

The Softwood Buyer  
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# The Softwood Forest Products Buyer

Vol. 23 No. 4 The Softwood Industry's only newspaper....now reaching 43,462 firms (20,000 per issue)

July/August 2008

## Innovation And Distribution Meet At NAWLA Traders Market® 8<sup>th</sup> Big Buyers Issue Features Key Suppliers

More than 6,500 wholesalers, stocking distributors and remanufacturing firms will receive The Softwood Buyer's eighth annual NAWLA Traders Market® Issue. Shouldn't your company be a part of that?

Advertising in this special issue of The Softwood Buyer taps into the \$275 billion market for Softwood forest products. Volume seven of the Special Edition allowed its advertisers to reach more than 3,000 sawmills, panel producers and engineered wood products manufacturers.

The Special Edition containing your ad will also be distributed at the Traders Market®, which is slated for Nov. 6-8 at the Hyatt Regency On The River Walk in Chicago, Ill.

The NAWLA Traders Market® has become one of the largest, most successful events of the year, featuring hundreds of exhibiting companies and more than 2,000 attendees.

Suppliers utilizing a minimum of a one-half page or larger page position in last year's NAWLA Special Edition were enthusiastic about the free feature article

and photos that they received in the publication. This unique marketing tactic is also available this year.

NAWLA, or North American Wholesale Lumber Assoc., is an international trade association with more than 650 leading forest products and building material industry wholesalers, manufacturers and industry affiliated companies throughout the United States and Canada. NAWLA, whose wholesaler and wholesaler-processor members' combined annual sales exceed \$30 billion, is dedicated to enhancing professionalism and efficiency throughout the lumber distribution channel and to the responsible use of forest resources. NAWLA members serve as the



Continued on page 26

## Fitzsimmons Assumes Gavel For NAWLA

By Terry Miller and Wayne Miller

**Tucson, Ariz.**—Susan Fitzsimmons, vice president/mass merchants of Snaveley Forest Products Inc., of Pittsburgh, Pa., was recently elected as the 2008-09 first-ever chairwoman of the North American Wholesale Lumber Assoc. (NAWLA) at the group's recent 116th Executive Conference, held here at the

Additional photos on page 10

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Tom Rice, Conner Industries Inc., Fort Worth, Texas; Susan Fitzsimmons, Snaveley Forest Products Inc., Pittsburgh, Pa.; Monte Jensen, DMSI, Omaha, Neb.; Becky Jayne, Disdero Lumber Co. Inc., Clackamas, Ore.; Joe Smith, PPG Machine Applied Coatings, Southfield, Mich.; and John Jayne, Disdero Lumber Co. Inc.

## Maritime Lumber Bureau Focuses On Industry Changes

Photos By Deborah Nicholson

**Halifax, N.S.**—The 69th annual meeting and convention of the Maritime Lumber Bureau (MLB), held here recently at the Halifax Marriott Harbourfront Hotel, carried the theme "Winds of Change," reflecting the challenges faced now in the global forest products industry.

Additional photos on pages 10 & 12

Continued on page 26



Mike North, Ed Mosher, Marc Chouinard, Jacques Gagnon, and Michel Bastarach, Lumbermen's Underwriting Alliance, Boca Raton, Fla.; and Gilles Martel, Maritime Lumber Ltd., Edmundston, N.B.

## SFPA's Midyear Meeting Offers Timely Topics

**New Orleans, La.**—The 2008 Midyear Meeting of the Southern Forest Products Association and the Southern Pine Council (SPC) generated plenty of useful information for members in attendance here.

Additional photos on page 12

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Brad Fountain, Potlatch Corp., Warren, Ark.; Digges Morgan, SFPA, Kenner, La.; Lynda Anthony, Anthony Forest Products Co., El Dorado, Ark.; and Don Taylor, PricewaterhouseCoopers LLP, Greenville, S.C.

## LAT Celebrates 122<sup>nd</sup> Year

Photos By Derik Villanueva

**San Antonio, Texas**—The 122nd convention of the Lumbermen's Association of Texas (LAT) was held here recently at the Henry B. Gonzalez Convention Center with four days packed full of informative forums, guest speakers and

Additional photos on pages 12 & 33

Continued on page 43



Mike Boone, Forest Grove Lumber, McMinnville, Ore.; Jamie Hursh and Steven Rogers, Richardson Lumber & Mfg. Co., Dallas, Texas

# WHO'S WHO IN SOFTWOODS



Randy Brown

**Randy Brown** is the owner of **R.B. Lumber Co.** in Oregon City, Ore. Brown started the company in 1996, and Gary Knight became a partner in 2002, incorporating the company.

R.B. Lumber Co. manufactures multiple species (Western Red Cedar, Pine, China Fir) in various product lines. Some of the products manufactured and sold include fencing, decking, posts in Pine and Cedar, pattern stock, industrials, finger joint blocks and blanks, tile batts, bed frame stock in kiln-dried Spruce-Pine-Fir (SPF), box stock, plywood dunnage

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Richard T. Detkowski

**Richard T. Detkowski** is the owner of **Moon Valley Rustic Furniture** in Clarkston, Mich. Moon Valley Rustic Furniture manufactures handcrafted, indoor, outdoor and Red Cedar furniture. The company purchases approximately 200,000 board feet of lumber annually. Moon Valley Rustic Furniture is a member of the National Federation of Independent Business, the Clarkston Chamber of Commerce and the Detroit Chamber of Commerce.

Detkowski purchased Moon Valley Rustic Furniture in September

Continued on page 21



Lance Hubener

**Lance Hubener** is in charge of sales for **Tri-Pro Forest Products Inc.** in Orofino, Idaho. He also assists in service sales for Tri-Pro Cedar Products in Old Town, Idaho.

Tri-Pro Forest Products Inc. manufactures 2x4 and 2x12, Standard and Better and No. 2 and Better White Fir, ESLP 4/4 boards and 7/8 Western Red Cedar. Tri-Pro Cedar Products produces over 200 patterns of Cedar, including decking, bevel siding, V-joint and beaded paneling. The firm also specializes in White Fir timbers (3x4 to 14x14, up to 32 feet in length).

Tri-Pro Forest Products and Tri-

Continued on page 31



Daniel E. Jacks

**Daniel E. Jacks** is the lumber buyer for **ATCO Structures USA Inc.** in Diboll, Texas.

A T C O Structures USA Inc. is a custom manufacturer of modular buildings in No. 2 or Better Southern Yellow Pine. The company purchases approximately 3.5 million board feet of lumber annually. A T C O Structures is a member of the International Code Council, Boys & Girls Clubs of America and Perry Johnson Registrars Inc.

Jacks has been involved in the forest products industry for 12 years. He began his career in 1996 as a lumber loader, and

Continued on page 21



Marcella S. Perry

**Marcella S. Perry** is the chief executive officer and general manager of **Middleton Building Supply (DiPrizio Pine Sales)** in Middleton, N.H.

Middleton Building Supply (DiPrizio Pine Sales) manufactures Eastern White and Red Pine 12 to 14 percent dried and heat treated (4/4 through 6/4 timbers). The company also produces Shop and Furniture grade 6 to 8 percent, Select and Common grades, rough lumber, siding, flooring, paneling, moldings, prefabricated panels, modular homes and roof trusses.

Continued on page 31



Kurt A. Phillips

**Kurt A. Phillips** is the owner/operator of **Truss Systems Inc.** in Boonville, Ind.

Truss Systems Inc. manufactures floor trusses and wall panels (Spruce-Pine-Fir No. 2 and Better), finger joint studs and oriented strand board (OSB). The company builds roof trusses (Southern Yellow Pine 2x4 through 2x12, No. 1, No. 2, MSR 2400, MSR 2200) for many uses including pole barns, commercial jobs, stock trusses and custom domes.

Truss Systems also carries a full line of engineered lumber (I-joist, LVL, glu-

Continued on page 31



Howard L. Raff

**Howard L. Raff** is the purchasing manager for **Oso Lumber Inc.** in Arlington, Wash.

Oso Lumber Inc. manufactures doors and windows, trusses, panels, engineered wood, siding, millwork and dry studs in Hemlock Fir (KD) and Douglas Fir (KD and green). The company purchases approximately 140 million board feet of lumber annually.

Oso Lumber is a member of Hoo-Hoo International North Cascade club. Raff is a member of the Portland Wholesale Lumber Assoc., the Pacific Lumber

Continued on page 39



Quintin Robert

**Quintin Robert** is the president and general manager of **KAN Build Inc.** in Osage City, Kan.

KAN Build Inc. manufactures residential houses, commercial buildings, apartment complexes, post offices, resorts and log homes. The company utilizes Spruce-Pine-Fir, Southern Yellow Pine, Hemlock Fir, Douglas Fir and treated MSR (No. 1, No. 2, 3/4 and 1-1/2).

KAN Build Inc. purchases over 2 million board feet of lumber annually. The firm is a member of the Topeka Home Builders Assoc., National Assoc. of Home Builders, Kansas

Continued on page 39

## British Columbia Business Trends

For more information regarding BC Wood Specialities Group, visit [www.bcwood.com](http://www.bcwood.com)

By Gary Tattler, Director-Sector Programs

We have chosen a topic for this issue's contribution that anyone in the wood products manufacturing business (primary or secondary) can probably relate to. It would be interesting to get feedback from different parts of the continent, if that is in fact the case, and what your solutions have been.

### BC WOOD'S Architect Program

Over the past year, BC Wood has worked with architects and designers relative to promoting B.C.'s secondary wood industry and their products for use in the various British Columbia 2010 Winter Olympic venues, in and around Whistler and Vancouver, B.C.

What we have found to date is that:

- Architects and designers know little about wood in general and our industry in particular, and the many wood-based products it manufactures;
- Once architects and designers have specified a product in any material, they have little appetite to change, for a variety of reasons;
- Architects are very busy and making changes requires time and effort, including getting details on new product, re-budgeting and going back to city planning departments with changes. Unless there are major reasons to make the change such as a significant cost saving, it just won't happen.
- When architects specify a product, the decision is based on their knowledge of what is available. In many cases, they know more about imported products from, for example, Asia or the U.S. than they know about the products produced in their own backyard.

Generally, our secondary wood industry manufactures top quality products, exported all over the world, but has not been very effective at marketing or getting the information of what is available,

out to the local architects and designers. On the other hand, producers from other countries are much more proactive in their pursuit of new business in our own backyard. There is seldom a day that goes by that we don't get unsolicited



email offers to explore an attached link, which leads you to a professionally done company web site to peruse the myriad of products available from that company. Flooring is a favorite product introduced this way, and the sources are usually Asian.

That could explain why the flooring in the Whistler Olympics Athletes is specified as 100 percent Bamboo from Southeast Asia. The cladding/siding for the same complex, located in the heart of the Western Red Cedar forests of British Columbia, is specified in *Hardy Plank*—a cementitious product from the U.S.

Good for those suppliers from afar, bad for our local industry.

With export markets diminishing due to economic slowdowns and a high Canadian dollar, the domestic market is becoming increasingly important to our industry. Unfortunately, the high Canadian dollar is also making imported products even more attractive to domestic specifiers.

It is, therefore, critical for our B.C.

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## THE WASHINGTON SCENE

environmental quality incentive programs which assist family forest owners with land management and proper stewardship; the Healthy Forest Reserve Program designed to reduce the threat of catastrophic wildfires and provide a more timely response to disease and insect infestations that threaten to devastate forests; the Timber Revitalization and Economic Enhancement Act which makes timber taxes comparable to competing countries; and incentives for development of cellulosic biofuels.

