

WRCLA Welcomes Members, Holds Open House At NAWLA



Al Lazauskas, Skana Forest Products Ltd., Richmond, B.C.; Steve Boyd, Manufacturers Reserve Supply, Inc., Irvington, N.J.; Cees de Jager, WRCLA, Vancouver, B.C.; Rick Fischer, Mid-America Cedar, Osseo, Minn.; and Jack Draper, WRCLA



Mark Rutledge, Shakertown, Winlock, Wash.; Bill Hurst, Mid-America Cedar, Matthews, N.C.; and Susan Zick and Rick Fischer, Mid-America Cedar, Osseo, Minn.



Bradley Hodgins, Shakertown, Winlock, Wash.; Brent Stuart, Russin Lumber Corp., Montgomery, N.Y.; and Don Demens, Western Forest Products Ltd., Vancouver, B.C.



Paul Zartman, The Waldun Group, Maple Ridge, B.C.; Kim Poole, Maze Nails Co., Purdue, Ill.; Tina Breen, Manufacturers Reserve Supply, Inc., Irvington, N.J.; Ray Pauwels, Skana Forest Products Ltd., Richmond, B.C.; and Tim Knox, Mid West Lumber Minnesota, Inc., Stillwater, Minn.



Jim Gillis, Haida Forest Products Ltd., Burnaby, B.C.; Chris Beveridge, Skana Forest Products Ltd., Richmond, B.C.; Jack Draper, WRCLA, Vancouver, B.C.; and Ben Meachen, Western Forest Products, Vancouver, B.C.



Scott Lindsay and Kent Beveridge, Skana Forest Products Ltd., Richmond, B.C.; Dave Daugherty, National Industrial Lumber Co., Elizabeth, Pa.; Gary Arthur, Haida Forest Products Ltd., Burnaby, B.C.; and Kevin Ketchum, Consultant, Cordova, Tenn.

Chicago, Ill.—Members of the Western Red Cedar Lumber Association (WRCLA) met here recently in conjunction with the North American Wholesale Lumber Association's Traders Market®.

WRCLA leaders updated members on association activities. About 40 were in attendance.

Later, WRCLA hosted an all-day promotional program presentation about the association. Cees de Jager, WRCLA's marketing director, and Jack Draper, managing director for the organization, spearheaded this 'open house,' which included an information session at which an update of the 2009/2010 promotional program was reviewed, as well as other relevant topics. Draper noted that 60 percent of the organization's budget targets promotions. "We're a marketing arm for Cedar," he said. "This is what we are about. We are a voice for the Cedar industry."

De Jager addressed 'targeting architects on a very limited budget' as a priority for

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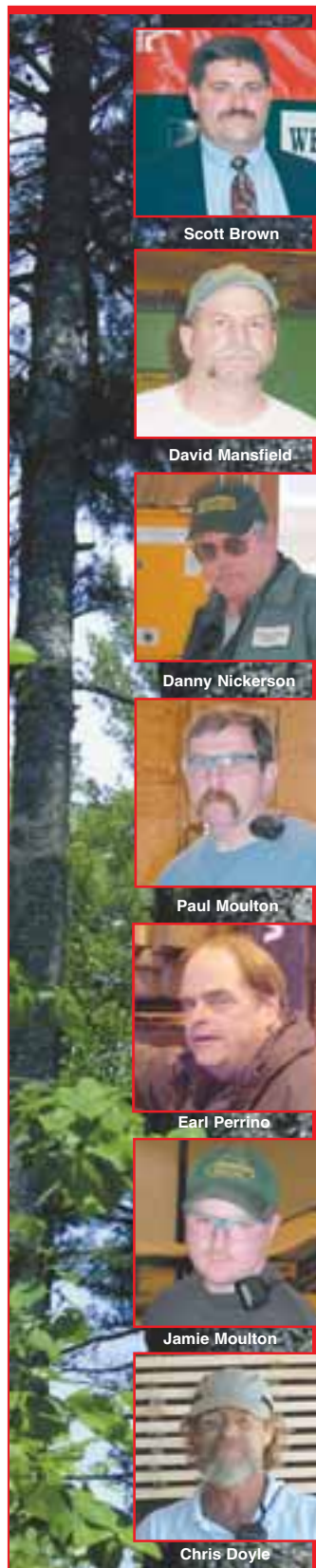


Carlos Furtado, Sawarne Lumber Co. Ltd., Richmond, B.C.; Shawn Enoch, Cedar Siding & Lumber, Rochelle, Ill.; Jim Epperson Jr., Epperson Lumber Sales Inc., Statesville, N.C.; and Bradley Hodgins, Shakertown, Winlock, Wash.



Ryan Kline, Disdero Lumber Company, Inc., Clackamas, Ore.; Jim Ford and Don Bond, Brown & Rutherford Co., Ltd., Winnipeg, Manitoba; and Robert Burnett, Disdero Lumber Company, Inc.

Jeff Robinson, Mid Valley Lumber Specialties Ltd., Aldergrove, B.C.; Chris Brooks, Roberts & Dybdahl Inc., Des Moines, Iowa; and Al Fortune, Mid Valley Lumber Specialties Ltd.



