

The Real Value Of Real Cedar: Marketing Wood's ROI

Today's repair and remodeling market is bursting at the seams with composite and synthetic products for decks and siding alike. These products are often advertised as being low maintenance, long-lasting, and, curiously, having an appearance that mimics real wood.



Cost vs. Value report image: "Still from Cost vs. Value video."

While trying to sell one product by claiming it looks like another is a subject for a different article, it does raise an interesting question: Are man-made products better than the real thing?

If you ask a realtor the answer is a resounding "no." In an article recently published by

the National Association of Realtors, natural materials like Cedar add more curb appeal and a higher resale value to a home than synthetics.

It's a message the Western Red Cedar Lumber Association (WRCLA) is pleased to see, and they're making the most of it as part of their comprehensive U.S. marketing program.

WRCLA will be discussing elements of this program, in particular "stories from the trenches" from their in-market technical experts, at this year's NAWLA event on Nov. 6th. And the fact that Western Red Cedar has a high return on investment is a message they were quick to add to their program.

"The value proposition for Western Red Cedar has always been the specie's natural beauty, durability, and versatility," says WRCLA Managing Director, Jack Draper. "But with third party studies now showing it helps resale value and even has health benefits over synthetic materials, we obviously want to promote that as those are pretty compelling reasons for a homeowner to buy one product over another."

Based on information from the N.A.R.'s 2015 *Cost vs. Value Report*, and findings from the National Association of Home Builders, a video infographic was created highlighting the different returns on investment a home owner would see by adding a wood deck versus a composite deck. Although costs vary by region, the results

were significantly higher for wood, with an average 81 percent ROI compared to 68 percent for composite. However, that figure climbs to over 100 percent for wood in some areas like the Pacific Northwest.

The video serves as a destination site for consumers seeking more information, and a print, PR and social media campaign around the message provides directions and links to the video.

In addition to promoting Western Red Cedar in traditional and new media, WRCLA is also creating tools to facilitate the sale of Cedar on the retail floor. One such tool is the Real Cedar Retailer App, or "DIY On The Fly", and given the rapid growth of mobile use, it's beginning to gain attention at the retail level.

"Forty-one percent of all visits to realcedar.com are now from smart phones and tablets," says Draper. "That's up from 35 percent just a year ago. Our technical reps were the first to field test it, and they got a great response and valuable insights from retailers."

In its essence, the app serves as a mobile technical resource that provides support to the retailer and planning and specifying information for the consumer. The content is easily accessible and is broken out by applications such as: siding and trim, decking, timbers, and fencing and gates, among others. Grades, coverage tables and profiles are also featured in addition to information on maintenance and finishing. The app also has a geo-locator showing the Real Cedar retailers closest to your current location.

DIY On The Fly was made available to retailers in May of this year at the WRCLA's AGM Cedar School- a two-day training session covering everything from manufacturing to grading to installation. The app is now downloadable from the Apple App Store and Google Play Store.

WRCLA has created a number of unique and innovative programs to sell WRC's value proposition and make it more accessible at the retail level. To hear more about these programs and the support and activities provided in the field by their in-market technical experts, join them Nov. 6th at the NAWLA Trader's Market 2015 in Dallas, TX.

For more information visit www.realcedar.com. ■



Deck image: "Still from Cost vs. Value video."



Real Cedar retailer app.



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PACIFIC WESTERN WOOD WORKS LTD.: Taking Pride In Each Product

Delta, BC—Pacific Western Wood Works Ltd., (PW) based here, is a family-owned and operated company that has been in business for over 30 years. In February of 2008 the founder of Pacific Western Wood Works Ltd. (PW) Ian Wight retired and his son Dennis has been operating the business since. In 2008 as the USA economy was headed into bad times the difficulty in running a successful Softwood lumber business was a daunting task.

Money management was the key to getting through those many tough years. Dennis has worked with PWW since 1993 and said that the time between 2008 and 2012 were the most challenging years to say the least, but we made it through and are now stronger than before. "I really had to analyze the business and determine what we did well and what we should not continue doing," said Wight.

"That period was the first time in the company's history where having our own machine center was a disadvantage. What I mean is that many of our competitors do not own any machinery. They use secondary custom facilities to do their work for them. What I refer to as a 'pay as you go' situation. You only pay for the time on the machines that you use. When the market was down this was an advantage compared to operating and paying for a facility 100 percent of the time. But these secondary facilities make money on speed and production per hour, no time for quality. Because of the down turn in the USA in 2008, many of the secondary custom facilities, as well as some manufacturers, have shut down their operations permanently. It is now harder than ever before for 'desk re-managers' to source secondary

custom facilities to run their products leading to unreliability and inconsistency. Now is the time when companies like ours, with our own machinery, shine the most. We control all aspects of the manufacturing process so our customers get what they need, when they need it. Not to mention that our staff has the knowledge and the ability to consistently process Clear Cedar with ultra-high quality and finishing. 'Dependability that can be relied on by our customers.'

"PW Clear signature series is our brand of CLR Cedar, and was born from our pursuit of perfection. We are committed to our customers and we operate our facility as if they are a part of our team. Dennis believes in the philosophy that there is 'strength in partnership'. As supply in Clear Cedar is diminishing it is imperative that we continue to communicate with our customers. Through this communication we will build a successful strategy to navigate the ever changing landscape together.

"At PW we have consistently manufactured products to a level, which exceeds industry standards. Since our inception, the company has supplied products to distributors in many different categories: CLR Cedar finish, Siding, Decking, Paneling, Trim, Lattice and Cedar deck accessories and more."

With over 30 years experience exporting to the USA, Europe, Japan, Korea and China, the company ships their product by truck, container, as well as intermodel vans. Utilizing a state-of-the-art tally tag system, Pacific Western can identify and track each load throughout the production process, shipping and for inventory purposes.

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

PW maintains active memberships in the North American Wholesale Lumber Association, Western Red Cedar Lumber Association, BC Wood, and Independent Wood Processors Association of BC.

Producing the quality that you expect.

Visit Pacific Western Wood Works at the NAWLA Traders Market in booth number 110.

For more information about Pacific Western Wood Works Ltd., visit

www.pwww.ca.

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



Various 1x4 Clear kiln-dried patterns are available.



An eight-head Weinig moulder is utilized in the product manufacturing process at Pacific Western Wood Works.

