthetically pleasing treated beam for exposed applications like decks and porches. Of course, they also expect the same quality and strength as standard glulam beams. To meet this demand, Rosboro has upgraded the treated glulam line from Southern Yellow Pine to coastal region Douglas Fir. The treatment is a clear wood preservative, called Hi-Clear II that protects against decay, mold, bacteria, and insects—including the Formosan termite—while leaving the wood an attractive honey-color. No more dirty green or brown treated beams!

"The industry has been waiting a long time for a product like Treated X-Beam," says David Smith, sales manager at Rosboro. "It not only offers a pleasing aesthetic for highly visible applications like decks, porches and balconies, but also nicely consolidates our product lines, making specification easy."

Rosboro distributors now inventory Treated X-Beam in 3 1/2-inch and 5 1/2-inch widths and I-joist compatible depths of 9-1/2-inch, 11-7/8-inch, 14-inch, 16-inch and 18-inch.

Treated X-Beam is backed by a 25-year warranty.



With a 25-year warranty, Rosboro Treated X-Beam products are ideal for applications where appearance and durability are critical.



Perfect for value-engineering, X-Beam is versatile enough to use in header applications.

## What About Hardware?

Surprising to many, using X-Beam products doesn't require special, higher-priced connecting hardware, so there are significant savings to be had in this area as well. Other engineered wood products need specialized connectors. Since X-Beam is made from Douglas Fir, the nail requirements are the same as Douglas Fir timbers—meaning you can buy standard beam hangers off the shelf that are rated for Douglas Fir and meet your project's design load.

Simpson Strong-Tie and USP have developed a hanger series that supports the X-Beam product line. A .pdf of popular options for X-Beam can be found at [www.strongtie.com/ftp/csg/CSG-XBEAM13.pdf](http://www.strongtie.com/ftp/csg/CSG-XBEAM13.pdf).

More than any other engineered wood product on the market today, Rosboro's X-Beam is proving to be a perfect match for framing dimensions, budgets, and value engineering. It saves money without sacrificing performance. X-Beam and Treated X-Beam are now available at lumberyards throughout the country and can be shipped immediately from local inventories. More information available at [www.XBeamGlulam.com](http://www.XBeamGlulam.com). ■

**Please Visit Us At NAWLA Booth No. 426**

## TRADERS – Kingsley – Continued from page 1

exciting, or the special events NAWLA puts together for us, there is always something to take away from the Traders Market that keeps us at Collins coming back every year." ■

## TRADERS – Hassenstab – Continued from page 1

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 – Duprey – Continued from page 1

compish that and more.

The NAWLA Traders Market is a very professional platform for us to see current customers, talk to new prospects and show the market the new things we are doing to serve the world with our Eastern White Pine 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 – McSwain – Continued from page 1

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 – Robbins

**Alden Robbins**  
**Robbins Lumber Inc.**  
**Searsmont, Maine**



If you are serious about selling and trading lumber, the Traders Market is the place you need to be. The NAWLA Traders Market is always very successful for us in many ways. The Traders Market allows us to see a large percentage of our existing accounts, while providing the best venue available for finding new customers. It is also an excellent event for rolling out a new product, and for introducing new staff to the industry. It is a no-nonsense, business driven event, and in my opinion, is the most important lumber show available to the industry and we look forward to it every year. ■

## TRADERS – Lundstrom



**Bryan Lundstrom**  
**Mid Valley Lumber Specialties Inc.**  
**Aldergrove, BC**

What does the NAWLA Traders Market mean to Mid Valley Lumber Specialties? As we all know, the acronym "NAWLA" stands for North American Wholesale Lumber Association but around our office it stands for "Never Miss a Traders Market". Okay it doesn't really work but you get the idea.

Over the past 16 years we've had at least one person from our company attend all but the very 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 – 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 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, streamline 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! ■

WHO’S WHO – Berrones – Continued from page 6

In addition Richardson Timbers offers mixed hardwoods in sizes up to 12x12 up to 20-foot lengths. The company has capabilities to cut corbels, brackets, rafter tails, decorative arches, as well as run pattern stock to customer specifications and surface up to 20x20. Additionally, true rough is provided, which gives consistent rough texture to all four faces.