Scott Brown



David Mansfield



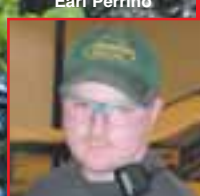
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Manufacturers of Eastern White Pine

WESTON Overcomes Challenging Times, Advocates Growth

By Wayne Miller



Frank Mainolfi, Weston Forest Group, Mississauga, Ont.; Brian Brown, Coastal Lumber Company, Charlottesville, Va.; and Art Nelson and Michael Shapiro, Weston Forest Group



Chip Cummings, Roy Cummings and Scott Cummings, Cummings Lumber Co. Inc., Troy, Pa.; and Nico Poulos, Weston Premium Woods, Brampton, Ont.



Michael Gosselin, Go Natural Wood Limited, Walsall, United Kingdom; Chuck Beatty, Gutches Lumber, Cortland, N.Y.; Marec Khanov, Sergei Onishchenko, and Grathya Khoulian, AVA Company, Omsk, Russia



Gordon Glass, Gateway Hardwood Lumber Co., Kirtland, Ohio; and George Evarts, G.H. Evarts & Co., Springfield, N.H.

Boston, Mass.—During the recent annual convention of the National Hardwood Lumber Association at Sheraton Boston Hotel, approximately 30 guests attended a reception and presentation hosted by Weston Premium Woods Inc., Brampton, Ont., which is part of the Weston Forest Group of Companies.

According to Michael Shapiro of Weston Forest Group, “We are taking the approach of growth even in these unprecedented and difficult times. That growth involves adding to our sales force across North America and overseas, partnerships with mills, con-

centration yards, and other suppliers to ensure the highest quality product delivered to our customers on a consistent basis.

“The long and short of it is that Weston Premium Woods, part of Weston Forest Group, is growing rather than contracting. We are spending money on infrastructure and training, hiring new people, searching for new markets, looking for acquisitions, looking to solidify existing partnerships and build new ones and we want the lumber community to know about it so they can be a part of it.”

At the reception, Shapiro presented a PowerPoint presentation to those in attendance. He addressed Weston’s preparatory steps toward building a strong future, which include: a strategic plan, implementation of a new operating system, creation of a new organizational structure, creation of new company positions, invested in capital equipment and expanded the product line.

He added that, “last year Weston Premium Woods refused to participate in the recession. Now we are stronger than ever and ready to take our business to the

next level.”

Weston Premium Woods Inc. produces and distributes upper grade Hardwood lumber and panel products to manufacturers and distributors across North America and globally.

For more information, visit the company’s website at www.westonpremiumwoods.com.



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Is The Softwood Lumber Industry Ready For A Check-Off Program?

In the second quarter of 2009 the Blue Ribbon Commission (BRC) leadership—chairman Jack Jordan, of Jordan Lumber in North Carolina, and vice chairman Duncan Davies, of Interfor in Vancouver, B.C., launched the Blue Ribbon Commission with the purpose of exploring the feasibility of establishing a check-off program for Softwood lumber. The BRC is a group of 21 chief executive officers and heads of business from all regions of the U.S. and Canada who have taken a hands-on approach to developing a check-off program.

Working with forest products producers and the U.S. Department of Agriculture, if adopted, the program will institute an assessment on Softwood lumber products to support a broad-based research and promotion program, called “check-off,” designed to grow markets for Softwood lumber.

The process to develop a commodity ‘Check-Off Program’ takes approximately two years. The efforts of the BRC to establish this program, which will fund promotional activities for the Softwood lumber industry, are supported by the Binational Softwood Lumber Council.

BRC members include 14 representatives from the United States and seven from Canada. Southern Forest Products Assoc. (SFPA) along with Southern Pine Council

(SPC) and Southeastern Lumbermen’s Manufacturing Assoc. (SLMA) members sit on the commission.

According to industry experts, check-off programs are the most equitable way of funding generic product promotion and are designed to strengthen the position of an industry in the marketplace. Among the many reasons for a check-off

program, some say, are the opportunity to grow market share, improve business conditions, and capture the rightful place of the industry’s

products as the most environmentally friendly building materials, and part of the climate change solution.

Check-off programs have been used for more than 50 years by U.S. agricultural commodity producers to generate funds to help educate consumers and promote domestic and foreign market demand. Well-known examples include the “Got Milk?,” “Beef, It’s What’s for Dinner,” and “Pork, the Other White Meat” programs.

The Binational Softwood Lumber Council is providing leadership in

supporting the development of a check-off through its funding of the initiative and active participation in the process by its directors and staff.

The BRC has agreed on seven guiding principles on which to base its work:

1. Purpose: grow markets—improve share and profitability:

- Strong focus on architects, builders and product specifiers

- Market promotion driven by economic focus supported and enabled by the many environmental attributes

and preferability of wood—green building opportunity

- Market opportunities created by building codes

2. Leverage check-off funds to provide additional funding, expertise and impact

3. Minimize free riders: reduce burden on companies, that currently and traditionally fund cross-industry programs

4. Lean management and administrative structure: outsource programs

5. Collaborate with industry experts

The BRC is a group of 21 chief executive officers and heads of business from all regions of the U.S. and Canada who have taken a hands-on approach to developing a check-off program

to use existing industry programs and associations where appropriate and effective

6. Avoid duplicative programming
7. Focus research on growing markets

- Market research should drive programs

- Research to expand building codes provides marketing opportunities

- Life cycle research bolsters green messaging

During this quarter of 2010 the BRC hopes to have the details of a possible check-off ready to share with the industry, including information on potential programs, assessment and exemption levels, governance, etc.

The Softwood lumber check-off initiative is based on a study commissioned by the U.S. Endowment for Forestry and Communities. This study is available at www.usendowment.org.