MILL SERVICES INC.: Producing 100 Percent Defect-FREE Clear Boards Around The Clock

Cobleskill, NY—Since 2007 when Jamie Place and Dan Holt purchased Mill Services Inc., located here, not only has the total number of employees more than doubled (from 36 to 74), but the volume of orders from many customers in need of high quality finger joint products has doubled and tripled year-over-year.



Scanning and optimization equipment play a critical role in Mill Services' production of 100 percent defect-FREE Clear Eastern White Pine boards.

"The mere fact our customers are increasing their sales year after year is the greatest compliment we can receive," said Place.

Known for top quality Eastern White Pine (EWP) products, Mill Services over the past year enhanced its product offerings after constructing a 60x300-square-foot addition to the existing facility in order to easily manage priming needs for its customers, which are Northeastern wholesale distribution companies. "We're priming more products than we did a few years ago," Place said. "Before we built the addition, we were overproducing our ability to prime, but that's no longer the case. As we offer priming as a service to other companies now, we hope to grow this part of our business too."

"In our coating choices, we offer oil and latex coatings. We also offer a mixture of both and, depending on what the customer wants, we have a lot of flexibility. We see this service continuing to be a big part of our business going forward. Currently, we do prime coatings, not custom coatings."

Production of EWP fascia boards at Mill Services is ongoing 80 hours weekly, seven days a week. "This is a volume business for us," explained Place. "Right now, we are operating a hybrid shift that totals 74 employees, not two separate shifts. We go full steam ahead 12 months out of each year and our intention is for it to stay this way."

Mill Services manufactures primarily 4/4 and 5/4 fascia boards in 2-inch through 12-inch widths with the capability to produce up to a 52-inch wide panel. "We have considerable orders for 18, 24, and 28-inch wide panels, and 70 percent are typically 16 feet in length," Place said. "Eight-foot boards comprise about 25 percent of the orders and another 5 percent go to customers seeking 12-foot lengths. Our industrial customers buy this and they cut them to suit their own specs. It's more cost effective for them to buy the product and cut lengths than to try and glue up all on their own."

He continued, "The current customers we have are absorbing what we make. We never want to sacrifice quality just to say that we can make more. However, I expect in the next three to five years we'll make more than we make now as we grow. I am certain we make not only more finger joint than we've ever made, but we make better finger joint. Our focus is to continue to make a better quality product."

Place emphasized that Mill Services maintains strong relationships with Northeastern sawmills with whom they conduct business. "Our finger joint product has become a very good niche for some of these mills," noted Place. "It's a product that they don't have to go out and compete to sell day in, day out."

Mill Services processes approximately 60,000 board feet a day, 250,000 board feet weekly and 1 million board feet of EWP each month. From that, the company produces approximately 9-to-10 million board feet of 100 percent defect-FREE Clear boards.

Achieving optimal product quality is the result of Mill Services commitment to installing and operating efficient equipment. For example, Place said that in 2013 the company added a second optimizing line, a second optimizing Weinig chop saw and a second 12-inch Weinig moulder. Around that same time, the opportunity arose for Mill



This is a photo of one of two state-of-the-art optimizing saws that increase efficiency and yield at Mill Services.

Services to purchase a company in East Hartford, CT, and over the next 12 months, they built an 18,000 square foot addition in which the additional priming equipment was installed and now operates.

For Place, the end result is worth the time and investment. "The new planer has given us the flexibility to buy 10-to-12-inch material and mill it to size, split it and optimize it all at once. One of the big changes this year was to continue to improve efficiency and yield from raw material. We made a major investment in our re-rip line as well. This increased

our yield approximately 2-to-3 percent. Over the course of a year, that's a big number.

"Some of the investments we make have a payback over a period of time and we take a long-term view of it. If we think it's a sensible thing to do, then we're going to continue to do it to improve our product. It's been exciting."

"We always remember that none of this happens without a dedicated and skilled workforce; we are fortunate to have that. Many of the people working at our facility have been there 15-plus years, some over 30."

Mill Services is a member of the Northeastern Lumber Manufacturers Association. For more information, visit www.millservicesinc.com.

Wholesale/Wholesale Distributor Special Buying Issue

NeLMA Announces 2015 Architecture Student Competition Winner

Jack Searcy, a second-year environmental design student at Texas A&M, is the recipient of the 2015 Rich Quitadamo Sustainable Versatility Design Award (SVDA) for his project entitled "Bryan Showcase House."

The Rich Quitadamo Sustainable Versatility Design Award, sponsored by the Northeastern Lumber Manufacturers Association (NeLMA), is a design contest for architecture, engineering, and design students currently enrolled in an accredited architecture program to design a modern sustainable structure featuring Eastern White Pine. Judges base their decisions on dialogue-inspiring, future-predicting, and forward-thinking designs.

"NeLMA developed the SVDA award program in 2010 as a vehicle to reintroduce wood, particularly Northeastern Softwoods, to the next generation of architects and designers," said Jeff Easterling, president of NeLMA. "We envisioned the competition as an activity to engage the creativity of today's students while providing a stimulus to see the value of using wood as a contemporary and sustainable building material."

The 2015 design challenge for all entrants: Design a contemporary, single-family home that significantly features Eastern White Pine. The project must incorporate at least three different Eastern White Pine grades. Total number of 2015 entries almost doubled from 2014, with students hailing from Hawaii to Maine and points in between.

Andy Engel, senior editor at Fine Homebuilding, served as a judge for the contest and emceed the award presentation at the 2015 NeLMA Annual Meeting. In his opening remarks, Engel noted, "Some people ask why wood is still relevant; this shouldn't even be a question. The designs from these students are exceptional, and I'm hopeful for the future with them in it. I can't say enough about the value of education in the building industry."

Engel continued by praising NeLMA's outreach efforts to architecture students nationwide: "You guys are really smart by holding this design contest. By introducing wood early in their career, you're creating a long-range effect on these kids."

Searcy and his professor, Ahmed Ali, assistant professor of architecture, ap-

peared at the NeLMA Annual Meeting via Skype to discuss the winning design and their overall views on the use of wood in architecture.

Using Eastern White Pine

When asked if this project would influence his future designs, Searcy replied in the affirmative. "Wood is experiencing resurgence right now, and I want to be part of it. Designing with Eastern White Pine in the future is a sustainable choice; the versatility and beauty of the different wood grains add so much to a design."

Ali discussed his students' response to the Sustainable Versatility Design challenge, which he integrated into his curriculum: "My students very much enjoyed learning more about the process of designing with wood."

Searcy received a \$1,000 cash award and a custom trophy carved from Eastern White Pine. In their comments, the SVDA judges praised his project as a hybrid of contemporary and traditional Texas architecture, and noted his creative uses of industrial, standard, and premium grade Eastern White Pine throughout the house.