### Debate Falls On Climate Security Act

The Climate Security Act of 2008, which was penned by Sen. John Warner (R-Va.) and Sen. Joe Lieberman (I-Conn.), recently fell short of the 60 votes needed to continue discussion in the Senate. The bill sought to reduce greenhouse gas emissions by forcing companies and utilities to buy permits and would have capped overall emissions at a 19 percent reduction from current levels over the next 12 years, and by 71 percent by 2050.

The "cap and trade" legislation included some concepts vital to the forest climate including: recognition of managed forests for offsets; set aside allowances for forest activities; basic eligibility criteria for credible forest projects; new funding for state and federal natural resource

Continued on page 29

### House, Senate Pass Farm Bill

The House and Senate recently overrode a veto by President Bush to pass the Food and Energy Security Act of 2008, also known as the Farm Bill. It was the first time since 1973 that the Farm Bill received such bipartisan support.

This year's Farm Bill includes several pieces of legislation vital to the forest products industry including the Combat Illegal Logging Act.

The Combat Illegal Logging Act prohibits the import, sale or trade in illegally harvested wood and wood products. A coalition of industry associations, environmental groups and organized labor helped craft the legislation which addresses the impact of illegal logging on forests and communities in developing countries, prevents imports of illegal wood products into the United States which undermine the competitiveness of legally harvested and traded forest products, and climate change concerns.

Other provisions in the final legislation include: export promotion programs under the Foreign Agricultural Service;

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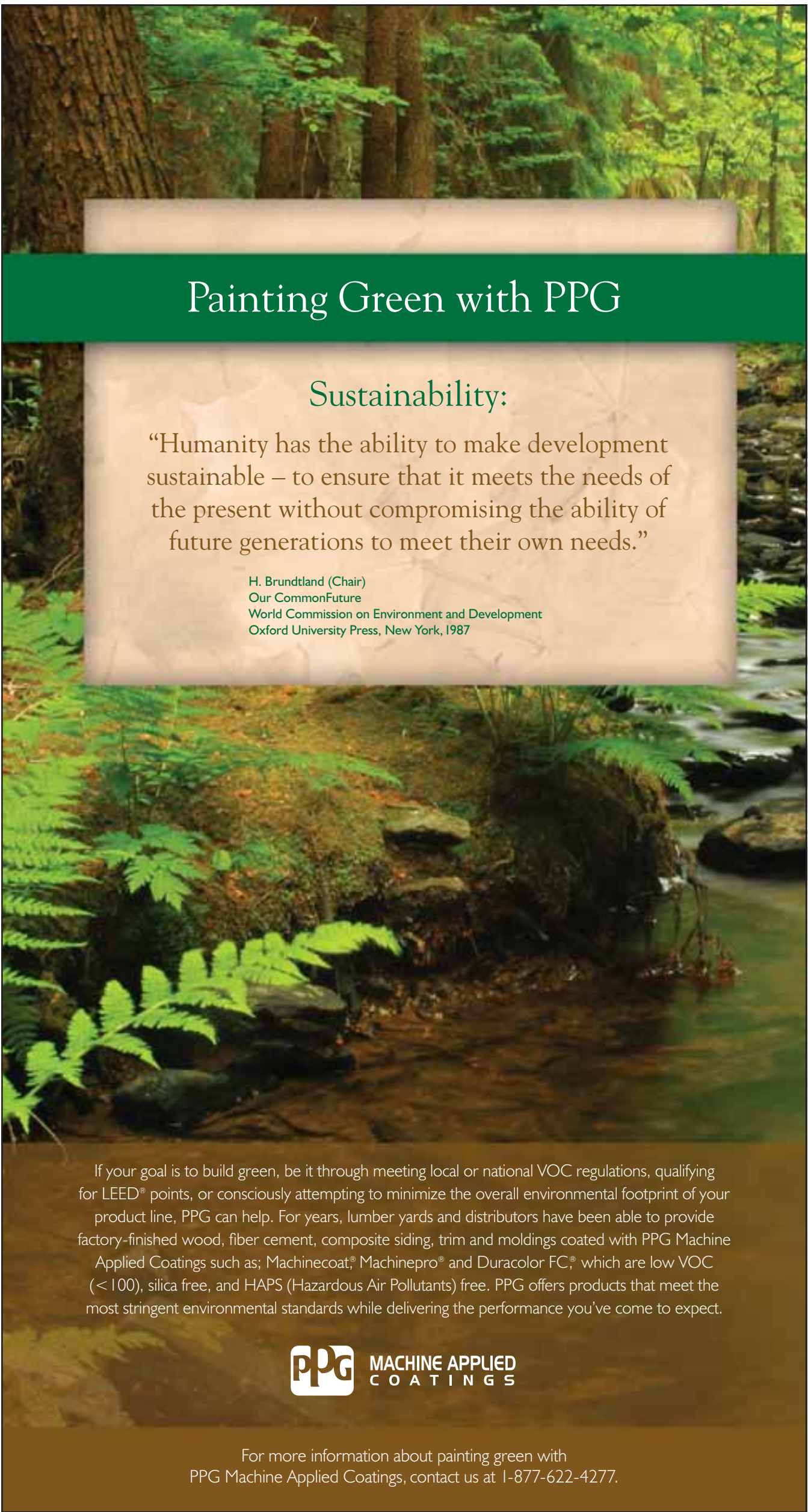
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 World Commission on Environment and Development  
 Oxford University Press, New York, 1987

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# Homebuilders Lean On THRIFTY for Lumber Needs

By Brady Buffaloe



Thrifty Building Supply in Collierville, Tenn., operates a fleet of 11 delivery trucks that cover about a 100-mile radius.



Key employees at the firm include: Frances Harris, Earon Rogers, Carl Cothorn, David Cole and Mark Evans.



Walter Cannon is a forklift driver for Thrifty.



Thrifty is located along U.S. Highway 72 in a suburb of Memphis. Collierville is one of the fastest growing towns in Tennessee.

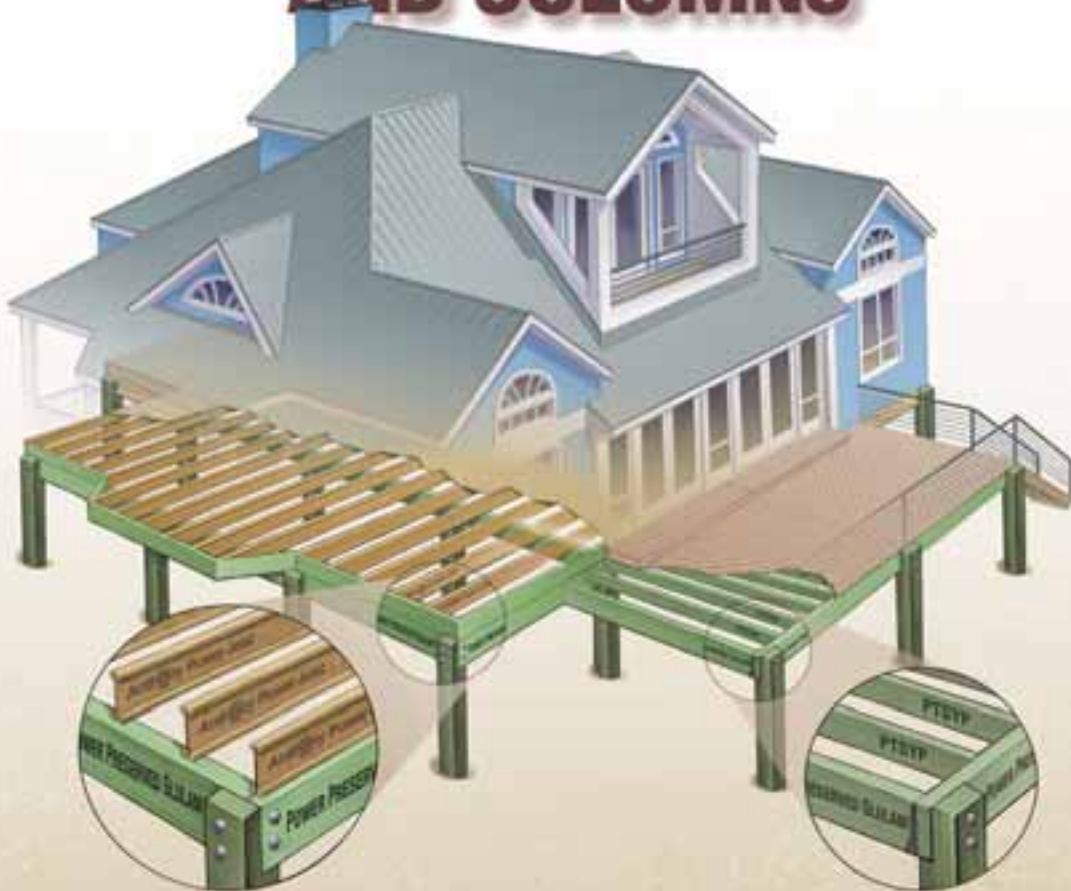


The company carries a wide array of products that a homebuilder might need including doors and columns.



Millions of board feet of Southern Yellow Pine and SPF lumber are kept in Thrifty's inventory at all times.

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**Collierville, Tenn.**—Marketing building materials to homebuilders can often prove difficult. So much can affect the industry – from mortgage rates to the ability to find land and the up and down world of supply and demand. But successful companies find ways to overcome those obstacles and work for the customer.

At Thrifty Building Supply, located here, that is the company motto.

"We are working for you," said Mark Evans, owner of the company. "We focus on the service aspect of the business."

And service is what is seen when you drive by the location along U.S. Highway 72 in this suburb of Memphis. Homebuilding has been booming here in this small city of 43,000. It is one of the fastest growing towns in Tennessee and for that matter, the country. For job seekers, the town offers the FedEx World Technology center and Carrier Corp. Of course, the need for homes has been great to accommodate the population growth.

Thrifty Building services local homebuilders with lumber products, plywood, OSB, windows and doors. Other products include: roofing materials, columns, copper fixtures for exterior applications, tools and just about anything else a homebuilder would need.

The company handles No. 2 and Better Southern Yellow Pine and SPF in 2x4, 2x6, 2x8, 2x10 and 2x12 in lengths up to 16 feet.

"We have seen an increase in quality lately," Evans said. "We used to buy Hem/Fir, but we switched to Spruce not too long ago. However, Southern Yellow Pine is by far our biggest seller."

The company also markets considerable Cedar that is used for custom orders. In addition, the firm handles finger joint lumber in lengths between 18 feet and 32 feet. Large diameter posts and beams are on hand for French Country homes and millworking is handled on a custom order basis.

The Southern Yellow Pine lumber is purchased from mills in Arkansas, Mississippi, Alabama and Louisiana. The SPF comes from the Western United States, mainly Oregon, Idaho and Canada. The Yellow Pine lumber arrives by truck and the SPF is shipped by rail.

"There is a little bit that is coming from Europe," Evans said.

Thrifty procures about \$13 million in lumber annually, along with about \$3 million in plywood and panels.

There is a second location in Olive Branch, Miss., which sits just south of Memphis and is not too far from Collierville. Olive Branch is also a booming suburb. In fact, it is one of the fastest growing cities in Mississippi. With low taxes and excellent schools, many Memphians are flocking to Olive Branch

Continued on page 39

# RETAIL REVIEW

## Weyerhaeuser Sells Off Distribution Centers

### Federal Way, Wash.—

Weyerhaeuser Co., headquartered here, recently completed the sale of three distribution centers in Newton and Kansas City, Kan., and Louisville, Ky.

Forest Product Supply Co. a division of Milman Lumber based in St. Louis, Mo., paid \$24 million for the two Kansas distribution centers. Forest Product Supply Co. also gained exclusive distribution rights for Weyerhaeuser's iLevel engineered wood products.