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Western Business Trends



By Terry Miller
Associate Editor

Western Softwood suppliers said market conditions are slightly depressed with activity spurts that come on in a hurry and die off just as quickly. According to the Western Wood Products Association (WWPA), the lumber industry should soon see signs of a recovery, albeit a slow one. An Eastern White Pine and Western Red Cedar supplier in Idaho noted that intermittent activity has continued since November. "We've been experiencing spurts of activity that come on all at once and then die off in a hurry," she explained. "We had a very busy late November and then things kind of tapered off for a couple of weeks, rising again in the first week of December."

The source commented that cautious spending for the winter was contributing to the flurries. "People are being very careful as to what they're spending during the winter months. The remodeler's may purchase half of a job because it's at a fair price and come back in a month and purchase the other half. We also have many inquiries that carry-on into the next month, customers are trying to see if the total price will go down over a time period, so they can get the best deal for their dollar."

As the market dictates, the source said she has been trying to sell down inventory levels and has been successful with 30 percent less inventory than 90 days prior.

Transportation issues have not been a concern for the contact. "Transportation costs have actually been pretty flat. We haven't run into any issues and we're hoping to make it through the winter without any issues popping up," she said. "The biggest factor in our region is that people

are very shy about placing orders that they don't need immediately. Everyone is working on a just-in-time inventory and things are a lot more involved than they were a year ago, trying to get material to a customer who needs it tomorrow. There are a lot of different factors involved now in making the sale."

Marketing to industrial manufacturers the source said her clients markets are slow but steady. "A lot of my customers have been preparing for this winter over the last several months. I think people are a lot more prepared than they were a year ago when we were heading into the winter and people were expecting steady business, then the bottom fell out."

She mentioned that her customer's markets were also up and down. "It's the same thing, they get a couple of jobs and they're doing great then it just dies off. So there is no sort of rhyme or reason or consistency to this market."

A Softwood supplier source in Montana commented, "Some people are remodeling in this area, and they're buying a small amount of material or either they're using recycled material, which doesn't help my market much. However, business activity is beginning to show signs of improvement with inquiries coming in."

The contact said the cost of fuel had been stable in recent weeks, but he expected a price increase as business begins to improve.

Taking an optimistic stance for 2010, the source said he believes business will pick up in speed. "I think business will be a little more regular. I think we'll see some sort of recovery. I don't think it will be a great recovery, but I think we will at least be able to look forward in optimism."

According to Random Lengths (RL), Western Spruce-Pine-Fir producers and their customers have had more weeks of uneventful trading. While prices of No. 2 and Better 2x4 through 2x8 teetered back and forth, prices of the wides were firm or slightly higher.

The Western Wood Products Association's (WWPA) newest forecast noted 2009 should be the bottom for mills, with lumber demand dropping to the lowest point in modern history. However, the recovery is expected to be a slow one.

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Northeast Business Trends



By Sue Putnam
Editorial Director

Sources across the Northeast report stable market conditions, although some said more business closures and limited new construction are evident. According to

Random Lengths, spots of Eastern Spruce-Pine-Fir activity were reported, but the overall tone remained quiet. A trend found in all regions, many builders are struggling with limited credit availability for land acquisition, development and construction.

A Pennsylvania supplier of all domestic Softwoods said business activity was steady. "At best business is steady, and at worst, we're still seeing a lot of people going out of business."

The supplier said Basswood has picked up steam. "I don't know that anybody else is moving any other types of Softwoods other than Basswood in my area," he explained. "For us everything has stabilized."

Marketing to a full line of customers from food grade to construction suppliers, the source mentioned while seasonally it's normal for a lot of his customers to slow down during this period, "surprisingly most of them are still doing fairly well."

Looking ahead at 2010 he said, "I don't see conditions getting better in 2010. I don't expect to see a turnaround until at least the second quarter of 2011."

Market conditions are much the same in New Jersey, according to a Softwood supplier in the area. "I don't know what to tell you. We're keeping busy and it seems fairly active, but there doesn't seem to be a real demand," he explained. As to the factors involved, he cited housing and unemployment along with the general economy.

The Softwood Forest Products Buyer

Going into 2010 he said he didn't expect consumer confidence to pick up by much. "Everybody can say it's getting better, but people need to believe that before it happens. In this area, if you're employed you're lucky, many people are unemployed. I think the economy needs to be back on track for things to pick up and I don't see that in the short term future."

The supplier of Eastern White Pine and Cedar said, "There seemed to be a little demand for shingles and shakes a couple of weeks ago, but it was sporadic." Compared to 90 days ago the source said his inventory levels were the same. When asked about transportation costs, he said fuel cost had remained relatively stable.

According to the U.S. Energy Information Administration (EIA), the U.S. average price for regular gasoline slipped a penny to \$2.63 per gallon, \$0.82 higher than the price a year ago. Prices declined throughout the country with the Northeast dropping a fraction of a cent to \$2.63 per gallon. The EIA also noted that total U.S. inventories of propane fell in recent weeks by 0.9 million barrels to 62.7 million barrels. Northeastern stocks grew by 0.7 million barrels.

New York manufacturing sector contacts report steady to increasing activity and continued improvement in general business conditions. *The Beige Book* recently reported that commercial real estate markets in the area have been steady to moderately weaker, while residential real estate markets have been mixed, but generally weaker, especially at the high end of the market.