Rebecca Diaz, also a second-year environmental design student at Texas A&M, earned a second-place finish. Her project, "Single Family Home," featured Eastern White Pine for both framing and exterior. Making extensive use of wood in the home's interior, wood application highlights include sunken paneling, ceiling moulding, kitchen cabinetry, and the dining room table and chairs.

The Rich Quitadamo Sustainable Versatility Design Award was named after Rich Quitadamo, a veteran member of the NeLMA Marketing Committee who was instrumental in the creation of the SVDA program. Following his untimely passing in 2013, the committee voted to honor his unselfish work and participation in NeLMA by naming the annual student competition award in his honor.

To see a PDF of Searcy's winning entry, please visit www.sustainableversatility.org. This same page will hold contest and entry information very soon for the 2016 competition.

For more information on NeLMA, please visit www.easternwhitepine.org and www.nelma.org.



The 2015 Rich Quitadamo Sustainable Versatility Design Award was given to second-year environmental design student Jack Searcy of Texas A&M.



Jeff Easterling, president of NeLMA, and Andy Engel, senior editor of Fine Homebuilding magazine/guest judge/award presentation emcee, presented the award to Jack Searcy of Texas A&M via Skype.



Pictured is the logo for Eastern White Pine Sustainable Versatility.

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Western Forest Products Inc. – Sustainably Managing Forests And Manufacturing High – Quality Wood Products

Western Forest Products Inc. (WFP) is an integrated Canadian company, sustainably managing forests and manufacturing high-quality wood products on the coast of British Columbia (BC).



WFP produces a wide range of products, from commodity to specialty appearance, for the global marketplace. WFP Silvertree Appearance Western Red Cedar timbers are shown here.

WFP is the largest forest tenure holder and lumber producer on the coast of BC. Their forests provide a consistent supply of quality fiber from five distinct tree species, each with their own unique properties, including Western Red Cedar, Hem-Fir, Douglas Fir, Yellow Cedar and Sitka Spruce. With this unique timber base, WFP produces a wide range of products, from commodity to specialty appearance, for the global marketplace.

The company is well positioned to access growing Pacific Rim markets as well as established North American and Japanese markets. With an annual capacity of 1.1 billion board feet, WFP's seven sawmills and two remanufacturing plants are designed to capitalize on its unique, high quality timber supply to produce long lengths, large cross sections and high grade appearance lumber in addition to commodity lumber.



WFP's Saltair sawmill is the largest single-line sawmill on the Coast of British Columbia, increasing production and making it more competitive in the global marketplace.

Given its strong balance sheet and assets, WFP has the financial flexibility to re-invest in its company. WFP announced a \$125.0 million strategic capital plan in 2011 and to date it has initiated \$63.5 million of these investments. The overall focus of the investment plan is to reduce costs, increase effi-

ciencies, and improve product flexibility.

WFP's Saltair Sawmill upgrade is the first investment of this plan. The Saltair Sawmill produces high value specialized products in Hemlock, Douglas Fir and Western Red Cedar. This capital project enabled Saltair to become the largest single-line sawmill on the coast of BC. It will also increase production by 15 percent, making it more competitive with global producers.



WFP operates the Saanich Forestry Centre, which includes a three-million seedling nursery and a tree seed orchard that enables the Company to produce select seed for reforestation and breed trees with superior growth and form.

WFP's next set of investments are in auto grading technology. Automatic lumber grading technology has proven effective in assessing lumber grades quickly, accurately, and consistently, increasing

value, recovery and efficiency. This installation makes the Alberni Pacific Sawmill a more competitive mill in the global marketplace and more resilient to market fluctuations.

During the second quarter of 2014, WFP began modernizing its Duke Point Sawmill to increase productivity and improve flexibility to produce various grades of lumber. WFP is also moving forward with the next phase of its Duke Point planer upgrade, which will include the installation of the same autograding technology that it pioneered at Alberni Pacific.

This strategic investment plan is done with WFP's customers in mind. It is a testament to the company's commitment to its manufacturing facilities and a critical step in positioning WFP for the future to remain a leading supplier of products.

The beauty, dimensional stability, strength, workability and finishing attributes of WFP products make them ideal for decorative and structural applications, as the company continues to deliver performance and versatility that customers have trusted for more than 100 years.

For more information visit www.westernforest.com. ■

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Roseburg: Sustainability Is Our Business

Roseburg, OR—Operating a business in a sustainable, environmentally conscious way takes a lot of work. At Roseburg, located here, sustainability is not just a label, it's a way of life.

Timberland Stewardship

There's an old saying in the timber industry: Take care of the forest and it'll take care of you. That's what we had in mind when Roseburg bought 15,000 acres of timberlands in 1946. Today, Roseburg sustainably manages more than 630,000 acres. We use the trees we grow, and we plant more trees than we use.



Roseburg sustainably manages more than 630,000 acres of timberlands.

But there's more to being green than just having good raw materials. What you do with them makes a big difference, too.

A Use for Everything

After manufacturing a complete portfolio of high-quality construction products which includes lumber, plywood and engineered wood, Roseburg uses the residual waste to make particleboard and medium density fiberboard. Roseburg's particleboard plants process and recycle almost 2 million tons of reclaimed wood waste annually, converting it into high quality panels that sequester carbon.

We recycle our wood waste materials into clean energy through our biomass cogeneration plants in Oregon and California.

Green Building Projects

We offer one of the largest and most diverse selections of sustainable building products in North America. Most of our products are available with an FSC® certified option. It's good for us, it's good for the environment, and it's good for our customers. Our FSC certified wood products have helped hundreds of green building projects earn LEED® credits for Materials and Resources.

One example is the Pico Branch of Santa Monica Public Libraries. The City of Santa Monica



The Pico Branch library is shown under construction using Roseburg sheathing.

adopted the US Green Building Council's LEED Green Building Rating System as the basis of design for all of its new construction. And since the construction site for the Pico Branch Library was in the LEED Silver-rated Virginia Avenue Park, the new building had to at least meet Silver status, if not exceed it.

Achieving LEED certification is no easy matter. It requires things such as sourcing sustainable construction materials, maximizing water efficiency, responsible site planning, and innovative energy management just to name a few. Plans for the finished building included a number of green design features to help achieve the desired level of LEED certification, including specifying construction materials that would contribute to LEED credits.