National Industrial Lumber, located in North Jackson, Ohio, bought the Louisville facility.

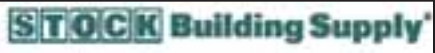
In addition to these three facilities, Weyerhaeuser has sold or plans to sell seven more U.S.-based distribution centers and all of its 17 Canadian facilities. Weekes Forest Products bought the Green Bay, Wis., distribution center, while Wood Structures purchased the Boston, Mass., location. As of press time, no buyers had been announced for Omaha, Neb.; Buffalo, N.Y.; Oklahoma City, Okla.; Memphis and Nashville, Tenn.

Weyerhaeuser Co., one of the world's largest forest products companies, was incorporated in 1900. The firm has offices or operations in 13 countries, with customers worldwide. Weyerhaeuser is principally engaged in the growing and harvesting of timber; the manufacture, distribution and sale of forest products; and real estate construction, development and related activities.

## Stock Building Consolidates, Opens Sanford Plant

**Sanford, N.C.**—As of press time, Stock Building Supply was set to open a manufacturing plant here, consolidating roof truss manufacturing operations in Kernersville and Monroe, N.C.

The Sanford plant, which was scheduled to open by early summer, will manufacture and distribute roof trusses in addition to wall panels and lumber for



new homes. The facility is a renovated former mobile home manufacturing facility.

Approximately 40 workers will be located in Sanford, including transfers from the closed Kernersville and Monroe plants. The 125,000-square-foot Sanford facility also offers convenient access to Triad and Fayetteville housing markets as well as the Triangle (Raleigh-Durham-Chapel Hill).

Stock Building Supply is a leading supplier of building materials and construction services to professional homebuilders and contractors in the United States. The company, a subsidiary of Reading, England-based Wolseley, has 302 locations in 34 states.

## Weyrick Purchases Gang Nail Truss

### Templeton, Calif.—

Weyrick Lumber, based here, recently acquired Gang Nail Truss of Visalia, Calif., and will remodel a building in Santa Monica, Calif., into a full-service lumberyard.

Colin Weyrick said Gang Nail Truss would retain its name as well as former owners Tim Rouch, Rob Rouch, Rich Rouch and Cyril Thompson, who will continue to oversee truss operations. The Rouches, nephews of founder A.V. Munson, and Thompson, their brother-in-law, have been active in all phases of the 49-year-old business since the early 1970s, and maintained ownership upon their father's retirement in 1989.

With the acquisition, Weyrick Lumber locations will be able to offer roof and floor trusses. Gang Nail Truss will also add a full lumberyard and range of building products.

Colin and Candy Weyrick started

Weyrick Lumber in 1985 as a sand and gravel delivery business. In 1990, they started a small lumberyard in the back of a local general contractor's office in Paso Robles, Calif. Today, Weyrick Lumber operates a lumberyard, retail store, door and window shop, and custom milling facility in Templeton, in addition to distribution and sales locations in Lompoc, Chino and Bakersfield, Calif.

## Salt Lake City Welcomes Lancaster

**Salt Lake City, Utah**—Lancaster opened a new 50,000-square-foot distribution center here recently. In addition to Utah, the state-of-the-art facility will serve Montana, North and South Dakota, Idaho, Wyoming, Colorado, Arizona and parts of Nevada.

Lancaster is a wholly-owned subsidiary of The Merit Group Inc., a Spartanburg, S.C.-distributor of residential and commercial paint supplies and related products. Lancaster, which serves the United States, the Caribbean, Mexico, Central America and South America, has distribution centers in South Carolina, Florida, Kentucky, Pennsylvania, Texas

and California.

## Parr Lumber Expands Tacoma Operations

**Hillsboro, Ore.**—Parr Lumber Co., headquartered here, recently opened a new lumberyard in Tacoma, Wash. This will be the fifth area store for the pro



dealer, which currently has a lumberyard in Everett, Wash., and Parr Cabinet Outlets in Fife, Seattle and Lynnwood.

Michael Kruse, former manager of Parr Lumber's Woodland, Wash., facility, will serve as yard manager in Tacoma. He will be joined by Tim Jeffries, Scott Ericson and Jason Behunin, who will oversee both regional operations and sales initiatives.

Parr Lumber operates 41 lumberyards, retail outlets, component plants and cabinet shops in Oregon, Washington, California, Arizona and Utah. Parr carries lumber in numerous dimensions and a complete selection of major brand name windows, doors, siding, fencing, decking, cabinets, appliances, tools and more.

## Carr Hardware & Supply Opens De Lollo's Hardware

**Pittsfield, Mass.**—Carr Hardware & Supply Co., located here, recently reopened A. De Lollo & Son, Watervliet, N.Y., as De Lollo's Hardware. Earlier this year, Carr Hardware purchased and remodeled A. De Lollo & Son, which has served the Watervliet, Latham and Troy communities since the 1940s.

Sam Carr founded Carr Hardware & Supply in 1928. In 1962, the Raser family purchased the business. Carr has a staff of over 100 career professionals operating five stores including Carr Hardware/Just Ask Rental in Pittsfield and Lee, Mass.; Carr Paint & (Just Ask) Rental in North Adams, Mass.; Carr Hardware in Great Barrington, Mass.; and De Lollo's Hardware in Watervliet, N.Y.

## Williamson Acquires Russell Fuel & Supply

**Williamson, N.Y.**—Williamson Building Supply LLC, headquartered here, recently acquired Russell Fuel & Supply in Wolcott, N.Y. The location has been renamed Wolcott Building Supply & Home Center LLC, but will remain affiliated with True Value Hardware.

Continued on page 6

# Smart Software for Mill & Wholesale Distributors

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**Steve Beckham, General Manager**  
**Stockton Wholesale Lumber Company**

Visit [www.bisTrack.net](http://www.bisTrack.net) to read full testimonials from Stockton Wholesale and other bisTrack customers using bisTrack to grow their LBM businesses more profitably.

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Lumber Track's new Microsoft platform brings increased data accessibility with a familiar user interface.



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"This is good, solid software that really works. With Lumber Track, we have a complete, accurate way of tracking our production, inventory, sales, prices. It helps us move towards directions that are more profitable than others."  
**Mike Beye, Chief Value Officer**  
**Vaagen Bros. Lumber**

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## RETAIL REVIEW

Continued from page 5

### Builders FirstSource Adds Alabama Distribution Center

**Dallas, Texas**—Builders FirstSource, based here, recently purchased a distribution center in Chelsea, Ala., from Wheeler's Building Materials. Wheeler's filed for bankruptcy protection earlier this year.

Builders FirstSource bought another Birmingham area location, Bama Truss and Components Inc. in Shelby, Ala., last year.

Builders FirstSource is a leading supplier of structural building materials to homebuilders. Since March 1998, the company has furthered its expansion by acquiring 23 other firms.

### Orchard Supply Comes To Fairfield

**San Jose, Calif.**—As of press time, Orchard Supply Hardware, located here, is set to open a new 51,969-square-foot store in Fairfield, Calif., this summer.

Founded in 1931, Orchard Supply Hardware offers a complete selection and highest in-stock level inventory of everything customers need to maintain,

repair and improve their homes. For more information, visit [www.osh.com](http://www.osh.com).

### Alpine Lumber Acquires A.C. Houston Yards

**Westminster, Colo.**—Alpine Lumber Co., headquartered here, recently purchased five lumberyards in Colorado and New Mexico from A.C. Houston Lumber Co. of North Las Vegas, Nev. The deal included locations in Crested Butte and Durango, Colo., as well as Angel Fire, Farmington and Gallup, N.M.

Bill Miller, president and chief executive officer of Alpine Lumber, said, "We believe that those yards are located in terrific markets that will be very viable for a long time to come."

A.C. Houston Lumber Co., founded in 1884, retained its five yards in Nevada, California and Idaho. Founded in Englewood, Colo., in 1963, Alpine Lumber Co. operates 15 builder-oriented lumberyards in Colorado and New Mexico, three Alpine Truss shops, three Alpine Millwork operations, three professional paint supply operations, a pre-built stair shop, Jobsite Services (pneumatic tools and fasteners) and Rocky

Mountain Reload (rail-serviced material handling).

### RONA Recruits New Dealer-Owners

**Boucherville, Que.**—RONA, a Canadian retailer and distributor of hardware, renovation and gardening products, based here, recently announced that it has recruited nine new independent dealer-owners to further the company's growth. Eight of the dealer-owners operate stores ranging from 2,000 to 24,000 square feet, and one is planning to build a 52,000-square-foot proximity store.

Robert Dutton, RONA president and chief executive officer, said, "Recruiting independent dealer-owners is one of RONA's key growth vectors. Over the last five years, we have increased our affiliated store network by close to 50 percent through the recruitment of 140 dealer-owners across Canada. Over the next few years, we will pursue our development of this market niche, which still represents over 50 percent of the renovation/construction market in Canada."

RONA operates a network of over 680 corporate, franchise and affiliate stores of various sizes and formats. With over 27,000 employees working under its family of banners throughout Canada, the RONA store network generates over \$6.3 billion in annual retail sales.

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### 84 Lumber Adds Wisconsin, Arkansas Locations

**Eighty Four, Pa.**—Months after closing some 40 locations nationwide, 84 Lumber, located here, recently opened two new locations in McFarland, Wis., and Bethel Heights, Ark.

The 50,650-square-foot McFarland, Wis., store will be the dealer's second

location in Wisconsin, in addition to a lumberyard in Wrightstown. 84 Lumber opened a 48,000-square-foot facility in Bethel Heights, Ark.

Recently, 84 Lumber closed nearly 40 stores citing slow housing starts and other unfavorable market conditions. The company exited markets in Corpus Christi, Texas; Milton, Fla.; Meridian, Idaho; Tucson, Ariz.; Forest Grove, Ore.; and Gilroy, Calif. Other facilities throughout Missouri, New Jersey, North Carolina, Ohio, Texas and California were consolidated.

84 Lumber operates more than 400 locations nationwide, and is one of the largest privately owned chains of lumberyards in the United States.



### Menards Grows Ohio, Michigan Locations

**Eau Claire, Wis.**—Menards, headquartered here, recently announced plans to open stores in Hamilton, Ohio, and Vienna Township, Mich.

The 144,107-square-foot Hamilton, Ohio, store will likely anchor a 52.8-acre shopping center. As of press time, Menards was working on zoning approval for the site. The big-box retailer also recently opened new stores in Tipp City, Mansfield, Lancaster and Marion, Ohio.

Menards was set to open the Vienna Township, Mich., site after press time. The 200,000-square-foot store includes a main building, garden center and warehouse, and is part of a 90-acre retail development anchored by a Super Wal-Mart.

Menards has 240 stores in Illinois, Indiana, Iowa, Michigan, Minnesota, Nebraska, North and South Dakota, Missouri, Ohio and Wisconsin. The company is expected to enter a 12<sup>th</sup> state, Wyoming, later this year.

### Lowe's Continues To Prosper

**Mooreville, N.C.**—Lowe's Cos. Inc., the do-it-yourself retailer, based



here, recently announced plans to open a store in Prince George, Va., during the fourth quarter of 2008. The store, which will cost \$18.5 million to construct, will have 117,000 square feet of retail sales space, and an additional 31,700-square-foot garden center.

In related news, Lowe's recently opened new stores in East Gilbert, Ariz., and Ogden, Utah. The company also has plans to open stores in Bonney Lake, Moses Lake and Silverdale, Wash.; Hollister, Manteca, Madera and Chino Hills, Calif.; Eugene and Springfield, Ore.

Founded in 1946, Lowe's Cos. Inc. is a Fortune 50 company that serves approximately 14 million customers a week at more than 1,550 home improvement stores in the United States and Canada.