Berrones graduated Skyline High school, Dallas, in 2007, and attended the University of Texas, Arlington, TX. Currently he handles logistics for Richardson Timbers, but additional responsibilities include inside sales and inventory control. Berrones has worked for the company for seven years, with two spent in his current position. He started in the industry stacking lumber at Richardson Timbers.

Richardson Timbers is a member of the North American Wholesale Lumber Association, Lumbermen’s Association of Texas and Louisiana and the Fort Worth Lumber Association.

Berrones enjoys Bible study, good food, fun with friends and spending time with family. He has been married to Betsy for two years. For more information visit [www.richardsontimbers.com](http://www.richardsontimbers.com). ■

WHO’S WHO – Carlisle – Continued from page 6

industry in 1981 hauling products from local sawmills for Carlisle Trucking Inc.

The majority of Mars Hill’s Softwood and hardwood lumber is sourced in the southeastern United States. The company specializes in Southern Yellow Pine cut stock and hardwood lumber and also supplies cants, deck boards, fence boards, and standard 1x4’s up to 2x12’s.

Carlisle is a member of the Masonic Lodge and Silas First Baptist Church. He and his wife Tammy have three children, one in college working part-time, another in high school playing on the golf team and one in 4th grade playing football and baseball. In his spare time Carlisle enjoys attending his children’s sporting events, fishing, hunting and drag racing. For more information visit [www.marhillinc.com](http://www.marhillinc.com) ■

WHO’S WHO – Daniels – Continued from page 6

plywood in thicknesses that range from 1/4-inch to 1 1/8-inch.

Daniels graduated Glendale High School in 1955 and has worked in her present position for 21 years handling sales of plywood products. The length of her career has spanned 47 years, beginning as a sales clerk entering orders, invoicing bills for ladings, accounts receivable, and working into a sales role for Robert Dollar Company where she worked for 14 years. Following her 14 career at Robert Dollar, she spent ten years with Gregory Forest Products where she also handled lumber and plywood sales.

Swanson Group is a member of the West Coast Lumber & Building Association, APA- The Engineered Wood Association, and the Western Wood Products Association. The company has also received several industry awards, including the Frank J. Bertack Award–Safety Committee Recognition Award, Randall M. Lundberg Award–Outstanding Safety & Health Program Award, and the ASSE Star Award for improved accident rate.

Daniels is a widow after 57 years of marriage. She enjoys spectating at fast pitch softball games; house boating, college and professional football and basketball, reading and spending time with family. Daniels has three sons, five grandsons and three granddaughters. For more information visit [www.swansongroupinc.com](http://www.swansongroupinc.com). ■


WHO’S WHO – Erickson – Continued from page 6

years total. He received a Bachelor of Arts degree in Business and Economics from Wheaton College, Wheaton, IL, and an MBA from North Park University, Chicago, IL.

Blue Book Services is a member of the North American Wholesale Lumber Association, National Hardwood Lumber Association, Indiana Hardwood Lumber-

Continued on page 76


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#### WHO'S WHO – Erickson – Continued from page 75

men's Association and the Western Wood Products Association. The company received the Model of Excellence award from the InfoCommerce Group in 2008 for their web application, Blue Book Services Online. Erickson has been married to Christine for 22 years and the couple has one son and one daughter. For more information visit [www.lumberbluebook.com](http://www.lumberbluebook.com). ■

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

Forest Stewardship Council certification. Hart graduated Pendleton High School, Pendleton, OR, in 1977, and has been with Potlatch for 12 years. She has spent a total of 23 years in the forest products industry, starting at RY Timber in the mill before working her way into the office and then into shipping and transportation. After that Hart worked for seven years in lumber sales for Joseph Timber, before moving to Potlatch and her current position, where she sells the company's western lumber production that is produced in St. Maries, ID. Potlatch is a member of the North American Wholesale Lumber Association. Hart enjoys camping, hiking, gardening and spending time with her children and grandchildren. She is married to Lance and has two sons, one daughter, two grandsons and two granddaughters. For more information visit [www.potlatchcorp.com](http://www.potlatchcorp.com). ■