That's where Roseburg's FSC-certified plywood came in. Used in a sheathing application, our plywood was among the 70 percent FSC certified wood utilized in the project to achieve points for Materials and Resources Credit 7. The Pico Branch Library is seeking LEED Platinum status and has been named "Santa Monica's Greenest Building."

Roseburg again contributed to a building's LEED Platinum status with Utah State University's Wetland Discovery Point, which was designed to be a place that would both teach and model environmental solutions at the highest level possible.

Roseburg's FSC certified SkyPly™ hardwood plywood panels were used in the ceiling of the building as a sustainable material with a natural look and great visual appeal. SkyPly™ contributed to points in both Materials & Resources, and Indoor Environmental Quality.

After the building was completed, the Wetland Discovery Point became the first LEED Platinum certified building in Utah.



The company's particleboard plants process and recycle almost 2 million tons of reclaimed wood waste annually.

Roseburg's FSC certified materials also contributed to the LEED certification of the five-diamond, full service Ritz-Carlton, Lake Tahoe resort. The project team wanted to gain LEED certification. This would be a challenge for any upscale resort offering the premiere guest services of The Ritz-Carlton. Several features were used to achieve this goal, including choosing a location which earned the LEED Sustainable Sites credit while offering a breathtaking view to the resort guests. Large expanses of insulated glass maximized available sunlight while maintaining a comfortable indoor

climate.

Roseburg's SkyBlend® particleboard was used for casework backing throughout the resort. This contributed to The Ritz-Carlton, Lake Tahoe earning points in Materials & Resources for recycled content and regionally harvested and manufactured materials. A year after its construction, The Ritz-Carlton, Lake Tahoe was awarded LEED certification.

These are only a few of the ways Roseburg products have been used in sustainable applications in building projects. Roseburg's sustainable forest management, materials recycling, and FSC certified wood products are a sustainable combination that make us who we are.

Visit Roseburg.com to find out more about our sustainability efforts and projects. ■

Please Visit Us At NAWLA Booth No. 320

October 2015 Advertorial

Western Red Cedar And Douglas Fir Are "Specialties" At TRI-PRO FOREST PRODUCTS

By Terry Miller

Oldtown, ID—Tri-Pro Forest Products, based here, manufactures specialty Western Red Cedar and Douglas Fir, products at their facility here, as well as Orofino. The company continues to provide consistent high-quality specialty products to wholesalers and wholesale distributors, who in turn sell to the retail yards (both independent and large box stores) and contractor yards. Their products are marketed in every state in the union, along with Canada and Mexico.

Tri-Pro Forest Products operation in Oldtown includes a resaw and board break down facility, automatic sticker machine, 10 dry kilns with 70,000-board-foot capacity each, a resaw/planer line, two resaws, two additional planer lines and covered storage comprising approximately 100,000 square feet.



Steve Linton, owner of Tri-Pro Forest Products.

Key personnel at Tri-Pro include: Operations Manager Ron Cluster, Sales Manager Terry Baker, Sales Representative Lance Hubener, Plant Manager Mike Davis, Office Administrator Karen Phillips and Administrative Assistant Laurie Clark.

"Tri-Pro has been a Cedar operation from the beginning making high-end specialty products," said Ron Cluster. "In 1987, we started the Cedar program out of Dover, Idaho. We went from there to Spokane Industrial Park, and then in '96 we bought the facility we're at right now in Oldtown. There's been a facility at this mill site since the turn of the century. We actually have pictures of a mill here in 1909."

Cluster continued, "We call our mill the sawmill, but there's a quad saw, band saws that break down cants, and there's also a 5-foot horizontal band saw. We have a big J-bar sorter where we grade and sort, and then the lumber goes to the kilns. There are two production planing buildings on-site. In Planer Building 1, a Stetson Ross 614, a 20 knife planer is where all of the decking and fascia items are manufactured. In Planer Building 2 is where all the siding is done, including the bevels, channels, tongue and groove and any other specialty items. We also have an area we call Planer 3 and that is a 10-foot and shorter planing and trimmer system where we make our home center 1x2 and 2x2's."



Lance Hubener, sales, Terry Baker, sales manager, and Ron Cluster, vice president, also handles sales.

The Orofino sawmill, which specializes in Western Red Cedar and Douglas Fir production, was purchased in 2007. Cluster said that operation has undergone renovations with new equipment installations. "We are completing a new hog system, which should help production overall. There are some old systems where the bark conveyors were going underneath the band mills and they would plug up and interfere with production, so we were having downtime."

He continued, "We're fixing those issues and we're cutting our Cedar and Douglas Fir and transporting it to the Oldtown facility to be dried and planed, which adds value to the end product for our customers."

He continued, "Indirectly our products are going into the contractor yards, retail yards and home centers," Cluster said.

Tri-Pro's products are offered in full units and half packs. "We ship our products all over the country," Cluster offered. "We contract carriers to move our products. We do not own any trucks."



Mike Davis is the plant manager in Oldtown, Idaho.

The company is capable of doing many different patterns. "We are running specialized patterns with Douglas Fir. There has been quite a bit of demand for board and batten during the last 14 months and there's a much larger demand on 10 and 12-foot in the widths than there has been in the past. That's conducive to the board and batten programs."

Tri-Pro purchases Cedar from outside sources as well. "We keep things supplemented. In the sawmill it's a lot tougher to manufacture a lot of different items than it is in a remanufacturing plant," he explained. "So if the sawmill is making one size dimension and you can buy dimension in different sizes on the outside, that's what we do to keep things in stock."

Cluster said he believes loyalty is what sets Tri-Pro apart from its competitors. "We are a full-service mill that produces 100 percent dry Cedar items. For the main ingredients—fascia boards and patterns—this is the place to come. I've been here for 28 years and when you've been at this game long enough, your customers are loyal. They know what you're capable of doing."

He continued, "Our sales staff has over 120 years experience in the lumber industry, and are experts in their fields. They have extensive lumber knowledge, which gives us the ability to educate our customers and help them make informed decisions."

Tri-Pro Forest Products is a member of the North American Wholesale Lumber Association, Timber Products Inspection Bureau and the Inland Lumber Producers Association.

For more information visit www.triproforest.com. ■

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Adaptable ERP Made Easier With Epicor Expertise

Your business is evolving. It's a must to survive the rapid pace of change we're seeing with global wood products supply chains, building standards and product preferences, and customer expectations for response times and access to information.

It's possible that you're struggling to adapt to the changes your business is undergoing if you're on an older ERP platform. The database they were built on aren't easily accessed. Integration with other systems isn't always easy. And the user interfaces are awkward compared to today's standards.