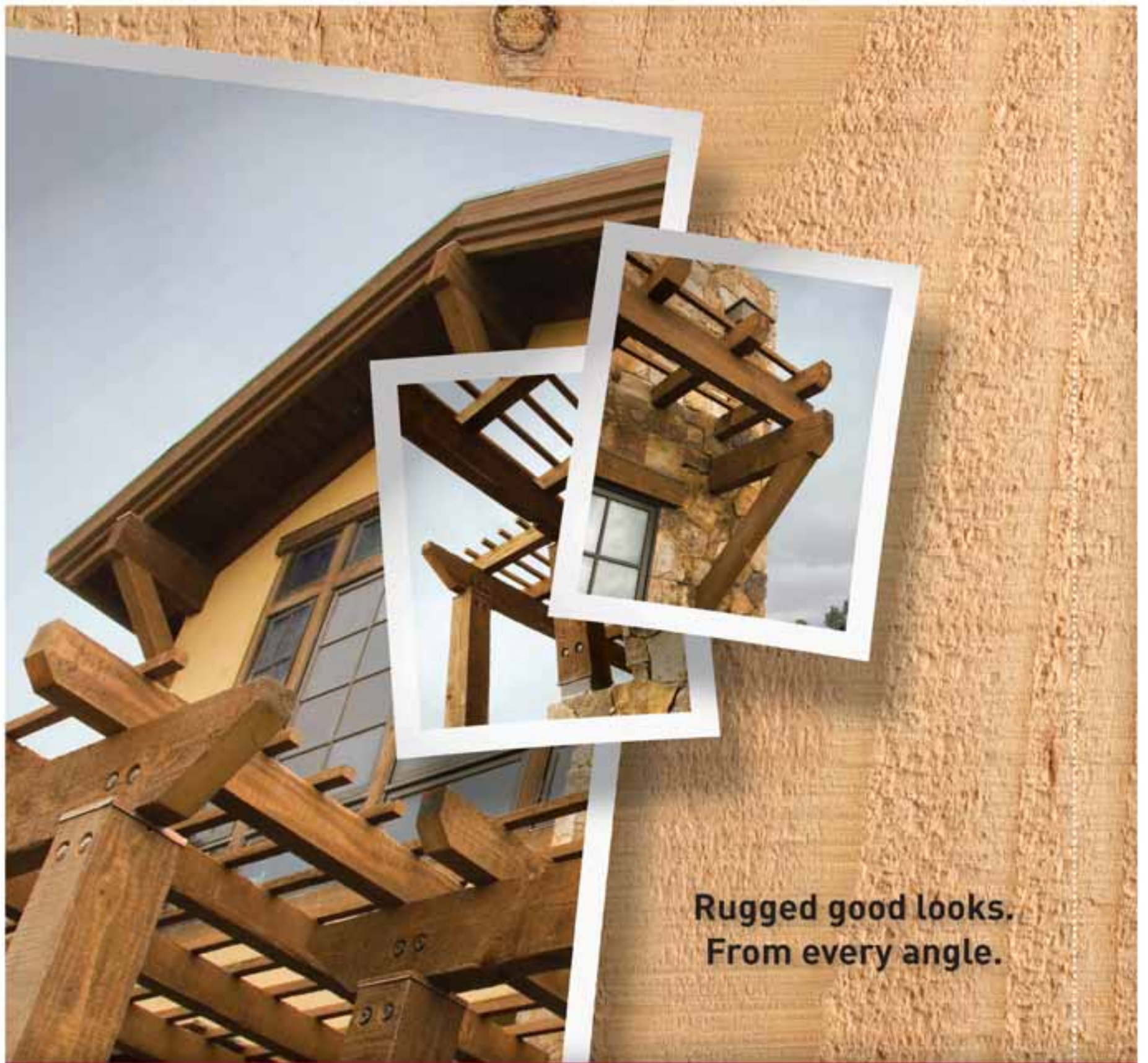


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## West Coast Business Trends



By Wayne Miller  
Executive Editor

In mid-June most suppliers contacted in the Pacific Northwest indicated business continues to be "very tough." They say the goal of making a profit is "extremely challenging" or "downright impossible" in current market conditions. In most items supply continues to far outweigh demand. Most sawmills are said to be bleeding red ink. However, there is a firm resolve to "get through this" and the belief that once the other side is reached, surviving suppliers will enjoy larger market share and higher profits, too.

Some mills in Canada are shut down for weeks at a time due to a shortage of logs, high log costs and high manufacturing costs that cannot be offset adequately by sales to customers. Many mills located further south in Washington and Oregon are also

being run intermittently, but the cost to the companies doing so is partly one of disgruntled mill workers who have seen their pay reduced by as much as a third each month. Suppliers also said that some mills in Canada and the U.S. have been permanently closed during the past year. Rising fuel costs were a complaint heard from many.

A few wholesale and distribution firms, as well as some secondary manufacturers, admit to making a profit. However, they say business each week is a struggle with new challenges and slim margins. Orders are highly specified and material must be on hand and ready for quick shipment or the order is lost. In higher grade clear material, price is not as much of an issue as is the ability to ship quickly.

Cam Cook, in sales for Gorman Brothers, of West Bank, B.C., said, "In our board sales, we have purposefully sold no new clients in the U.S. over the past eight years. We are instead shipping more material to the distributors we have ongoing relationships with. We have 'buying programs' set up with them and this works great for us - for sales to the U.S. and customers worldwide. When we receive

Continued on page 29

## Midwest Business Trends



By Paul Miller Jr.  
Assistant  
Managing Editor

Facing continued pressure from rising gas prices and the sluggish housing market, sources in the Midwest region reported mixed results.

An Iowa lumber manufacturer said his company is selling well in most species including Pine and Cedar, but weather has put a damper on things.

"We've had rampant flooding, and that's really kept us from doing some business," he said. "You get a couple days of dry weather, and then it starts raining again."

The contact described the current economic mindset as cautious. "Every day, it seems like there's more bleak news," he said. "I think the only thing that can get this economy going is to get the fuel under control. We need to get gasoline down to where people can afford it and keep it there. It's eat-

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ing into people's pocketbooks tremendously."

A Texas wholesaler said his company, which focuses mainly on millwork in Fir and Cedar, is "ahead of '07 and '06 as far as volume. Our part has not slowed down, compared to the lumberyards and other facets of the industry."

The source said his company's base in Texas, and the specialty products manufactured have kept up business. "Texas is probably still the leader in the industry, and businesses on the specialty side are performing better than others," he said. "But, of our top 20 customers, 15 of them are on pace or way ahead of last year."

The contact said that he doesn't think the situation will improve any before Spring 2009. "We can't do a whole lot to change it," he said. "It's the way the industry and the economy are going. Will the election do anything to improve things? It depends on the outcome."

### Existing Home Sales Fall 6 Percent In Midwest

According to the National Assoc. of Realtors (NAR), existing-home sales recently fell 6 percent to an annual rate of 1.1 million units, down nearly 20 percent (19.7 percent) year-to-date. The median price in the Midwest was \$159,100, down 2.9 percent from 2007.

Lawrence Yun, NAR chief economist, said the unusual mix of market conditions around the country continues, with areas including Springfield, Mo., showing healthy price gains. "On the other hand, some markets are experiencing rising sales after sudden double-digit drops in local home prices, so lower prices and low interest rates are starting to generate results," he said.

While existing-home sales fell 1 percent to a seasonally adjusted annual rate of 4.89 million units, there are pockets throughout the country that are seeing yearly sales gains. NAR President Richard F. Gaylord said the elimination of "declining market" policies by Freddie Mac and Fannie Mae policies will give consumers "access to safe, affordable financing with down payments of only 5 percent on most mortgages, with 100 percent financing available on some loan products, and we could see an upturn in home sales this summer."

### Judge Blocks Oklahoma Illegal Immigrant Law

U.S. District Judge Robin J. Cauthron recently issued a preliminary injunction prohibiting enforcement of provisions of an Oklahoma law targeting illegal immigration. The law would have enforced a penalty for employers who failed to comply with a federal employee verification system.

However, the U.S. Chamber of Commerce, Oklahoma Chamber and other business groups filed a lawsuit, arguing that the electronic verification system is voluntary under federal law. "Through harsh civil penalties, the Oklahoma law unfairly shifts the burden of immigration enforcement from government onto the backs of business," said Robin Conrad, executive vice president of the U.S. Chamber.

A state law has been in effect since November 2007 that prohibits illegal immigrants from receiving tax-supported services and makes it a state crime to transport or harbor illegal immigrants. The provisions under attack were set to take effect July 1.

In related news, Missouri lawmakers recently approved legislation that would allow employers who misclassify workers as "contractors" instead of "employees" to be fined up to \$50,000. The bill would also require people to prove they are U.S. citizens or legally in the country when applying for food stamps, housing and other public benefits; penalize businesses that knowingly hire illegal immigrants;

Continued on page 39

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Conrad Forest Products, Inc./North Bend, OR/Arbuckle, CA/Rainier, OR/Craigmont, ID	(800) 356-7146	BLUWOOD Virginia, Inc./Doswell, VA	(800) 566-6647
Delkote Machine Finishing/Asheville, NC	(828) 253-0483	SC BLUWOOD, Inc./Colton, CA/San Diego, CA/Sacramento, CA	(909) 825-5005
Edgefield Lumber Company/Loxley, AL	(251) 964-4228	Washington BLUWOOD, Inc./Woodinville, WA	(877) GOGOBLU
EnviroGard of the Southeast, LLC/Andrews, SC/Greensboro, NC/Lawrenceville, GA	(866) 729-5717		

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**NAWLA EXECUTIVE PHOTOS** – Continued from page 1



Chuck Harris, Wholesale Wood Products, Dothan, Ala.; Marnie Beveridge, Skana Forest Products Ltd., Richmond, B.C.; Patty Harris, Wholesale Wood Products; and Jack Chase, Sierra Pacific Industries, Redding, Calif.



Nick Georgelis, Weaber Inc., Lebanon, Pa.; Charlene and Bob Pippen Jr., J.W. Jones Lumber Co., Elizabeth City, N.C.; and Stephan Firko, PLM, Philadelphia, Pa.



Bill Reedy, Gorman Bros. Lumber Ltd., Westbank, B.C.; and Linda and Jim Scharnhorst, Bennett Forest Industries, Coeur d'Alene, Idaho



Jim McGinnis, The McGinnis Lumber Co. Inc., Meridian, Miss.; Charles Andre, Wholesale Wood Products, Dothan, Ala.; Gary Keltner, Lumbermen's Wholesale Distributors, Nashville, Tenn.; and Jim Stuckey, Wholesale Wood Products



David Jeffers, PPG Machine Applied Coatings, Raleigh, N.C.; Bill Wood, Seemac Inc., Charlotte, N.C.; and Terri, JoAnne and Chris Snaveley, Snaveley Forest Products Inc., Pittsburgh, Pa.



Mike and Janet Phillips, Hampton Lumber Sales, Portland, Ore.; and Tammy and Jeff Parnell, Guthrie Lumber & Distribution Centers Inc., Austin, Texas



E.J. and Ann Langley, Anthony Forest Products Co., El Dorado, Ark.; and Elizabeth and Gary Keltner, Lumbermen's Wholesale Distributors, Nashville, Tenn.



Todd Hopman, Sunbelt, Phoenix, Ariz.; Steve Weekes, Weekes Forest Products Inc., St. Paul, Minn.; Dennis Connelly, PrimeTECH, Grafton, Mass.; Bob Owens, Owens Inc., Shawano, Wis.; and Clint Darnell, Sunbelt, Alpharetta, Ga.