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

Miller and his wife, Althea, have one son. In his free time, Miller enjoys classic cars and hunting. For more information visit [www.airsystemsmfg.com](http://www.airsystemsmfg.com). ■

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

Olson graduated from Loyola Academy, Wilmette, IL, in 1975, and obtained a degree in business administration from the University of Illinois, Champaign, IL, in 1981. In his current position he handles sales with additional responsibilities including transportation. Olson has held his present position for five years, since he joined the company, but has 33 years total experience in the forest products industry. His first job in the industry was as a gang saw operator in 1979, while previous experience does include various managerial and sales positions with companies like International Paper, Trus Joist, J.M. Huber and Seemac. Coastal Forest Products certification agencies are APA – The Engineered Wood Association and SPIB – Southern Pine Inspection Bureau. Olson has been married to Kimberly for 21 years. For more information visit [www.coastalforestproducts.net](http://www.coastalforestproducts.net). ■

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

thicknesses, primarily 16-foot lengths; double primed finger joint poplar – 4-inch to 12-inch Widths and 11/16-inch and 3/4-inch thickness primarily 16-foot lengths; Maple S4S in 2-inch to 12-inch Widths and 4/4 thickness; Oak, Poplar and finger joint Poplar mouldings, 4/4 & 5/4 Oak treads, 4/4 Oak and Poplar Risers; Red and White Oak Unfinished Strip Flooring: 3/4-inch thickness with 2-1/4-inch, 3-1/4-inch, 4-1/4 widths; Quarter/Rift Select and Better, Clear, Select, No. 1 Common and No. 2 Common grades; Red and White Oak unfinished plank flooring: 3/4 inch thickness; 3, 4, 5, 6-inch widths; Select and Better Rift/Quarter/Plain-sawn, No. 1 Common Rift/Quarter/Plain-sawn and No. 2 Common Plain-sawn. Georgelis graduated from Cave Spring High School, Roanoke, VA, in 1984 and Virginia Tech, Blacksburg, VA, in 1988 with a Bachelor of Science degree in History. He manages flooring inventory and prices, as well as coordinating sales of the company's S4S and moulding products. Weaber Lumber is a member of the North American Wholesale Lumber Association, National Wood Flooring Association, Moulding & Millwork Producers Association and the Sustainable Forestry Initiative. Georgelis enjoys spending time with family and playing golf. He has been married for 18 years to Julie and the couple has one son and one daughter. For more information visit [www.weaberlumber.com](http://www.weaberlumber.com). ■

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

30 years. He began his career in inside sales. A graduate of Rocky Grove High School, located in Rocky Grove, PA, he obtained a Bachelor of Science degree from Clarion University located in Clarion, PA. Mid-State Lumber is a member of Hoo Hoo International, North American Deck and Railing Association, and Northeastern Retail Lumber Association. Kelly and his wife Beth have two daughters and two grandchildren. Kelly enjoys golf and traveling in his spare time. For more information visit [www.midstatelumber.com](http://www.midstatelumber.com). ■

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

paper/poly wrapping, special patterns and dry kiln work. Robbins graduated the University of Maine, Orono, ME, in 1995 with a degree in natural resource management the same year he started working full-time at Rob-

Continued on page 77



WHO'S WHO – Robbins – Continued from page 76

bins Lumber. He has held his present position for two years handling the day to day operations of the company.

Robbins Lumber is a member of the North American Wholesale Lumber Association, Northeastern Lumber Manufacturers Association, Northeastern Retail Lumber Association, Maine Forest Products Council, among others. The company also won the 2014 Eastern White Pine Grader Competition.

Robbins enjoys hunting, fishing, camping, walking woodlots and spending time with his wife and children. He has been married to Shannon for 18 years and the couple has one son and four daughters. For more information visit [www.rlco.com](http://www.rlco.com). ■

WHO'S WHO – Paige

**Dan Paige** is General Manager for **Sandy Neck Traders**, based in South Dennis, MA.

Sandy Neck Traders offers value in lumber. The company stocks high quality knotty and clear Pine, Cedar, and Fir for manufacturers, fencing, outdoor living and other lumber-oriented retailers. Sandy Neck operates lumber distribution yards in Massachusetts and Connecticut, delivering full trucks and partials to industrials and retailers east of the Mississippi.