So, there may be a number of reasons why you're considering upgrading your ERP systems.

Your choices can take you onto three paths: in-house, generic, or industry-specific. This article describes some of the reasons why several Epicor customers—many of them NAWLA manufacturing members—chose to go the route of industry-specific ERP systems.

Secret Weapon for Competitive Advantage

One customer doesn't want us to publish their name because they say that Epicor LumberTrack is their secret weapon. That kind of says it all.

Matt Yaun, the chief administrative officer of **Cox Industries**, explains his theory: "If you're a manufacturer of a commodity product, you need a compelling reason for your customers to buy from you. We use technology and business process innovation to enhance customer and supply chain partnerships. Epicor LumberTrack is the foundation of our entire technology platform."

Wood Product Industry Best Practices Built Right In

Epicor LumberTrack and Epicor BisTrack were designed specifically to buy, sell, and track wood products. That's why your business terminology, units of measure, and workflow, as well as industry best practices, are already built into the systems. Moreover, our implementation and support teams have unparalleled experience to help you take full advantage of the ERP systems' capabilities.

"The LumberTrack team came in and listened to what we wanted to accomplish. They told us where to put the tagging stations and record costs to be able to do that," says Ronnie Clay, VP Finance at **Anthony Forest Products**. "Inventory information is much more reliable, and we use it to optimize production schedules. We continue to expand our usage of the system to take advantage of capabilities and benefits."

"The challenge for us is to support multiple product types: hardwoods, panels and Softwood. They are all distinctly different in the way they're handled in a computer system. Also, we need an inventory process that ensures that we are delivering an FSC certified product," says Eric Schooler, president and CEO of **The Collins Companies**. "It was a real benefit to us to find a software product that could support all those different types of products in an integrated system. It has allowed us to cross-sell products and to manage a lot more parts of our business. LumberTrack is one of the tools we use to maintain our competitiveness."

Allison Carter, supervisor of credit, sales administration and transportation at **Millar Western**, agrees: "In the lumber industry, there's always so much change, for example, to Softwood trade and customers rulings and export taxes. You need software that is adaptive. We can't be held up by paperwork. LumberTrack moves with the times, and it makes us more competitive."

Consider the Total Cost of the Decision

Wood products are different than other manufactured products in so many ways, and the issues that distributors of wood products face can be complex. It's these subtle issues that make it costly to develop in-house systems or enhance generic systems to support practices common in the wood products industry.

Wood products companies need to consider the total cost of ownership—not only implemented cost, but ongoing report-writing, functional enhancements, infrastructure maintenance and upgrades, and hiring, training and developing IT personnel. Epicor's ERP systems are continually updated and enhanced, and Epicor offers a range of hosting and professional services, training and support services, to adjust to each company's requirements.

"We decided it was in the best interests of Millar Western to use LumberTrack out-of-the-box and to source any changes and reports through the Epicor LumberTrack team so that we don't need to retain additional IT resources in-house," says **Millar Western's** Allison Carter.

Lake States Lumber, a NAWLA wholesaler member, also chose the industry-specific route. "The Epicor BisTrack team was great. They have quality, knowledgeable, professional people on board," says Andy Kick, CFO. "Our implementation and rollout went much better than we had anticipated. The support has been excellent and there are continual enhancements so it's evolving. We see ourselves on Epicor BisTrack for many years to come."

Visit Epicor at NAWLA booth #175 and epicor.com/LBM to learn more. ■



Allison Carter, a supervisor at Millar Western, says they use Epicor LumberTrack out-of-the-box to reduce IT costs.



Eric Schooler, President and CEO of The Collins Companies, says Epicor LumberTrack is a tool they use to maintain competitiveness.



Ronnie Clay, VP Finance at Anthony Forest Products, says Epicor set up LumberTrack to accomplish what they wanted.

WEST BAY FOREST PRODUCTS: Expanding And Evolving

In 2015 West Bay Forest Products continued our expansion and growth, adding an inline horizontal re-saw and automated packing line. Finishing a transition from our smaller production facility in Langley, BC, to a larger 13-acre facility in Sedro Woolley, WA, West Bay Forest Products has tripled its yard size



Finished Cedar products being weighed for shipment at West Bay Forest Products.

and now has twice the production capacity with a second planer. "With this expansion, West Bay Forest Products will be ready more than ever to stay competitive in today's Western Red Cedar market," said Don Dorazio, President of West Bay Forest Products, headquartered in Langley, BC.

Since 1988, West Bay Forest Products, a current member of the Western Red Cedar Lumber Association, has firmly established itself as a quality manufacturer of Western Red Cedar products who goes the extra mile for their customers. West Bay Forest Products doesn't just provide quality lumber...we listen, study, and do our best to fulfill the continued demand of

today's evolving Cedar lumber market. With over 75 years of combined Western Red Cedar experience, unparalleled customer service, and high quality

products, West Bay Forest Products has achieved a solid, loyal customer base across Canada, the United States, and Japan.

One of the major factors in our continued success is our **PREFERRED CEDAR BRAND** and the company's progressive business style. West Bay Forest Products is proud to offer a range of custom features such as custom packaging, bar coding, end waxing, etc. "Our goal is to better

equip our customers to stay competitive in today's lumber market and solidify our reputation as a customer-focused company," said Chad Findlay, Vice President of West Bay Forest Products. "The industry isn't just about lumber anymore, but being able to recognize and help fulfill our customers' needs to

West Bay transports their Cedar products by rail-car, container, and flatbed trucks.



West Bay's production facility has plastic green chain to reduce iron stain.

stay competitive."

West Bay Forest Products has proudly maintained its "We're BIG on Cedar" status for over 25 years. With our new 13-acre facility, we are looking forward to providing our customers with a wider range of Clear and Knotty Western Red Cedar products, such as Decking, 1-inch Boards, 5/4-inch and 2-inch Fascia, Timbers, R/H Dimension, Siding/Pattern stock, and Fencing. The new production facility is equipped to handle a variety of Cedar products to keep up with the ever-changing needs of our customers.

The West Bay Forest Products team is looking forward to this year's NAWLA Traders Market and is excited to share with you all of our future production facility plans. Visit West Bay Forest Products at **NAWLA Booth No. 147** to find out more.

To learn more about West Bay Forest Products' operation visit our website at www.westbaygroup.com, give us a call at (800) 688-1108 or connect with us on Facebook. ■



5/4x6 AK decking graded to meet and exceed the WRCLA standards.