Mauricio Bravo, Weston Forest Group, Mississauga, Ont.; Jim Robbins, Robbins Lumber Inc., Searsport, Maine; Nancy Bloch, Progressive Solutions Inc., Corte Madera, Calif.; Dennis Allen, Klumb Lumber Co., Point Clear, Ala.; and Barry Schneider, Bear Forest Products Inc., Riverside, Calif.



Nick Kent, NAWLA, Rolling Meadows, Ill.; Abe Walking Bear Sanchez, A/R Management Group Inc., Canon City, Colo.; and Greg Ryback, Trinity Forest Industries Inc., Hurst, Texas



Ted Roberts, Roberts & Dybdahl Inc., Des Moines, Iowa; Buck Hutchison, Hutchison Lumber & Building Products, Adams City, Colo.; Monique Bauer, North Pacific, Portland, Ore.; and Bill Barnett, Marathon Forest Products Ltd., North Vancouver, B.C.



Kevin Rooney, Shuqualak Lumber, with the Scrimtec Brand, Shuqualak, Miss.; Lou Chance, ForesTel LLC, Roseville, Calif.; and Dennis Connelly, PrimeTECH, Grafton, Mass.



Joe Galvin Jr., Horstmeier Lumber Co., Baltimore, Md.; Mike Webster, Siskiyou Forest Products, Anderson, Calif.; and Jim Scharnhorst, Bennett Forest Industries, Coeur d'Alene, Idaho



Terry and Chris Hagen, International Wood Products LLC, Clackamas, Ore.; and Kathy and Bruce Hall, Hall Forest Products Inc., Puyallup, Wash.



Chris, JoAnne and Terri Snaveley, Snaveley Forest Products Inc., Pittsburgh, Pa.; and Bill Wood, Seemac Inc., Charlotte, N.C.



Adele Pollington, Marathon Forest Products Ltd., North Vancouver, B.C.; and Steve and Monica Weekes, Weekes Forest Products Inc., St. Paul, Minn.; Jennifer and Ron Gorman, Gorman Bros. Lumber Ltd., Westbank, B.C.; and Dennis Allen, Klumb Lumber Co., Point Clear, Ala.



John and Chris Cooper, Duckback Products Inc., Chico, Calif.; and Terry Miller, The Softwood Forest Products Buyer, Memphis, Tenn.



Jim and Cheryl Hassenstab, DMSi, Omaha, Neb.; and Nick Georgelis, Weaber Inc., Lebanon, Pa.



Mike Webster, Siskiyou Forest Products, Anderson, Calif.; Gary Keltner, Lumbermen's Wholesale Distributors, Nashville, Tenn.; Dan Blenk, RISI, Bedford, Mass.; and Wayne Miller, The Softwood Forest Products Buyer, Memphis, Tenn.



Chuck Harris, Wholesale Wood Products, Dothan, Ala.; John Jayne, Disdero Lumber Co. Inc., Clackamas, Ore.; and Chris Beveridge, Skana Forest Products Ltd., Richmond, B.C.

**MARITIME PHOTOS** – Continued from page 1



Monte Jensen, DMSi, Omaha, Neb.; Sam Sanregret, Capital Lumber Co., Phoenix, Ariz.; and Jim Hassenstab, DMSi



Judy Lockhart, Lockhart Saw Ltd., St. John, N.B.; and Marion Fawcett, H.A. Fawcett and Son Ltd., Petitcodiac, N.B.



Duane Woods, Chaleur Sawmills, Belledune, N.B.; Claude Poirier, CN CargoFlo, Moncton, N.B.; and Chris Brodbeck, Brunswick Valley Lumber Inc., Fredericton, N.B.



Gino Jobin, JA-Mec, Normandin, Que.; Stephanie Doucet, Inotech Sawmill Optimization, Normandin, Que.; and Claude Turbide, MCS-Servo Inc., Saint-Bruno-de-Montarville, Que.

Additional photos on page 12



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**MARITIME PHOTOS** – Continued from page 10



Ed MacAulay, Nova Scotia Dept. of Natural Resources, Halifax, N.S.; Brian Gilbert, Acting Deputy Minister of Natural Resources, Halifax, N.S.; and Steve Talbot, Forest Products Association of Nova Scotia, Truro, N.S.



Jean-Claude Savoie, Groupe Savoie Inc., Saint-Quentin, N.B.; Stephanie Doucet, Inotech Sawmill Optimization, Normandin, Que.; and Alain Bosse, Groupe Savoie



Pat Hansen, Price and Pierce (Retired), Halifax, N.S.; Vince and Evelyn Clark, Scott Paper Co. (Retired), Truro, N.S.



Debbie Hawkins, Ridgetimber Trading Inc., Fredericton, N.B.; and Robert Canum, Nicholson and Cates Ltd., Florenceville, N.B.



Andrew Winter, Signode, Atlantic, Canada; Carol Smith, Alpine Forest Trading Inc., Fredericton, N.B.; Ron and Anita Wyer, Abitibi Bowater Inc., Bridgewater, N.S.



Peter MacQuarrie and Ed MacAulay, Nova Scotia Dept. of Natural Resources, Halifax, N.S.; and Paul Perkins, Broadleaf Logistics, Vancouver, B.C.



Sara Filbee, director, Government of Canada, Industry Canada, Natural Resource Development, Ottawa, Ont.; Paul Cramp, Stanley Knight Ltd., Meaford, Ont.



Mona and Christer Eyrum, BDR Machinery Ltd., Mississauga, Ont.; and Sharon and Chris Brodbeck, Brunswick Valley Lumber Inc., Fredericton, N.B.

**SFPA PHOTOS** – Continued from page 1



Terry and Debbie Balcom, Taiga Building Products, Halifax, N.S.; Debbie and Mac Hawkins, Ridgetimber Trading Inc., Fredericton, N.B.



Tom Rice, Conner Industries Inc., Ft. Worth, Texas; Buddy Klumb, Klumb Lumber Co., Point Clear, Ala.; and Gary Weaver, Timber Tech Texas Inc., Cobolo, Texas



Huck DeVenzio, Arch Treatment Technologies Inc., Smyrna, Ga.; Hal Storey, S.I. Storey Lumber Co., Armuchee, Ga.; Brian Hayson, Cox Industries Inc., Orangeburg, S.C.; Bob McCaughin, Weyerhaeuser Hardwoods & Industrial Products, Hot Springs, Ark.; and Richard Kleiner, SFPA, Kenner, La.



Mike Warren and Pat Patranela, Temple-Inland Inc., Diboll, Texas



Patrick Harrigan, Harrigan Lumber Co. Inc., Monroeville, Ala.; and Ned DeJarnette, SFPA, Kenner, La.



Philip Starks, Potlatch Corp., Warren, Ark.; and Jeff Baumgartner, Lampe & Malphrus Co., Smithfield, N.C.



Joe Kusar, Tolleson Lumber Co. Inc., Perry, Ga.; and Kerlin Drake, Anthony Forest Products Co., El Dorado, Ark.



Mike Redwine, East Coast Lumber Co., Climax, N.C.; and Clif Jones, Osmose Inc., Griffin, Ga.

**LAT PHOTOS** – Continued from page 1



Joe Elder, Elder Wood Preserving Co., Mansura, La.; Durand Darbyshire, Viance, Dublin, Ohio; and Brock Descant, Elder Wood Preserving Co.



SFPA President Digges Morgan and SFPA Chair Lynda Anthony presented the 2007 Sawmill Safety Awards to 10 member mills during SFPA's Board of Directors meeting at the close of SFPA's Midyear Meeting. Recognized for safety achievements in 2007 were Lampe & Malphrus Lumber Company's mill in Smithfield, N.C.; Anthony Forest Products' mill in Urbana, Ark.; Weyerhaeuser Company's mill in Wright City, Okla.; and Georgia-Pacific's mills in Bay Springs, Miss., Cross City, Fla., Crossett, Ark., Russellville, S.C., Springhill, La., Sterling, Ga., and Suffolk, Va. Representatives from each company are shown above with Digges (at left). They are Ross Lampe and Jeff Baumgartner from Lampe & Malphrus Lumber Co., Lynda Anthony from Anthony Forest Products, Fritz Mason of Georgia-Pacific LLC and Bob McCaughin of Weyerhaeuser Co.



Jessica Perera, Weyerhaeuser Hardwoods & Industrial Products, Carrollton, Texas; and Jamie Hursh, Richardson Lumber & Mfg. Co., Dallas, Texas



Kory Klein, Mark Niewerth, Telisa Marsh, Rick Roberts and Brian Hauerwas, Cedar Creek Wholesale Inc., Carrollton, Texas

Additional photos on page 33



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Premier Forest Products, Inc.  
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Sawarne Lumber Company Ltd.  
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Skana Forest Products Ltd.  
Twin Rivers Cedar  
Tye Timber Products Ltd.  
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# WYNNDEL LUMBER SALES Steps Up



Key employees at Wynn timer Lumber Sales Ltd., headquartered in Wynn timer, B.C., include Dirk Kunze, sales manager; Michael Wigen, general manager; and Colin Parsons, mill manager.



Wynn timer recently installed a LMC 2008 Super Thundermac planer/moulder, which is 9-feet wide, 24-feet long and weighs over 80,000 pounds.



The company also added a new finish line building for ESLP (Engelmann Spruce-Lodgepole Pine) boards.



This photo shows the infeed to Wynn timer's three slowdown grading stations.



This picture shows the moulder infeed landing table.



This is a photo of the infeed to the Super Thundermac moulder.



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**Wynn timer, B.C.**—Over the last number of years, a dichotomy has developed in the S4S board market. There are those on the lower side of quality who beat each other up on price, and then there are those that compete to put out a surfaced one-inch product that is second-to-none.

Wynn timer Lumber Sales Ltd. has stepped up and staked its future on the latter choice. The company recently installed the most advanced finish line for ESLP (Engelmann Spruce-Lodgepole Pine) boards in North America, and is positioning itself to be a leader in both quality and efficiency of production.

The flagship of the new line is a LMC 2008 Super Thundermac planer/moulder, which is the largest board moulder ever delivered to North America. It is 9-feet wide, 24-feet long and weighs over 80,000 pounds. The 7,200-rpm, 20-knife heads will impart 14 knife cuts per inch on 1x4 thru 1x12 ESLP eased-edge boards. The control and precision hold-downs will give the eased-edge product exacting tolerances. The line is complemented with three slowdown grading stations, an automatic trimmer, end stamping for grade and end waxing to eliminate end splits and improve yard ability. Trim loss and machine defects will be minimized, which will allow Wynn timer to target and maximize optimal tallies.

"We are not the first producer to enter into the arena of premium boards," said Dirk Kunze, sales manager for Wynn timer. "However, we have invested over \$6 million to put ourselves in the best seat in the house."

The moulder line is the crown jewel of the many upgrades made over the past five years. Prior to this, capital improvements were targeted on the sawmill side of the operation. The sawmill can now efficiently produce over 70 million FBM (foot board measure) of high-end, one-inch boards. The sawmill bin sorter has both quality and moisture pulls, which targets the fiber to the proper end finished product.

The Creston Valley area in which Wynn timer operates is geographically isolated from the major Pine beetle infestations, and allows the company to harvest some of the brightest cleanest fiber in western Canada.

Aside from board production, Wynn timer also runs about 8.5 million FBM of pattern stock through a Wadkin moulder. "We are currently running at full capacity, but will benefit from the installation of a new Weinig Hydromat 2000 also being installed this summer," Kunze said. "This will more than double our output of paneling, and allow us to expand our customer base in paneling and siding. With in-house priming, we will also be able to



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# PLUM CREEK Thrives Through Difficult Times

By Terry Miller



Key employees of Plum Creek Timber Co., headquartered in Columbia Falls, Mont., include Chuck Dotson, sales representative; Kathy Bell, customer service specialist; Russ Hobbs, lumber marketing manager; Ahren Spilker, stud mill coordinator; and Tom Hackman, board mill coordinator.