In the nation's second largest district, medium to small sized banks reported decreased demand for all types of loans, particularly residential mortgages. A tightening of credit standards across all loan categories was indicated at a widespread degree. Bankers in the region noted an increase in the spreads of loan rates over costs of funds for all loan categories except residential mortgages, where no change was reported. Credit standards are not expected to loosen any time soon as bankers also reported increased delinquency rates for all loan categories, mostly in residential and commercial mortgage segments.

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Ontario/Quebec Business Trends



By Michelle Keller Associate Editor

As 2009 draws to a close, wholesalers and mill owners alike are hopeful that recent signs of improvements in the Softwood lumber market will take root and grow into 2010. Although industry officials remain unsure as to whether the slight recovery of the past month represents a temporary or lasting change, many are expressing optimism for the coming year.

In Quebec, the sales manager of one wholesale operation said that although his sales for both Softwood and hardwood have dropped by almost 50 percent over the past three years, he has been pleased by a recent upturn in business. He said his sales of White Pine and Yellow Pine are beginning to creep up again.

"It's increasing a little in sales in the last two months," he said. "On a month-to-month basis, it's up about 15 percent from this month a year ago."

He noted that there are a number of factors that continue to hold back the market. "It's because of the economy; it's because of the U.S. exchange rate; and it's because of international competition of other species at a low cost," he said, specifically citing low-grade imports from China.

He also noted that in terms of his company at least, the improvement in business comes after some steep costs.

"We've downsized quite a bit and opened up offices in China and Vietnam," he said. "We've worked less hours; we're working 35 or 37 hours instead of 40."

He noted that the downsizing process has been considerable, with a drop from

150 employees in 2005 to 62 today. Still, he said, there are advantages to working as part of a smaller company.

"We can get away with downsizing and having a much easier business to manage," he said. "Bigger is not always better."

He added that although the prospect of business returning to the banner days of 2005 seems remote right now, he remains optimistic that the industry is turning around. That's a sentiment shared by a fellow wholesaler in Ontario, who said he is guardedly hopeful about 2010.

"I would have to say things have been up a little bit," he said. "I think there's a better balance now between supply and demand. This month, mills announced significant downtime. Pretty much every mill has taken extended downtime, and that has spurred a little buying."

He said that after three years of being able to get Softwood whenever they wanted, wholesalers are beginning to find that they need to plan ahead for the first time in a while. Still, he said, with the United States' economy still in a depressed state and housing starts still lagging, he continues to see some tough times ahead.

"There's a lot of blood on the floor and I think there's a lot more to come," he said, alluding specifically to foreclosures in the U.S. He added, however, that if enough mills shut down, the balance between supply and demand may be restored.

"Any uptick in demand creates a price increase," he said. "That can be quick and significant, but probably not sustainable."

Mills that have survived the tough times, however, may be poised to capitalize on any rejuvenation of the industry. One Ontario mill owner said he is hopeful, but is in the midst of what he called "the strangest year I've ever had."

"Last winter was slow, then it picked up in April and May and dropped off in June and was up in July and August. Then it was down in September and October and now it's up again," he said. But when asked about the future, he was reluctant to make a prediction. "No comment, because I just don't know."

He said his mill, which specializes in White Pine, has transitioned over the past few years to offering more value-added products, including dressing and drying

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South/Southeast Business Trends



By Gary Miller Managing Editor

The Southeast region reports slightly improved market conditions with some experiencing help from the recently extended \$8,000 first-time homebuyer tax credit; and \$6,500 tax credit for owners of existing homes who are purchasing a new principal residence. Existing homeowners can claim the \$6,500 credit if they have been residing in their principal residence for five consecutive years out of the last eight.

According to the National Association of Homebuilders (NAHB), the new law will extend the tax credit for sales contracts entered into by April 30, 2010 and closed by June 30, 2010.

In addition, the income eligibility limits to claim the full credit amount for both groups of home buyers have been raised to \$125,000 for individuals and \$225,000 for married couples.

The National Association of Realtors (NAR) released its expectations for the full year of 2009: 5.01 million home sales, an increase of 2 percent from 2008. While growth was minimal in 2009 the groups 2010 forecast is an anticipated rise of 13.6 percent at 5.69 million home sales.

An Alabama Softwood lumber supplier commented, "From the way it looks, it's going to be a long, cold and hard winter. I hope we can see some activity pick up by March but I'm afraid that it's going to be more like May or June of 2010."

As to the factors involved in the current market, the source said construction was at its lowest point. "Not only do you have the seasonal factor that people normally

don't build in the winter, but you've got the economic conditions where people are afraid to do anything," he explained. "We're in a situation where we're seeing more mills closing or mothballing. The banks aren't lending any funds with stringent requirements and that's a huge problem."

The supplier said the homebuyer tax credit has helped his market to a degree. "It has helped some. There has been mention of extending the credit to any homebuyer not just specific to first-time homebuyers, and, from my understanding, some legislation just passed and that development should help the Softwood lumber industry and others, if they meet the credit requirements."

Manufacturing Cypress and Southern Yellow Pine, the contact said he recently dropped his inventory levels another 15 percent. "Transportation costs are the same as they were three years ago. We're not seeing the volume out there, I don't think it will be a bed of roses in 2010 and I question how many mills will be left."

In Mississippi a Softwood supplier said market conditions were spotty throughout 2009. "The early part of the year is slow for us in a normal market. I hope we've seen the bottom but conditions are about the same. We haven't seen a lot of improvement over the last six months."