TRADERS MARKET – Continued from page 1

ufacture lumber and related products. In 2014, more than 245 of those companies showcased their products and services on the tradeshow floor for attendees from more than 500 industry-leading companies.

With a promising economic and industry outlook, NAWLA expects an even stronger turnout this year. Whether you're hoping to find new suppliers, expand your current business within North America or identify opportunities abroad, you can't miss the Traders Market and the diverse gathering of manufacturers and wholesalers, as well as related service providers, who will be in attendance.

The event will retain the familiar format and schedule veteran attendees enjoy, opening on Thursday and concluding early Friday afternoon. That leaves ample time to visit some of Dallas' must-see attractions, like the AT&T Stadium (home to the Dallas Cowboys), Geo-Deck at Reunion Tower or George W. Bush Presidential Center, before heading back home for the week ahead.

The schedule also provides several opportunities to meet with prospective and current customers. To start preparing for those activities, view the list of current registered attendees on NAWLA's website at www.nawla.org/tradersmarket.

Thursday's Grand Opening Luncheon, a long-standing NAWLA tradition, will not only recognize long-time supporting members and exhibitors, but will also feature one of the most talked about motivational speakers in the marketplace today. Connie Podesta will inspire exciting new ideas, mindsets, attitudes and solutions to help you tackle the toughest challenges in your environment.

The Thursday morning education session, which is presented by the GenNext 10 Groups but open to all attendees, will be led by experienced sales trainer Jim Pancero. Attendees can pick up a few tips for improving their approach to sales before heading out on the tradeshow floor.

Learn more and register for the Traders Market at www.nawla.org/tradersmarket. ■

DIPRIZIO – Continued from page 33

in getting our product all across the country.

Huot said, "The combination of Scott, with the back-up of Jamie, is great. These men are always in the duty of information sharing and attention to detail to ensure product is accurate, on-time and in-full. Great communicators, they both understand the environment and understand that people have to wear several hats and our processes are what make us reliable and different."

Talk about a number of hats! Marcie Perry, General Manager, fills a very vast and important role as project manager, administrator, chief of operations and much more. Currently, she sits on the board of directors for LaValley/Middleton Supply Organization. Marcie was working with the DiPrizio family at the time of the acquisition of the mill and retail by the LaValley family. She has been well-suited with her background in manufacturing and accounting, accompanied by her uncommon commitment and loyalty.

He said, "She is a very bright, astute lady. If she says it'll be done, it will be done."

Huot stated, "I think something to be very proud of is just how committed our people are to doing their best work possible. And this takes a certain kind of person when dealing with the combination of Mother Nature, equipment and volatility of markets local and global. We need to be able to climb mountains and our folks are positioned and ready to say "How High?" The care in which we take in harvesting and producing, whether it's the timberland owner, the forester, the logger, or the mill is evident in the attention to the details of our processes, dependability of our end products, the satisfaction of our customers, all from the quality of our people. "To our people, and for all of us at DiPrizio Pine Sales, it's not just another job, rather it's a commitment, which gives each of us the only option and that's to do the right thing."

At DiPrizio Pine Sales, we are proud of our family heritage, our people who work so hard to carry on the DiPrizio Brand, the finest relationships who enjoy the finest qualities of Eastern White Pine and, last but not least, thankful to our long-term friends, our customers and our suppliers. It clearly does take all of us working to serve each other.

For more information on DiPrizio Pine Sales, visit www.dipriziopine.com. ■

TRADERS – Brewer – Continued from page 1

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

TRADERS – Jones – Continued from page 1

environment. To get similar exposure a company would have to make numerous trips flying back and forth all over the continent. Reducing the costs of building relationships is not the only advantage.... What NAWLA successfully creates is the premier event for exposure for our industry. This exposure includes new products, ideas and opportunities we need to look at as we all move into the Global market era. If you are not trying to improve, steam line or expand... then you are falling behind. Every year we leave the Traders Market with something new to work on....They make it hard not to! ■

TRADERS – Meeker – Continued from page 1

going on a road tour, and this efficiency alone makes the NAWLA show a win for attendees year after year. ■

TRADERS – Duprey – Continued from page 1

form 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 – Southwick

Leslie Southwick
C&D Lumber Co.
Riddle, OR



NAWLA Traders Market continues to evolve and offer the lumber industry a very dynamic and unique atmosphere to gather and promote commerce. C&D is excited to be showcasing our business with a new trade show booth in the vibrant location of Dallas that hasn't been visited since 2007. This is a perfect opportunity for us to represent our products and put our best foot forward. The interaction of networking with customers, learning and discussing their issues, exploring opportunities and building and strengthening those relationships makes the NAWLA event an interaction that is a must-attend event on our yearly travel schedule.

NAWLA understands what is important to the lumber industry and each year continues to ask for feedback to improve the event. They have strived to keep the cost at a level that allows many to participate in the event. The annual attendance that continues to grow each year demonstrates the total value of this event. Promoting commerce is always NAWLA's number one priority and that is what will keep C&D Lumber Co.'s attendance a given. ■

TRADERS – McSwain

Chris McSwain
Idaho Timber
Boise, ID



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

TRADERS – Kingsley

Aly Kingsley
Collins
Wilsonville, OR



"Whether it's the face to face time with our customers, the opportunities given to generate new customers and new business, the time spent walking the tradeshow floor, or standing in our own booth talking about our products and what's new and exciting at Collins, along with the special events that 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 – Muck

Anthony Muck
DMSi
Omaha, NE



DMSi has a great appreciation for the NAWLA Traders Market. The relationships between members are what make NAWLA such an important organization. Connecting with so many customers and prospects makes these few days incredibly valuable to our company. Maintaining great relationships lets us continue delivering the best possible service.

As long-time exhibitors, we have seen the Traders Market evolve into the premier industry event. It draws a great mix of business partners, professional organizations, and thought leaders. The speakers, educational seminars, and meetings with our 10 Group provide excellent insight into emerging issues and trends. Engaging the next generation is critical for any business and vital to the health of our industry.