Key employees at Plum Creek's Columbia Falls, Mont., board mill include Pete Madison, production superintendent; Cliff Lengstorf, log utilization and quality control manager; Jim Nadeau, shipping superintendent; and Greg Grace, plant manager.



Boards display the Plum Creek logo customers have come to know means high quality products.



Some solid Fir-Larch studs are shown stacked in the warehouse.



Pictured are some rail cars loaded with shipments for some of Plum Creek's many valued customers.



This photo shows an end-matched pattern, which is one of Plum Creek's special services.



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**Columbia Falls, Mont.**—Despite trying times in the industry, Plum Creek Timber Co., has persevered thanks to the hard work and dedication of its employees as well as customers.

Plum Creek can trace its roots back to 1945, when D.C. Dunham moved his company, D.C. Dunham Lumber Co., from Bemidji, Minn., to Columbia Falls, Mont. Renamed Plum Creek after a small stream in Minnesota, the firm was later sold to Northern Pacific Railroad after Dunham's death. After a succession of railroad mergers, it was ultimately spun off as a limited partnership — Plum Creek Timber Co. L.P.

Today, Plum Creek, which is now organized as a REIT (Real Estate Investment Trust), is one of the largest private landowners in the United States with approximately 8 million acres of timberlands in 17 states.

Headquartered in Seattle, Wash., Plum Creek has board mills in Columbia Falls and Pablo, Mont., and Meridian, Idaho, as well as stud mills in Evergreen and Fortine, Mont.

Russ Hobbs, lumber marketing manager, cites consistently high quality products and excellent service as factors that differentiate Plum Creek from other producers. "We listen to our customers and figure out how to make the products that their customers want," he said. "With our large timber base and flexible manufacturing facilities, we are able to provide value-added products to our customers while maximizing the value of every tree we sustainably harvest."

Ken Judge, lumber production manager, is responsible for the entire lumber division at Plum Creek. He credits the division's success to an experienced and motivated work force. "We have a great group of employees that are focused on safely producing high quality products," he said.

Plum Creek's Columbia Falls Lumber has the capacity to manufacture approximately 90 million board feet annually of PPLP (Ponderosa Pine/Lodgepole Pine) and ESLP (Engelmann Spruce/Lodgepole Pine) boards (mostly in 4/4), 6/4 Ponderosa Pine shop grade lumber and Douglas Fir flooring.

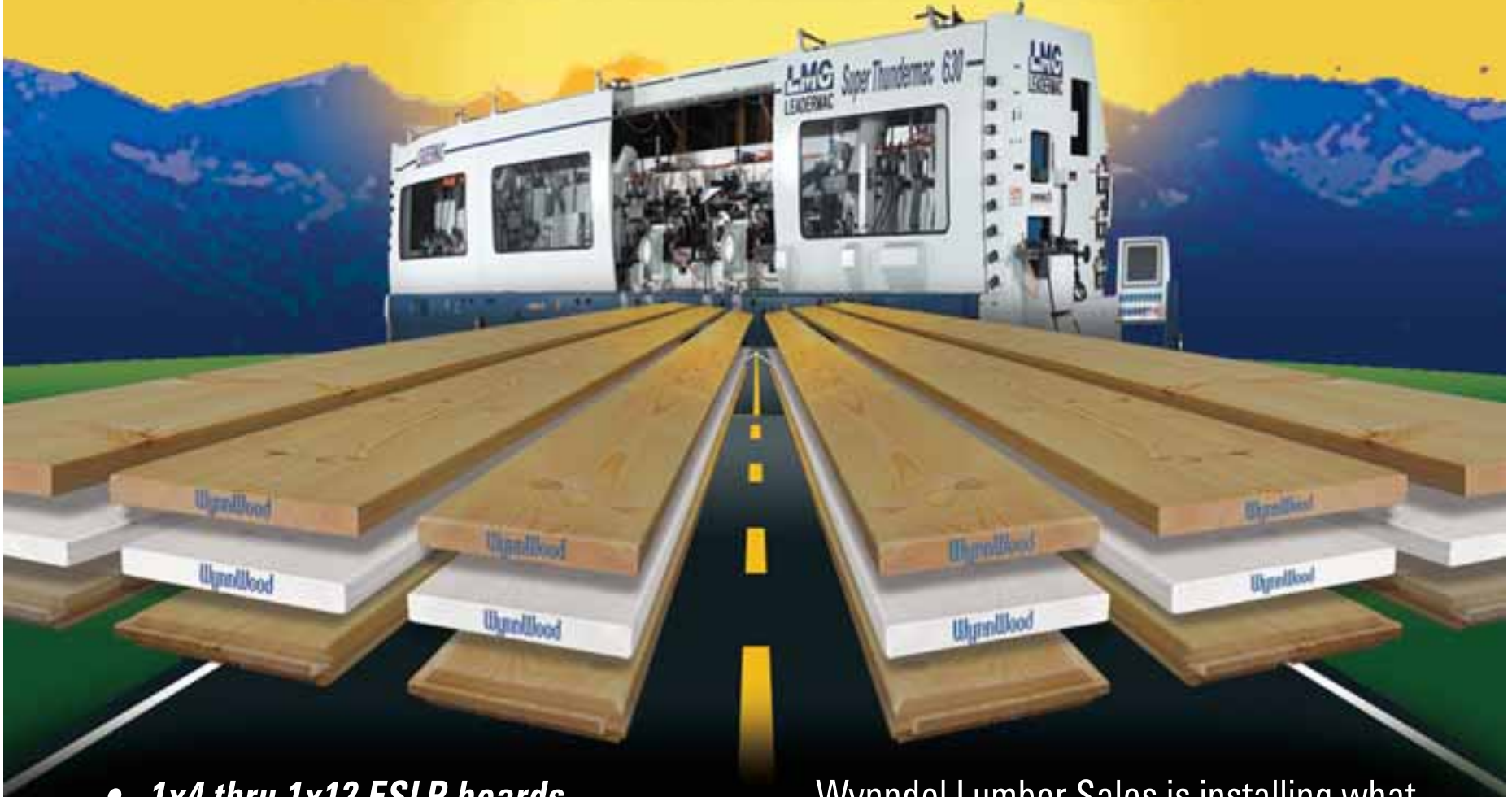
Columbia Falls markets its products to a diverse group of customers, including wholesale distributors, retail companies, industrial millwork shops and window manufacturers.

The facility operates a head rig for large logs and a band mill twin for small log processing; Coe Newnes McGehee curve saw gang; seven double and single-track kilns with computerized Wellons controls; a Stetson Ross/Kimwood and Irvington-Moore planing mill; and Lundeen stackers. The 10-acre yard boasts 6.4 million board feet of rough and surfaced inventory.

Continued on page 40



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# WRCLA Offers Decking Trends That Transform Homes



All-natural Western Red Cedar remains one of the most widely favored and versatile decking materials, according to the Western Red Cedar Lumber Association, headquartered in Vancouver, B.C.



Adding Western Red Cedar planter boxes at select locations can create focal points.



Natural qualities of Western Red Cedar make it an excellent choice for a wide range of building projects both inside the home and outside the home, according to Peter Lang, general manager of the Western Red Cedar Lumber Assoc.

**Vancouver, B.C.**—Turning the backyard into an outdoor living retreat is one of the hottest trends among American homeowners. It makes sense: With televisions, computers and phones in nearly every room of the house, the backyard deck is the final safe haven from life's pressures. Escaping to a quiet corner of the yard provides a necessary respite. But don't be fooled: Creating a truly

relaxing setting takes more than a laid back approach. There is work to be done before it will feel like a restful place. However, taking the time to do some thoughtful planning and creative thinking will pay off in a big way that will make your deck a favorite spot for your whole family.

Today's decks are a far cry from the rectangular slabs of yesterday. They serve different purposes than simply sunbathing and grilling, and so they are

being designed and built accordingly. In developing your own concept for an outdoor retreat, be sure to consider the following:

**Layout.** It all begins with knowing the activities you'd like to include on the deck. How much area is needed to comfortably accommodate every activity? The average size deck is 300 to 400 square feet, and the more activities you add to enjoy the outdoor experience, the

larger deck required.

Having those activities in mind can help you divide the deck into different zones — one for the grill, one for the hot tub, one for a sitting area, etc. You may want to consider giving each zone its own level. Levels are a great way to define areas — a few steps up or down gives the illusion you've entered a new space.

Another way to distinguish deck areas is to change the deck board direction; an angle change or unique board pattern provides the subtle indication that you're in a separate deck area. "Many of my customers are requesting distinctive board designs lately. One of the most requested is an octagon inlay underneath a Cedar table," according to Tim Meisch, owner of Custom Cedar Decks in Mill Creek, Wash. "It's so unique, people often mistake it for a decorative rug." Traffic flow affects the usability of your deck. It's all about remembering the practical realities. For example, dining areas require extra space. Grilling areas should be close to the kitchen so you're not shuttling things back and forth more than necessary. If you want to include a conversation area with a warm fireplace for people to gather, make sure you have enough room to move around safely and comfortably.

Weather conditions can also impact layout. If you need protection from the beating rays of the sun or protection from the wind, a sheltered spot under a canopy of trees might be sensible. Or, consider building an arbor or roof over the dining area to create more of an indoor feeling and a transition to the outdoor setting.

When choosing a grilling area location, think about the prevailing winds and pick a spot where the smoke blows away from the guests and cook. And try not to isolate the grill, as this is a common gathering area for pre-meal conversations.

**Decking materials.** One great way to make a seamless transition between the indoors and outdoors is by incorporating a decking material that gives the impression it is an extension of the room inside. This can be done through the right selection of color and material.

While a number of imitation products have hit the market in recent years, all-natural Western Red Cedar remains one of the most widely favored and versatile decking materials. Many people choose Western Red Cedar due to its aesthetic appeal and physical properties. For centuries, Cedar has been known for its exceptional beauty, versatility and longevity. Cedar brings an exceptional all-natural look, aroma and character to outdoor spaces.

"Natural qualities of Western Red Cedar make it an excellent choice for a wide range of building projects both inside the home and outside the home," said Peter Lang, general manager of the Western Red Cedar Lumber Association. "It is one of the most environmentally-friendly building materials you can use. It's naturally durable without the need for chemical treatment, dimensionally stable, resilient, and lightweight - unlike some plastic or imitation wood products."

**Decorating.** Placing some furniture just outside the main deck entrance provides

Continued on page 41

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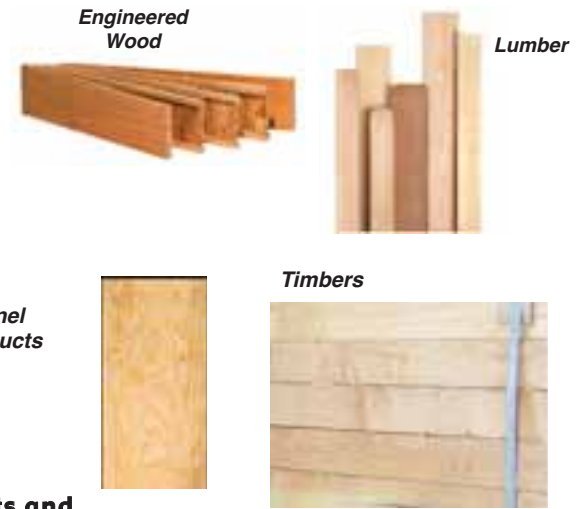
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 DiPrizio Pine Sales  
 Durgin & Crowell Lumber Co.  
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# NAWLA-Boston Attendees Learn To Empower Employees

Photos By Glen Kulbako



Win Smith, Limington Lumber Co., East Baldwin, Maine; Matt Duprey, Hancock Lumber, Casco, Maine; Sterling Golder, Britton Lumber Co., Fairlee, Vt.; and Barry Russin, Russin Lumber Corp., Montgomery, N.Y.