According to the source, lack of confidence is the primary factor. "If there's no confidence in the market, people aren't going to spend, which slows the economy," he said. "Unemployment numbers are also high right now and that has a large negative impact."

The Southern Yellow Pine supplier also noted that transportation costs were down. "Fuel prices are down and trucks haven't been hard to find," he explained.

Serving mainly industrial markets the source said his customers' markets were off. "They're down like most, but I think we'll all see a little improvement after the first quarter," he noted. "I think we are in for a slow recovery and there will be gradual improvements."

The National Assoc. of Realtors recently released its 2010 housing forecast. With explanation and caution, the group's chief economist, Lawrence Yun, explained, "A steady draw-down of inventory will help

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dance was only off by approximately 20 percent from last year with over 1,100 delegates at this year's event in Chicago.

Exhibitors polled were mixed in their perceptions about this year's show. Some were pleased with the number and quality of visits from buyers they received, while others voiced concern about lack of buyers and the slow pace of the show.

In addition to the exhibition hall, several speakers addressed guests in various seminars. They included: Dr. Adam J. Fein of Pembroke Consulting who spoke on "Strategies for an Evolving Supply Chain"; John D. Wagner and Green Building Product Trainer and Consultant—"Selling Green for the Lumber Industry." Forums and panel presentations were also offered, including Rick Grandinetti whose address was "Succeed Inside The Box."

Networking and social functions are a mainstay during all NAWLA Traders Markets. This year was no exception. The association hosted an Early Bird Cocktail Reception, a Grand Opening luncheon, an Ice Breaker reception and 10 various group meetings.

The NAWLA Traders Market® is the lumber, millwork and building materials industry's premier event focused on supplier/distribution interaction. The 2010 Traders Market will be November 4-6, also in Chicago.

To contact NAWLA, phone 800-527-8258 and visit them online at www.nawla.org.

BERG -
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recting for this phenomenon."

He continued, "That pressure on our market because of that speculative bubble in housing, that overbuilding, has translated into aggressive cost reduction efforts across all sectors."

"The cause of the collapse of the housing market is two-fold," Berg said. "First of all,

we had overbuilt. We had a lot of speculation in the marketplace, and adjustments for this speculation can be done by reducing production, therefore reducing housing starts, or demolition, actually removing housing from the inventory. Both of those are well in place."

Berg expected that the excess housing would be worked off by the end of 2009.

"The second problem," Berg said, "is a little more entrenched into the marketplace and it is a little more painful to correct for, and that's the overbought. Many households purchased homes they that couldn't afford because of credit standing. People that owned homes leveraged way beyond their means, and as home prices have come down, they've been squeezed. This process takes both relocation of households into homes that they can afford and also lower home prices. And we're seeing that unfold and continue to unfold into next year. And these dynamics are going to be manifested in foreclosure rates that are going to stay at relatively high levels but improve probably through the next year."

Berg said it appears the housing market has bottomed and turned, but it isn't "flying out of recession levels."

Sales, inventory, production and prices appear to have bottomed, he said.

Key elements for a housing recovery in 2010 and 2011 are much-improved affordability and pent-up demand, he said.

People evicted from their homes are in need of less-expensive housing, he said, and they constitute pent-up demand.

He said that in the aftermath of the overbuilding of the late 1990s to the middle part of this decade, housing starts will stay below underlying demand for the next couple of years.

Mortgage rates, at 5 percent at the time of the webinar, are expected to stay low through 2010 at least, he said.

The home improvements segment of the forest products industry is weighed down by tighter credit available to homeowners and the fact that much equity was wiped out this decade.

Support for this market comes from sales of existing homes slowly starting to increase.

Based on the prevailing headwinds, remodeling will be weak until it picks up in the second half of 2010 and in 2011, he

said.

Berg said the Federal Reserve is concerned about vacancy rates in commercial properties. This is a classic problem, he said, as commercial properties lag behind the economy.

A drop in the GDP last year, reflecting a \$1.1 trillion loss of production, has affected office and retail space. This is different from the beginning of this decade, when the dot.com bubble burst, he said. There was overbuilding of commercial space then, Berg said, but that's not the case this time. "As the economy turns around, we should be able to assimilate these units."

While housing starts are expected to increase and home repairs should improve by 2011, nonresidential construction could drop even more in 2010, Berg said.

"The outlook for lumber demand under modest housing numbers is not extremely positive," Berg said. "But you see that it does gain a little momentum in 2011 as nonresidential repairs and remodeling turn around."

The total demand for North American Softwood Lumber (American and Canadian combined) is projected to be 50 billion board feet in 2010 and 56 billion board feet in 2011. This is below the previous peak and a 10-year average.

Berg addressed the supply side of things, including the cost profile of the industry and the available capacity to produce lumber.

There has been a dramatic reduction in the cost curve. "We've see log prices drop precipitously. We've negotiated and seen reductions in all input prices. Mills have reduced head-counts. They've gotten creative on production runs to the point where they have maintenance people standing on the line. They've cut overhead costs. Higher-cost mills have been closed. All of these have worked to lower the total cost-curve for the industry. So we have a dramatically reduced cost curve as we go into the next cycle."

Between 2006 and 2008, product-adjusted cost plus freight to Chicago from different regions of the U.S. and Canada dropped from about \$380 per million board feet to below \$350 and, in most cases, below \$300.