The product line includes boards and patterns, beams, timbers, wide plank flooring, and manufactured products.



DAN PAIGE

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Wide Plank Flooring is stocked in Eastern White Pine, Fir, New Heart Pine, and Southern Yellow Pine, in clear and knotty grades. The Fir is circle sawn, for a rustic flooring look.

Paige has been in the forest products industry for approximately 15 years and in his current position for 11. Previous positions include outside salesman, also for Sandy Neck Traders.

He obtained his bachelor's degree in economics from Providence College and a master's degree in business administration from Babson College.

Paige and Sandy Neck Traders are members of the Northeastern Eastern Lumber Manufacturers Association, where Paige is a member of the Marketing Committee.

Paige has been married to Alexandra for 27 years and the couple has one son and three daughters. They enjoy doing all active outdoor activities, and all four children are Black Belts in karate.

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

TRADERS MARKET – Continued from page 1

and wholesalers, as well as related service providers, who will be in attendance.

The event will retain the familiar schedule that attendees have grown accustomed to, opening on Thursday and running through early afternoon on Friday. This means attendees can return home in time for the weekend or do a little sightseeing in Chicago if they so desire.

However, this year's Tradeshow Floor will feature a few enhancements to improve the experience for both exhibitors and attendees, including Learning Lounges where top-of-mind topics will be discussed during Tradeshow hours.

Prior to the official Thursday kick-off, attendees will have a free morning to meet with prospective and current customers. To start preparing for those activities, view the list of current registered attendees on the NAWLA's website at [www.nawlatradersmarket.com](http://www.nawlatradersmarket.com).


Thursday's Grand Opening Luncheon, a long-standing NAWLA tradition, will not only recognize long-time supporting members and exhibitors, but will also feature a rousing keynote presenter. Scott Burrows will deliver an inspiring presentation about employing vision, mindset and grit to achieve your goals. A promising young athlete who refused to be sidelined by a tragic automobile accident, Burrows has achieved great professional success through his determination and drive.

"We've secured a terrific speaker for the Grand Opening Luncheon and, while sticking with the same networking and educational format that has always served us well, we have added a few twists that I know will enhance your experience," said McGinnis.

Learn more and register for the Traders Market at [www.Nawlatradersmarket.com](http://www.Nawlatradersmarket.com). ■

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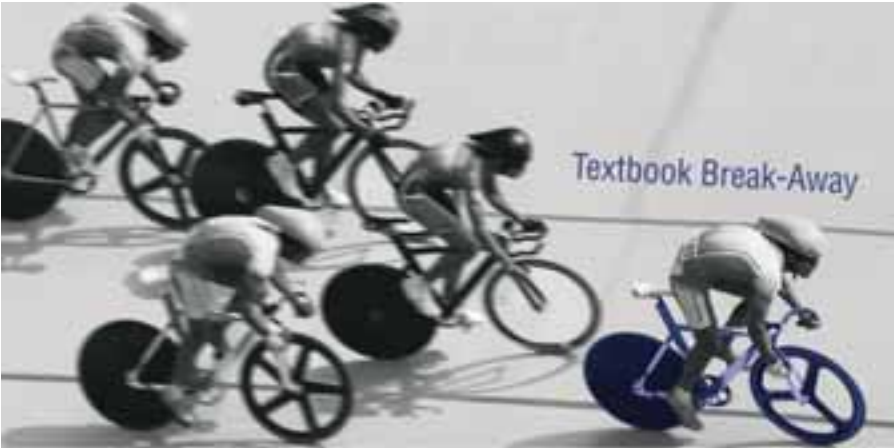
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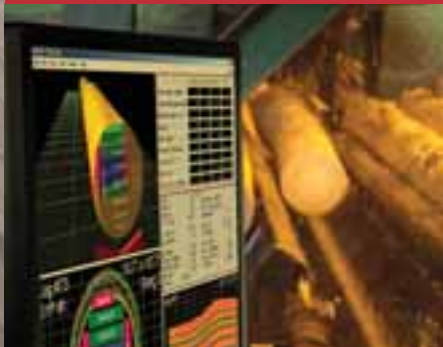
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