Jeff Hardy, Cersosimo Lumber Co. Inc., Brattleboro, Vt.; Alden Robbins, Robbins Lumber Inc., Searsmont, Maine; and Henry Poler, L.R. McCoy & Co. Inc., Worcester, Mass.



Michael Record, Record Lumber Inc., Oxford, Maine; and Dennis Connelly, ZeVo Technologies, Grafton, Mass.



Cort McLeod, Capital Forest Products Inc., Hingham, Mass.; Lance Humphrey, Holden Humphrey Inc., East Hampton, Mass.; and Brad Morrow, Coastal Forest Products Inc., Bedford, N.H.



John Rusell, J. D. Irving Ltd., Saint John, New Brunswick; Jeff Easterling, Northeastern Lumber Manufacturers Assoc., Cumberland, Maine; and Dan Blenk, RISI, Boston, Mass.



Peter Burkley, Mill River Lumber Ltd., N. Clarendon, Vt.; Paul Lennon, Lumbermen's Underwriting Alliance, Bow, N.H.; Rich Quitadamo, L.R. McCoy & Co. Inc., Worcester, Mass.

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\*\*Plum Creek is a participant in the SFI® program in good standing. The SFI program promotes responsible environmental behavior and sound forest management. For more information visit [www.sfi-program.org](http://www.sfi-program.org).

**Boston, Mass.**—Guest speaker Rick Grandinetti, widely recognized as an authority on altering company cultures to achieve excellence, addressed members and guests recently at a regional meeting of the North American Wholesale Lumber Association (NAWLA). The meeting was held at the Marriott Boston Newton.

Grandinetti maintains that companies who invest in their “human capital and empower their employees in trying times are often able to accomplish more” than companies who do not. According to Grandinetti, many companies tend to “fix things that are not broken” when facing challenging economic times, and this can cause “stress in the wrong areas.”

Grandinetti advocates that companies learn to be efficient with things and effective with people; understand different types of teams and their cultures; align team goals with company goals; and create behavioral change to benefit your company.

In addition to hearing Grandinetti’s address, attendees were treated to lunch and then participated in two group discussions. Jed Dawson, L.R. McCoy & Co. Inc., and Jim Robbins Sr., of Robbins Lumber, served as moderators.

NAWLA is headquartered in Rolling Meadows, Ill., and strives to be the global network of channel partners in the lumber and building materials industry, bringing value to the distribution function through networking, education and leadership.

John Smart and Matt Pedrone, Cabot, Newburyport, Mass.; and Scott McGill, Boston Cedar & Millwork, Holbrook, Mass.



## Poler Wins 2008 NAWLA Mulrooney Award

**Tucson, Ariz.**—Henry S. Poler, former president and chief executive officer of L.R. McCoy & Company Inc. in Worcester, Mass., recently received the 2008 North American Wholesale Lumber Assoc. (NAWLA) Mulrooney Award during the 116th NAWLA Executive Conference, held here.

First presented in 1980, the NAWLA Mulrooney Award is bestowed on individuals who exhibit exemplary service to the North American forest products industry and the community at large. The award is dedicated to the memory of John J. Mulrooney, whose 20 years of distinguished service as NAWLA executive vice president helped turn NAWLA into a viable and potent force in the lumber industry.

The award itself is a carved eagle symbolizing the freedom, basic to North America, that each of its recipients has exercised in pursuit of the highest values of family and country. Idaho carver Loren Pinski used his carving skills to develop the 2008 NAWLA Mulrooney Award. This year's eagle was carved out of Tupelo, a light hardwood native to the southern and southeastern regions of the United States.

Poler's 40-year career in the lumber

industry began in 1961, when he began working for Lawrence R. McCoy & Co. Inc., in a sales and trading capacity. In 1972, he was named vice president and soon after assumed responsibilities as president and CEO. Today, he serves on various boards in different capacities.

Poler contributed significantly to the industry and to NAWLA throughout his career. In 1983, he was elected to NAWLA's board of directors and was appointed to their executive committee. In 1988, he was elected as NAWLA president and chairman for the one-year term. He was involved with several NAWLA committees and key task forces during and even after his regular tenure, and served as chairman of the NAWLA membership, business services, government affairs and nominating committees.

The North American Wholesale Lumber Assoc., headquartered in Rolling Meadows, Ill., is an international trade association of over 650 leading forest products and building material industry wholesalers, manufacturers and industry affiliated companies throughout the United States, Canada and the world.



Gregg Riley, Bloch Lumber Co. and NAWLA chairman, presents the 2008 NAWLA Mulrooney Award to Henry S. Poler, former president and chief executive officer of L.R. McCoy & Company Inc.

### WHO'S WHO - Brown

Continued from page 2

and wood chips.

Brown began his career in the lumber industry in 1982, selling wholesale lumber for Woodco Sales Inc. He is a graduate of Grants Pass (Ore.) High School. Brown is single, and has four children and three grandchildren. He is an avid horseman, participating in various rodeo events including team roping. One of Brown's favorite hobbies is buying, selling and training team-roping horses.

Brown finds working with young interested team-roping students very rewarding, and also helps promote and maintain a healthy rodeo atmosphere. When time permits, he also enjoys trail riding in Arizona and Oregon.

### WHO'S WHO - Detkowski

Continued from page 2

2006. He is a graduate of Clarkston (Mich.) High School, and attended Michigan State University in East Lansing, Mich.

Detkowski and his wife of five years, Lisa, have three children and two grandchildren. He enjoys playing golf and watching high school wrestling.

### WHO'S WHO - Jacks

Continued from page 2

has also worked in delivery and contract sales. Jacks has been in his current position for four years.

Jacks is a graduate of Jasper (Texas) High School. He and his wife of five years, Lindsey, have two children. Jacks enjoys hunting, fishing, camping and spending time with his wife and children. He is a member of the National Rifle Assoc. and Sand Hill Hunting Club.

### BC WOOD -

Continued from page 2

industry to reach out to the architect and designer community to educate them on the scope of our industry, the products it manufactures and their value including

Continued on page 25

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# BOISE Welcomes Customers At Open Houses



In Auburn, Ga., Boise's Danny Mitchell inspects the full motion NASCAR simulator at the Boise Atlanta branch grand opening celebration.



Christina Riddick, Boise Engineered Wood product manager, with Freddie Brisson and Rinda Lee, Howard Lumber Co., Statesboro, Ga., at the Auburn facility grand opening.



Ron Box and Will Lummus, Lummus Supply Co., Atlanta, Ga., with Boise's Kevin Scussel in Georgia.



Russel Cox, Lee Lumber, Centerville, Ala., and Dennis Muler, Arrow Lumber, Suwanee, Ga., play the slot cars at Boise Cascade's Auburn grand opening.



Vivian and James Youngblood of Brand Vaughan Lumber, Tucker, Ga., with Boise's Frances King.



At the Boise Open House in Spokane Wash., 250 customers attended, including Brad Batterton, Early Bird Supply, Clarkston, Wash.; Ron Steward, representing Boise Cascade; and Kim Maurer, Trex, Spokane, Wash.

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**Auburn, Ga.**—The Boise Atlanta-branch Building Materials Distribution (BMD) Division celebrated its grand opening with an extravaganza entitled "Going for the Green."  
 More than 250 customers and guests were in attendance, as well as 20 vendors who displayed their latest products. A fun-filled day was in store for all, including slot car racing, a full motion NASCAR simulator, a full-sized golf simulator and longest putt contests. Guests competed for prizes in each event.  
 "It was great to get a good number of our customers and vendors out to the new location to let them see for themselves Boise's commitment to the marketplace," said Ron Lee, Atlanta's branch manager. "There was a lot of fun stuff to do, great food to eat and specials."

Continued on page 41



Troy Ford, Boise Cascade, and Niles Seldon, Country Homes, Spokane, Wash., at the Spokane Open House.



Brian Gingra, ProBuild Postfalls, Post Falls, Idaho; Ron Stewart, Boise Cascade; Larry Stonum, California Redwood Co., Arcata, Calif.; and Jo Gingras, Probuild Post Falls.

Kelvin Harper, Louisiana Pacific, Spokane, Wash.; and Alan Brewer, Darby Distribution, at the Spokane Open House.



Additional photos on pages 41



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# Event Attendees Welcomed By RICHARDSON

Photos By Derik Villanueva



Steven Rogers, Richardson Lumber & Manufacturing Co., Dallas, Texas; Buddy Haile, Richardson Lumber & Manufacturing Co., Houston, Texas; and Mike Boone, Forest Grove Lumber Co. Inc., McMinnville, Ore.



Jamie Hursh, Richardson Lumber & Manufacturing Co., Dallas, Texas; Rick Roberts, Jim Dunse and Pat Miller, Cedar Creek Wholesale Inc., Carrollton, Texas



Steven Rogers, Richardson Lumber & Manufacturing Co., Dallas, Texas; Dena Waller, CCSI, Dallas, Texas; and Jamie Hursh, Richardson Lumber & Manufacturing Co.



Jane Smith, Weyerhaeuser Hardwoods & Industrial Products, Houston, Texas; and Michael Wren, Tuttle Lumber, San Marcos, Texas



Cheryl Riley, Chris Roberson, Cedar Supply Inc., Carrollton, Texas; Steven Rogers, Richardson Lumber & Manufacturing Co., Dallas, Texas; Carter Smith, Cedar Supply Inc.; Carolyn and Joe "Bear" Breedon, Montalbano Lumber, Houston, Texas



Jeff Christensen, Henson's Lumber Ltd., Cresson, Texas; and Brian Hauerwas, Cedar Creek Wholesale Inc., Carrollton, Texas

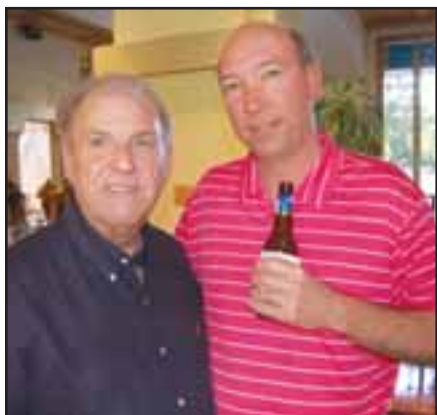
**San Antonio, Texas**—Richardson Lumber & Manufacturing Co., headquartered in Dallas, Texas, welcomed approximately 40 guests, family members and friends to its annual reception, held here in conjunction with the Lumbermen's Association Convention, which was staged at the Henry B. Gonzalez Convention Center.

Richardson Lumber has been in business since 1949 and has a complete milling facility, providing a wide range of services, including: custom patterns, rafter tails, barge decking, surfacing, resaw boards and dimension, rip board and dimension and precision end trim. Richardson offers No. 1 and Better Green Douglas Fir, No. 1 and Better Western Red Cedar and Oak timbers.



Marcie Heidrich, Diana and Dennis Eberhard, Eberhard Lumber Co., New Braunfels, Texas

Miles Thompkins, Snaveley Forest Products, Houston, Texas; and Mitch Frieda, Weyerhaeuser Hardwoods & Industrial Products, Carrollton, Texas



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Western Red Cedar is by nature "green." Mary's River Red Cedar is manufactured from abundant, fast growing, second-growth resources. It is durable, decay and insect resistant, has no chemical preservatives, is clean and safe to handle, and is 100% renewable, unlike cement and plastic composites.