"We've seen a dramatic reduction in capacity," Berg said. "With the losses

we've experienced and the length of time we've experienced it, we've lost an estimated 10 billion board feet of capacity between 2005 and 2010. That comes to about 133 mills that have closed permanently.

To get the demand capacity ratio in 2011 back to the upper 80 percentile, you'd have to lose another 125 to 130 mills, Berg said. He believes capacity will continue to drop through 2010 but the number of closures will stop in 2010 and there will be incremental gains in productivity.

He predicts the demand capacity ratio to be 70 percent in 2010 and 77 percent in 2011.

At the end of 2009, dealers and wholesalers were buying only the lumber they needed to meet orders, he said. "This works fine in a retreating market," Berg said. "This is a real safe deal because demand is dropping and you're not testing the supply capabilities of the industry because the industry is lagging behind and not cutting as fast."

Going into the end of 2009, he said, "We don't have the inventory overhang that we had to blow out at the end of '08. At the same time, mills are already losing money. Their production schedules in the fourth quarter will reflect that they are not making money."

In the second and third quarters of 2010, Berg expects seasonal and cyclical improvements in demands, raising the potential for volatile prices.

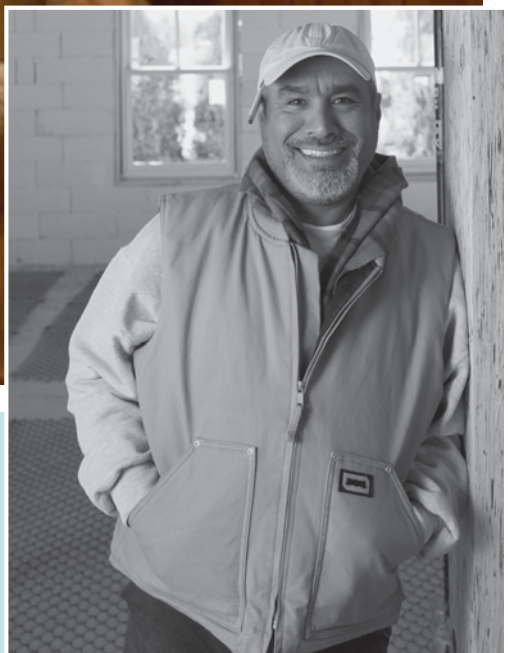
"It's not a bullish forecast but I think as the market does improve, you will see an upward trend in prices."

Berg predicts cash flow for mills to be neutral in 2010 with a modest improvement in 2011. Every quarter for some time, he said, demand for North American Softwood Lumber has dropped below the year-ago level. "We're now starting to expand," he said.

He believes that in the third quarter of 2010, business will be 10 to 15 percent higher than the previous year on a volume basis and this will test the supply capabilities of operating capacity.

Mills will have to increase production. Berg said that once the mills respond – "and they can" – prices should return to close to their levels at the beginning of

Continued on page 29



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BERG -

Continued from page 28

2010.
 "Even with our bullish housing forecast, which we've heard from many people," Berg said, "demand for North American Softwood Lumber in 2010 is going to be below the average for the last 10 years. It's a lackluster forecast. Prices in this forecast reflect that."
 But since the industry has been down for so long, this forecast could seem overly optimistic to many people.

FORECASTS - Bernstein

Continued from page 1

essence of our ability to recover and generate growth through business investment. Once the level of business investment becomes active and the unemployment levels begin to stabilize, or decrease then we can look forward to the years 2011 and 2012. Until then keep pulling out that splinter.
 The major challenges we are proactively preparing for are customer credit issues, and supply line disruptions. There are many ways to monitor customer credit. Continued dialogue with our customer base creates a closer relationship so if a problem does occur both parties can address it before it's too late. The greatest struggle is extending credit lines to enable increased revenues, but maintaining conservative exposure, this is the fine line we walk.
 A large effort is continued communication

with our vendors. All parts of the supply channel want to understand the actual supply lines and the required amount of investment their inventory will require. As the seasonal requirements change so does the level of investment. In 2010 we believe that the building material product groups will experience inflationary swings, pricing volatility and shortages. This is hard to believe given the state of our overall economy, but we believe it will happen. Delivering this message to the retail/contractor level of the supply channel is a difficult one. This year greater communication between channel partners will be critical to the recovery. Having the right amount of inventory, at the right time will play a critical role to this industry's recovery. The consumers today monitor their expenditures and available income for spending more so than ever before. They will buy it when they can and will not, when they cannot. Our supply channel needs to understand this and invest in our industry so products are available for the contractor/consumer when they are ready. Empty shelves will only frustrate the end user and delay our industry's recovery. Our marketing efforts, buying programs, inventory commitments that we offer to our customer base, hopefully delivers an incentive to maintain inventory levels at their point of the supply channel.

FORECASTS - Jeffers
 Continued from page 1

and have done everything possible to take marketshare in the no growth business cycle we are in. There have been business casualties but the strong survive and likely will in 2010 and beyond.
 Here at PPG/Olympic Machine Applied Coatings, we are continuing to invest in new products, new programs and stronger selling efforts. New customers are always the key to survival while we deliver exceptional service to our existing customers. We didn't cut back on exhibiting at trade shows or in our advertising budget. Advancing our brand and telling our story is still a key strategy for us.