I highly recommend attending Traders Market to all NAWLA members as well as any company considering joining the NAWLA association. ■

TRADERS – Schmidt

Merry Schmidt
Columbia Cedar Inc.
Kettle Falls, WA



Columbia Cedar has been attending the NAWLA Traders Market from the beginning. It is a valuable tool to keep our name and products 'out there'. The ability to meet with current and prospective customers as well as industry service companies in one location is very beneficial, especially in today's market environment. ■

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TRADERS - Spilker



Ahren Spilker
 Idaho Forest Group
 Coeur d'Alene, ID

The NAWLA Traders Market is "The" premier event in the lumber wholesale/manufacturing community. No other industry event allows better networking opportunities in one place. The NAWLA Traders Market is essential to creating, building and maintaining customer-supplier relationships. ■

WHO'S WHO - Klumb-O'Neill - Continued from page 6

pany's international division, located in Daphne, AL, ships Southern Yellow Pine to customers all over the world, including as far away as China to as close as Mexico.

Klumb-O'Neill graduated from St. Andrew's School, located in Middleton, DE, in 1987 and Hamilton College, located in Clinton, NY, in 1991. She was immersed from a young age in the family-owned business and has now been working at Klumb Lumber for 23 years.

Klumb-O'Neill has two sons (17 and 11) and twin 14-year-old daughters. For the past two summers her 17-year-old son has worked at the Loxley, AL, warehouse for Klumb Lumber. Living in Point Clear, AL, Klumb-O'Neill enjoys spending time on the water with her family, watching her children's sporting events and playing golf.

For more information visit www.klumb lumber.com. ■

WHO'S WHO - Collins - Continued from page 6

tions, available in 1x4 and 1x6 profiles; and Cortanium - strong and durable treated appearance grade SPF trim with an industry leading limited lifetime warranty.

Collins graduated from Olympia High School, Olympia, WA, in 1986 and earned a Bachelor of Science in Business degree from Central Washington University, located in Ellensburg, WA, in 1991.

Collins has worked at Woodtone for 11 years, with a total of 24 years spent in the forest products industry. His first position in the industry was working as a sales contractor for Bayview Building Materials, located in Olympia. Currently, Collins manages northwestern sales team members for Woodtone, in addition to strategizing sales techniques and overseeing sales through distribution and pro lumber dealers.

Past positions held within the industry include inside sales and customer service representative for Millguard Windows; outside sales for Orepac Building Products; and western regional sales manager for U.S. Plastic Lumber Corp.

Woodtone is a member of the National Association of Home Builders, Western Red Cedar Lumber Association, Western Building Material Association, as well as ARCAT and AEC Daily.

Collins has been married to Shannon for 13 years and the couple has three sons, two daughters and one granddaughter. In his spare time Collins enjoys hunting, music, baseball, football and coaching.

For more information visit www.woodtone.com. ■

WHO'S WHO - Waters - Continued from page 6

Vertical integration between Boise's manufacturing and distribution divisions ensures access to quality products.

Waters graduated from Timberline High School in 2002 and earned a Bachelor of Business Administration degree from Boise State University in 2010. Both schools are located in Boise. Waters served as a Platoon Sergeant and Tank Commander in the United States Marine Corps reserves from 2005 to 2013. As a division product manager Waters is part of the Commodity Procurement team focusing on boards and specialty products. His first position in the forest products industry was with Boise Cascade when he started as an operations associate at the Boise distribution facility in 2006.

Boise Cascade is a member of the North American Wholesale Lumber Association. In 2014 Boise Cascade received the Golden Hammer Award in the building materials category.

Waters has been married to Hana for one year. Hobbies include spending time outdoors hunting, fishing, camping, boating, golfing and playing sports.

For more information visit www.bc.com. ■

WHO'S WHO - Johnson - Continued from page 6

Midwest U.S. The company also produces and distributes wood survey stakes and lath.

Johnson graduated from Washington State University, located in Pullman, WA, in 1995 with a degree in International Business. He started his lumber career in 1996 and joined the Dakeryn team eight years ago. Johnson is focused on industrial accounts, offshore and specialties.

Dakeryn Industries is a member of the North American Wholesale Lumber Association, BC Wholesale Lumber Association, Independent Wood Processors Association of BC, Northwest Lumber Association and Associate member of the Northeastern Retail Lumber Association.

Outside of work Johnson enjoys skiing, water sports and spending time with his family. He has been married to Michelle for 15 years and has two daughters Sophie (13) and Ruby (11).

For more information visit www.dakeryn.com. ■

Continued on page 81

WHO'S WHO - Carroll - Continued from page 6

clude decking, stepping, PVC products, fiber cement, railing, and specialty plywood.

Carroll has been employed in the building industry for over 25 years and has extensive knowledge of building materials and millwork.

Mid-State Lumber has three full-service facilities located in Branchburg, NJ, Kingston, PA, and Warwick, NY. The company's customer base spans the Mid-Atlantic and New England regions. Commodity inventories are maintained in several Eastern seaboard re-load centers.

In his spare time, Carroll enjoys golf and working around his home. He is married to Karen and the couple has two daughters, Kristen and Rylee, and a son, Ryan, as well as two grandchildren, Liam and Gavin.

For more information visit www.midstatelumber.com. ■

WHO'S WHO - Hazelwood - Continued from page 6

Skana Forest Products also offers highly mixed, just-in-time shipments of specialty Western Red Cedar products.

In March 2015 Hazelwood was awarded his Level B Lumber Grading Ticket. His first position in the forest products industry was as a logistics coordinator for Skana Forest Products in 2014. Hazelwood has worked in his current position with the company since June 2015, with responsibilities including lumber trading, lumber purchasing and sales, managing inventory, gauging lumber market activity and coordinating logistics. Previous to joining Skana Forest Products, Hazelwood worked at Hazelwood Painting, a coatings company, for 10 years.

Skana Forest Products is a member of various industry associations, including BC Wholesale Lumber Association, Western Red Cedar Lumber Association, and North American Wholesale Lumber Association.

In his spare time, Hazelwood enjoys playing golf and hockey, brewing beer, watching hockey and football and spending time with his family. He has been married to Sarah for almost three years and the couple has one daughter, Bailey, who was born in April 2015.

For more information visit www.skana.com. ■

WHO'S WHO - Kinney - Continued from page 6

Kinney has been with Robbins Lumber for six years. Previous experience includes New England Building Materials, Poole Brothers Lumber, Hancock Lumber Co., Marriner Lumber and Hunt Brothers Lumber.

Kinney is a graduate of Rumson-Fair Haven Regional High School, located in Rumson, NJ. He also attended the University of Arizona, located in Tucson, AZ, and Alfred University, located in Alfred, NY.

Robbins Lumber is a member of the North American Wholesale Lumber Association, Northeastern Lumber Manufacturers Association and the Wood Products Manufacturers Association.

Kinney has two adult children and enjoys hiking, canoeing and camping in his spare time.