Mary's River's manufacturing requires less energy than steel, cement-based wood substitutes, and plastic-based composites. Our plants are closely regulated for environmental compliance.

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# Hundreds Participate In May Day Event

By Wayne Miller



Kevin Lang, Central Forest Products Inc., Canby, Ore.; Randy Brown, R.B. Lumber Co., Oregon City, Ore. and Phoenix, Ariz.; Trish Ciaramella, Central Forest Products Inc.; and Greg Sunderland, Idaho Timber Corp., Carthage, Ark.



John Branstetter, Vaagen Bros. Lumber Inc., Colville, Wash.; Dave Carpenter, Tasler Inc., Webster City, Iowa; Jeremy Hosford, SASCO Inc., Phoenix, Ariz.; Dale Brooks, Central Forest Products Inc., Canby, Ore.; and Glen Craffey, Tasler Forest Products, Phoenix, Ariz.



Mike Jones, Western Lumber, Medford, Ore.; Casey Dean, Timber Products Inspection, Vancouver, Wash.; Scott Swanson, Stimson Lumber Co., Portland, Ore.; and Randy Brown, R.B. Lumber Co., Oregon City, Ore. and Phoenix, Ariz.



Kevin Paulson, Ed Netter, and Janine and Dale Brooks, Central Forest Products, Canby, Ore.



Brian Benson, Kinzua Resources, Pilot Rock, Ore.; Rick Steers, Interfor Pacific, Bellingham, Wash.; Matt Dierdorff, MFP of Oregon, Tualatin, Ore.; and Tom Steers, Silverton High School, Silverton, Ore.



Glen Craffey, Tasler Forest Products, Phoenix, Ariz.; and Rick Shoemaker, United Pacific, Tigard, Ore.

**Cornellus, Ore.**—Guests recently participated and enjoyed the 15th Annual May Day Golf classic held here at the Pumpkin Ridge Golf Club and sponsored by Central Forest Products, along with Tasler Inc., Valley Lumber Sales, Southern Arizona Stud Co. and Tasler Forest Products.

Continued on page 43



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Chad Ziegler, Tolko Industries Ltd., Vernon, B.C.; Troy Lucas, Valley Lumber, Canby, Ore.; Darin Monen, Valley Lumber, Vancouver Division; Greg Vaudt, Valley Lumber, Canby, Ore.; and Mike Shorten, Trinity River Lumber Co., Weaverville, Calif.



Ryan Oliver and R.J. Larios, Central Forest Products Inc., Canby, Ore.



Vicki Brooks, Focus North America Inc., Vancouver, Wash.; Joe Mason, SASCO Inc., Phoenix, Ariz.; and Gina Tasler, SASCO Inc.

John Spalding, High Cascade Veneer Inc., Carson, Wash.; Rick Tasler, SASCO Inc., Phoenix, Ariz.; and Tim Riley, Daktronics, Brookings, S.D.



Additional photos on page 33



# QFIC Speakers Encourage Innovation

Photos By Ximena Griscti



Yves Turbide, GE Capital Solutions, Québec, Qué.; Alain Lamoureux, Liebherr Canada Ltée, Montréal, Qué.; Guy Chevrètte, president QFIC, Montréal, Qué.; and Claude Girard, Fasken Martineau DuMoulin, Québec, Qué.



Pierre Moisan, Abitibi Bowater, Montréal, Qué.; Fabien Simard, AET SQ, Québec, Qué.; and Daniel Ouellet, Abitibi Bowater



Marcel Lauzon, Marcel Lauzon Inc., East Hereford, Qué.; and Daniel Michaud, Daniel Michaud Inc., Saint-Nicolas, Qué.

**Quebec, Que.**—Guy Chevrètte, chief executive officer of the Quebec Forest Industry Council (QFIC), encouraged hundreds in attendance at the organization's recently held annual convention to "continue to innovate" despite the ongoing challenges of the wood products industry.

The three-day convention was held at Hilton sur Vieux-Quebec and featured more than a dozen guest speakers who addressed various aspects of the market.

In Chevrètte's closing remarks, he asked "Is there a future for the forest industry" in Canada? "Of course, yes," he concluded. "The government has to favor wood construction, whether it is by a law, a policy or a regulation. The scientists must speak...and the leaders must get up and stop being afraid of being politically incorrect

by crusaders for whom only one of the dimensions of the sustainable development prevails. The workers must express themselves and the manufacturers will have to continue to express their point of view even if their weight remains rather weak in the public opinion.

Chevrètte surmised that if all these voices in the industry are heard, "We could then see a rebirth of a progressive and competitive industry."

QFIC is the voice of Quebec's forest industry. It represents the vast majority of Softwood and hardwood lumber, veneer, pulp, paper, cardboard and panel companies in Quebec. It champions the interests of these enterprises and encourages their contribution to socio-economic development, the integrated and sustainable management of forests and the optimal use of natural resources. The Council works with government authorities, public and parapublic bodies, organizations and the general public. It strives to foster responsible behavior from its members with regard to the environmental, economic and social aspects of their activities.



Alain and John Roy, Norman G. Jensen Inc., Minneapolis, Minn.



Hugues Simon and Richard Kenoack, Abitibi Bowater, Montréal, Qué.

## BC WOOD - Continued from page 21

environmental, quality, innovation and competitiveness.

A preliminary survey indicates that there are well in excess of 1,000 architects and designers in B.C. alone – the actual number of companies being somewhat less as in most cases there are multiple architects and designers in each company. As many manufacturing companies in our industry are small to medium-sized, for them, as individual companies, to attempt to access these architects and designers is difficult at best and in most cases, a virtual impossibility.

BC Wood is ideally positioned to carry out the role of educator and facilitator on behalf of all of industry and it is within its mandate to do so. Furthermore, to enhance accessibility of our industry, BC Wood is also ideally positioned to be a one call resource for the architects and designers to access B.C.'s secondary wood industry, and are currently working on programs to accomplish that.

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**TRADERS MARKET -**  
Continued from page 1

unifying force for efficient forest products and building materials distribution.

The forest and building products industries within which NAWLA members operate has highly developed characteristics that help shape the role of both the wholesale distributor and the role of NAWLA. The industry is highly diversified both in terms of product and geography. Aside from species differences, products of the tree include solid lumber, veneer and non-veneer panels, and manufactured products such as fencing and decking.

Lumber wholesalers have evolved the most efficient distribution system in the world, helping to make possible the widespread use of wood products in the construction of residential, commercial and industrial buildings across the United States and Canada. NAWLA's role is to aid wholesale distributors in addressing and solving common industry challenges in the areas of transportation, government and environmental regulations, e-commerce and technology and certainly ongoing education.

**MARITIME -**  
Continued from page 1

The multi-day event opened with an address about new approaches in determining mill efficiencies by Don Barnett, industry advisor, FP Innovations-Forintek, Cornwallis, N.S. Following this, producers, wholesalers/brokers and suppliers were provided an opportunity to discuss issues one-on-one during a contact session and icebreaker party.

Fact-packed sessions the following day included: Opportunities and Challenges-A Coast to Coast Comparison by Rick Jeffrey, Coast Forest Products Assoc.; and Biomass Technologies & Trends: Opportunities and Challenges in a Changing Forest Sector by Peter Milley, Halifax Global Inc., Halifax, N.S.

The final day of the convention included meetings that focused on green buildings, the brown Spruce longhorn beetle and improving company competitiveness.

In addition to covering various business topics, attendees enjoyed a leisurely game of golf, a cruise on the Halifax Harbor and a tour of Georges Island.

The MLB was organized Sept. 7, 1938. Its purpose has always been to disperse throughout the industry marketing information, to collect and compile information on lumber prices and stocks and to distribute this information to the industry

at regular intervals. The Bureau is comprised of voluntary membership throughout New Brunswick, Nova Scotia, Prince Edward Island, Quebec, Ontario, the New England states and the United Kingdom. There are 18 directors elected from the members for a three-year term plus one each from the forestry departments of New Brunswick, Nova Scotia and Prince Edward Island governments.

The MLB is headquartered at Fort Lawrence on the New Brunswick-Nova Scotia border.

**NAWLA EXECUTIVE -**  
Continued from page 1

Loews Ventana Canyon Resort.

Fitzsimmons has achieved two milestones; following in the footsteps of her father, Chris Snavely, and brother Stephen, who both served as NAWLA chairmen in 1971 and 1996 respectively, and becoming NAWLA's first chairwoman.

She was appointed to NAWLA's executive committee in 2006 and has extensive committee and industry involvement through her tenure with NAWLA. Fitzsimmons received her bachelor's degree from West Virginia University and her masters work in communication for business and industry at the

The Softwood Forest Products Buyer University of Pittsburgh.

Also elected to officer positions include: first vice chairman, George (Buck) Hutchison, Hutchison Lumber and Building Products, Adams City, Colo.; second vice chairman, Chris Beveridge, Skana Forest Products, Richmond, B.C.; secretary/treasurer, Bill Barnett, Marathon Forest Products, North Vancouver, B.C.; and president/chief executive officer, Nick Kent, NAWLA, Rolling Meadows, Ill.

Also during the NAWLA Executive Conference Program, Henry S. Poler was presented the 2008 Mulrooney Award, which honors the memory of Jon Mulrooney, who dedicated 20 years of service to NAWLA as executive vice president.

The annual meeting began with various committee meetings taking care of business, followed by a board of director's meeting, a silent auction and the chairman's banquet, which included remarks by chairman Gregg Riley.

An exhibitors' showcase opened on the second day of the conference, which also included an educational/business program and a presentation by Abe Walking Bear Sanchez, president, A/R Management Group Inc., entitled 'Credit as the profit center/the profit system of B2B credit management.'

On the final day of the event, NAWLA members and guests enjoyed a golf tournament at the Ventana Canyon Golf Club. The day also included a general session for NAWLA members, which included such business as the chairman's annual report, the treasurer's report, golf awards and membership awards.

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**SFPA -**  
Continued from page 1

Participants began the meeting by boarding buses for a firsthand look at the rebuilding efforts throughout New Orleans. Stops included a raised floor home featured on a Green Homes Tour as part of the National Association of Home Builders (NAHB) National Green Building Conference. The home – for which a number of Southern Pine Council members donated materials – is being built according to NAHB green-building guidelines. It also demonstrates the advantages of using raised floor construction and treated wood products in New Orleans and similarly extreme environments. More than 200 people toured the home during the NAHB event. The home was also featured as the cover story in the weekly real estate section published by *The Times-Picayune* newspaper in New Orleans.

Once convened downtown for the business portion of the meeting, Craig Webb, editor of *ProSales* magazine, delivered the keynote address, giving attendees his take on green building and explaining what he had learned in interviews with lumber dealers over the past year. Dealers' interest in green building has "skyrocketed" just since January, he reported.

From his viewpoint, though, most "green" spending at this point is coming from government agencies and "big firms" focused on achieving green status for their projects. The typical consumer's biggest concern when it comes to green building, however, relates to using insulation, high-performance windows and energy-saving appliances. The question of whether the lumber in their homes is certified hasn't yet surfaced as an issue.

Following through on the "GREEN" theme, a group of speakers on the second day of the meeting explained how certification and chain-of-custody systems work. A panel discussion with members followed, generating some lively exchanges.

Other business included updates on SPC's Raised Floor Living campaign, including the premiere of a new collection of TV spots targeting Gulf Coast markets. The spots rely on comments by respected building professionals – a homebuilder and two engineers – to drive home the importance and advantages of building raised wood foundations in high-wind and flood-prone areas.