What we do now, we know, will drive our business in the future. Some of the things we are doing is we have just recently launched *MachinePure@ Prime*, a new technology, environmentally friendly primer that delivers ultra low VOC and HAPS free contents while eliminating the need for slip-sheets in most instances, eliminating waste and saving money. We are expanding the inventory of our water based stain killing primer, *Seal-Grip@ MC*, providing a solid option to oil based primer on many extractive rich wood species. And we have developed advanced ways to deliver finish coat material for wood or fiber cement and composite building materials by eliminating the need for colorants and using a computer to dispense and blend exceptional colors. This process and technology will move users to higher performance capabilities by improving processes and eliminating costs and wastes while delivering outstanding quality of product.
 There is no doubt 2010 will offer us new challenges and opportunities. Doing something new with our offering, knocking on more doors, and listening well to our customers will continue to be our path forward to prepare us for the challenges and allow us to capitalize the opportunities.



Terry Baker
 Tri-Pro™ Cedar Products Inc.
 Old Town, Idaho

Sounds a bit repetitive....given the current situation in the overall economy we feel 2010 will continue to be an incredible challenge. We're probably looking at a slight uptick in the second quarter; going from a two to three on a scale of ten isn't exactly a runaway, however. Our customers, as are we, proceeding with extreme caution.
 The comments from our customers are very consistent...preparing for the worst but hoping for the best! There seems to be a definite rift developing in the distribution

chain. Instead of working together it's more like retailers vs. distributors and distributors vs. the mills! At least in the case of Western Red Cedar, our more astute customers have realized that there really is a wood shortage in certain items. Because of the vast amount of mill closures it will be difficult to call twenty mills to get coverage when only a handful exists. When this current situation does turn around having more wood in fewer hands will make the market even more volatile.
 Tri-Pro™ Cedar Products Inc. continues to be a full service manufacturer. We don't plan any expansions but rather will continue to fine tune our current capabilities.

Kevin Hynes
 Hancock Lumber Co.
 Casco, Maine



In preparing our Business Plan for 2010 we have talked to our customers and friends about what they see for the coming year. Generally the feeling is upbeat and positive with sales of Eastern White Pine being anywhere from slightly better than 2009 to 25 percent better. I haven't heard anybody say conditions will be worse than 2009. The majority agree it is going to be 10 to 15 percent better in 2010 than in 2009.
 The reason for this is solid. Whether you are a sawmill or a retail yard, neither are carrying much inventory of Eastern White Pine. Different from last year when there was too much inventory, thin inventories this year should equate to steady buying through the first quarter of 2010.
 Mills have adjusted their manufacturing capabilities to fit the market. No one is generating more lumber than they can sell. At the same time, if and when their customers need more the capacity is there to fill orders.
 Having consistent outlets for Eastern White Pine Lumber overseas has also helped to keep sales and production in bal-

Continued on page 30

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FORECASTS - Hynes

Continued from page 29

ance. In any market, quality is important. At Hancock Lumber Co. we are always striving to improve the quality of our products. To produce a better quality product at our Bethel, Maine facility, we installed a new Weining moulder in January 2010, which gives us the ability to produce made-to-order pattern stock with short lead times. This important Capital Investment, is an investment in the service and quality for our customers.

Also recently we installed a state-of-the-art software system in our Bethel Planer Mill to provide better operating and quality control. This new system controls every machine in the Planer Mill, enabling us to fine tune the entire Planer Mill for optimal quality performance.

As we head into 2010 Hancock Lumber Co. would like to remind our customers and friends that we are here to meet your needs. No matter how unusual or difficult it might be the Team at Hancock Lumber will get it done.

We hope all of our customers, friends, and associates had a great Christmas and wish you all a happy and prosperous year ahead.



**Ernie Clark
Mars Hill, Inc.
Waynesboro,
Miss.**

I'm optimistic that 2010 will be a better year for the lumber industry than what we experienced in 2009, but not a whole lot better. It's going to take time for the housing market and

economy to get strong, again. We'll have a supply driven market in 2010 because there just isn't much supply out there.

I believe that many of the mills that have shut down will not be reopening for a couple of reasons: first, it would take a whole lot of capital to re-open a sawmill; and sec-

ondly, when a mill closes all the employees, including the key people, are going to find other jobs. A mill would have an extremely hard time replacing their key people that have a lot of experience in performing various jobs at the mill. So in slow times many sawmill owners are content when their mills at least break even so they can keep their employees working. The owners still operating are counting on making better profits when the economy gets better.

A topic Americans frequently hear about is global warming. The environmentalists and even our state and local government seem like they are always using global warming as a tool against the forest products industry. In some areas they don't want log trucks operating on roads because they think it's a deterrent to the environment. I'm sure many of the well-intentioned individuals in government do not realize how big the forest products segment of our economy is. Our industry furnishes hundreds of thousands of jobs in this country and millions of dollars of tax revenue for both state and local governments. It's obvious that environmentalists are always trying hard to get people to believe like they do. I know here in Mississippi, we just had one of the coolest Augusts that we've had in recent memory. Furthermore, I heard on a radio talk show recently that Chicago just had their coolest July since the 1970's. From everything I've read and heard, it's a scientific fact that our country has been in a cooling trend for 10 years.

As far as mentioning any expansion my company has undergone, by the time this article comes out in the January 2010 issue of your newspaper, we would have already moved into a larger building about a block away from where my wholesale lumber company is currently located.

The last subject I'd like to touch on is how important it is for us in the forest products industry to write your senators and congressmen to let them know where you stand on key issues before them. If there's an important bill about to be voted on, I call my political representatives to let somebody in their office know where I stand. Phone calls to your senators and congressmen can go a long way in helping to get legislation done like you want.