For more information visit www.rlco.com. ■

WHO'S WHO - Miller - Continued from page 6

staller of dust collection equipment. That same year he graduated from North Iredell High School in Statesville, NC.

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. ■

WHO'S WHO - Wood - Continued from page 6

Southern Yellow Pine cut stock and hardwood lumber and also supplies cants, deck boards, fence boards, and standard 1x4 up to 2x12.

Wood has been in his current position for six years. A graduate of Wayne County High School, Waynesboro, MS, he attended Jones County Junior College, located in Ellisville, MS. In his spare time Wood enjoys playing golf and fishing.

For more information visit www.marhillinc.com. ■

WHO'S WHO - Smith - Continued from page 6

elor of Arts degree in 1985 from the University of New Hampshire, located in Durham, NH.

Previous positions held by Smith include store manager for a retail lumberyard and salesman for a large northeast lumber wholesaler before coming to Limington Lumber in 1993.

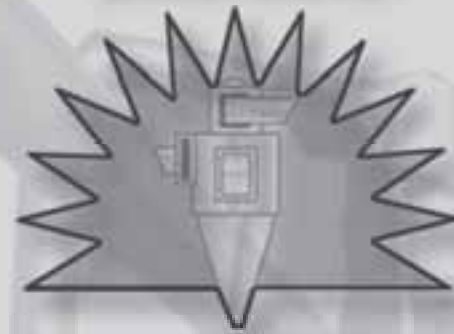
Limington Lumber is a member of the North American Wholesale Lumber Association, Northeastern Lumber Manufacturers Association (NELMA), Maine Forest Products Council, Small Woodland Owners Association of Maine, Society for the Protection of New Hampshire Forests, and the New Hampshire Timberland Owners Association. The company has received Occupational Safety & Health Administration (Safety and Health Achievement Recognition Program) certification.

Smith is a past chairman of NELMA and currently serves on the advisory committee for the association, as well as holding a position on the board of directors for the Maine Forest Products Council and the Forest Products Group Trust.

In his spare time Smith enjoys skiing and spending time outdoors.

For more information visit www.limingtonlumber.com. ■

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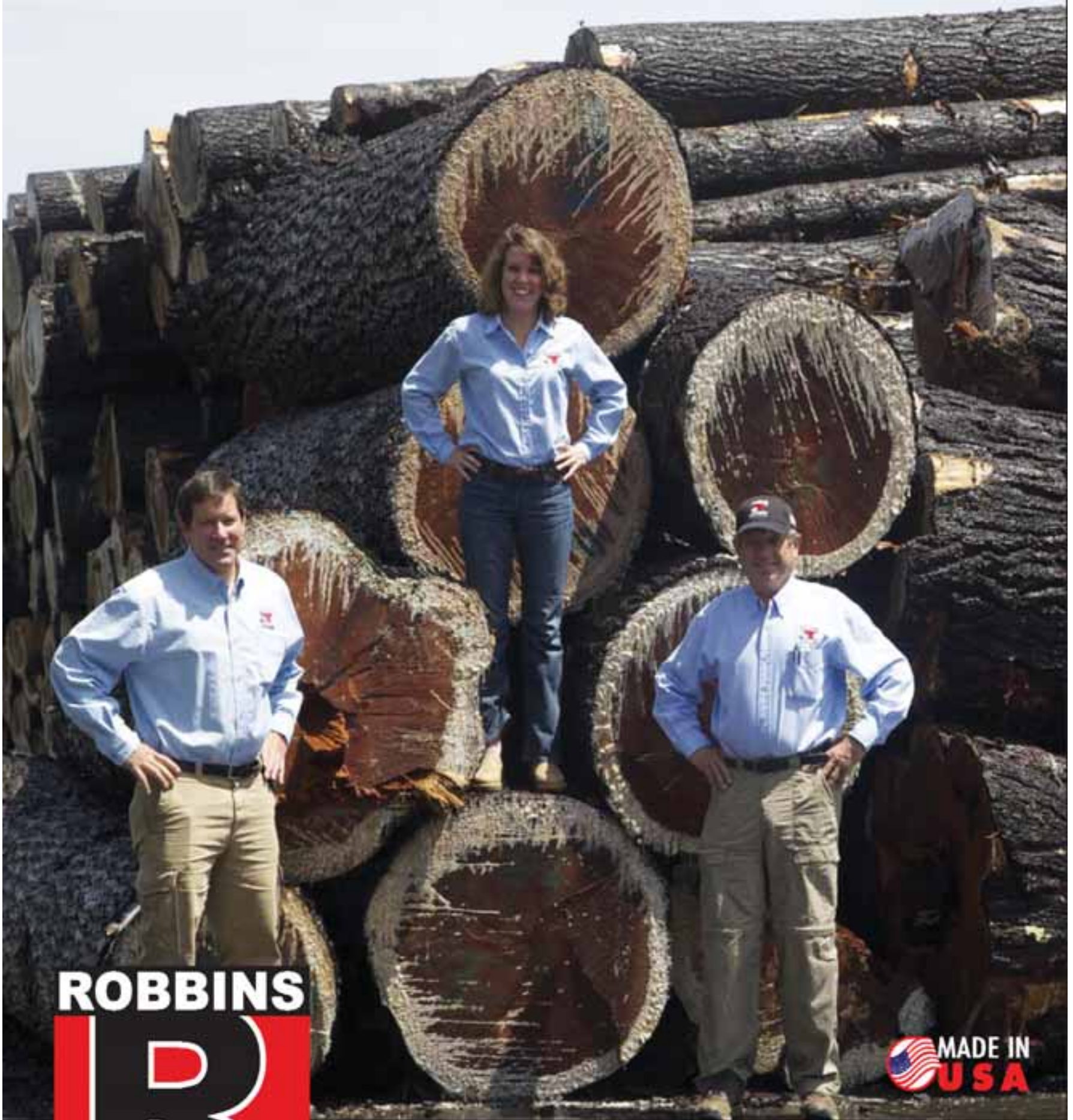
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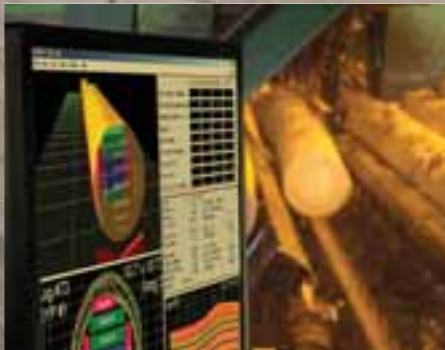
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