My co-workers and I hope everyone had a

nice Christmas and a Happy New Year!

**Digges Morgan,
President
Southern Forest
Products
Association
Kenner, La.**



The Southern Forest Products Association (SFPA) is a nonprofit trade organization representing Southern Pine Lumber manufacturers. Since 1915, SFPA has promoted members' products for a wide variety of residential, light commercial and industrial applications.

Our industry has faced dramatic downturns before, but certainly nothing quite like the business climate of the last two years. Steady, monthly declines in lumber demand have affected members' operations to create an environment not seen since the Great Depression. The absence of meaningful homebuilding activity across the country, magnified by continuing record foreclosures, has eliminated the market for new home construction. As a result, SFPA is taking aggressive steps that allow our industry to undertake the best possible promotional strategy for moving forward.

For manufacturers, we anticipate no improvement to the profitability picture until later in 2010 or in early 2011. Fortunately, we may have seen the market bottom, but our industry could be stuck in neutral for most of 2010. From a record annual volume recorded in 2005 (19 billion board feet), Southern Pine manufacturers may be fortunate to turn out 13 billion board feet in 2010. And that figure represents an improvement of the total volume estimated for 2009 of barely 11 billion board feet.

Our member producers will continue to apply what they learned last year: how to lose less money. Softwood lumber prices remain below break-even levels, while companies continue to operate in survival mode. Just like last year, associations and companies are learning how to "do more with less."

The Softwood Forest Products Buyer

The extension of the federal tax credits to new homebuyers and those who are looking to move up has helped manage the massive national inventory of properties for sale. There will be no new demand for housing until a substantial portion of the millions of homes now on the market become occupied. Fortunately, the credit crunch has eased somewhat. What to expect during the second year of a new administration in Washington adds yet another variable. Struggling financial markets, high unemployment, stagnant personal income growth and minimal exports continue to complicate the recovery picture.

Despite the poor business climate, SFPA is moving forward. Collaborating with members, our proven marketing program continues to make progress in promising target markets. SFPA is working to advance the positive green messages that only a renewable resource like wood can offer end-users. Our Forest Products Machinery & Equipment Exposition is being retooled and moving to Atlanta for 2011 to showcase the newest products and services available as our industry gears up for a recovery.

True, the current downturn is unlike any we have seen before. For nearly 100 years, SFPA has conducted a wide range of promotional programs and weathered every downturn. Providing necessary services to our members while healthier markets are eagerly awaited, we can assure the long-term success of our industry. Complete information about SFPA programs and services is available at www.sfpa.org.





**Dennis Hardman,
President
APA - The
Engineered
Wood
Association
Tacoma, Wash.**

Prospects for the structural wood panel and engineered wood prod-

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FORECASTS - Hardman

Continued from page 30

uct industries will hinge for the most part in the coming year on the housing market. That is no surprise, since residential construction is far and away the single largest and most important market for most wood products in the structural engineered category.

Given the dismal state of the housing market in 2009—just 560,000 single-family and multifamily units combined (plus another 55,000 manufactured units), based on our late-year estimate—it is difficult not to think that the housing market has hit bottom and is nearing a turnaround. The rebound, however, is most likely to be slow in tandem with recovery of the overall economy, which still suffers the highest unemployment rate in a generation.

Our current forecast is for single and multifamily housing starts to rise by 105,000 units this year, to 665,000. That would represent a substantial 19 percent increase over 2009, but still just a third of the housing starts recorded in the peak year of 2005. A full-fledged housing market recovery is not likely until 2012, when housing starts under our latest forecast are expected to reach 1.24 million units.

A hedge against that bet is interest rates, which remain at historical lows but which will almost certainly come under increasing pressure at some point in response to unprecedented federal government stimulus and other spending. It will therefore likely be a race to get housing going again before mortgage rates spike sufficiently to stifle the turnaround.

Our forecast is for all domestic markets except nonresidential construction to see increases in demand for plywood, oriented strand board, glulam timber, wood I-joists and laminated veneer lumber this year. Nonresidential construction, historically on a different cycle than residential construction, peaked in 2008, three years later than the residential market. While the residential construction, remodeling and industrial markets are expected to see 2010 structural wood panel demand increases of 24, 7 and 5 percent, respectively, demand in the nonresidential construction market is

forecast to decline 10 percent.

U.S. and Canadian structural wood panel exports are expected to finish 2009 down 45 percent from 2008, a reflection of the global recession. Imports last year also are expected to be down 21 percent following a similar decline in 2008 in response to weak North American demand. However, both exports and imports are forecast to rise this year as economies around the world begin to recover. Panel exports are expected to increase 22 percent to 745 million square feet (3/8" basis) while panel imports are projected to rise 42 percent to 732 million feet.

The forecast by product category is for North American Softwood plywood production to rise 4 percent this year, OSB 14 percent, glulam timber 8 percent, wood I-joists 35 percent, and laminated veneer lumber 25 percent. These are all welcome numbers, although again, recovery will be slow and the challenges significant under even the best market demand and industry production forecasts for this year and beyond.

Like companies and industries across North America, APA over the past year has had to reduce spending and focus on activities most essential to its core mission. Current Association priorities include maintaining the high standards of our quality auditing and certification programs; assuring member market access via codes, standards and local market activities; supporting such vital services as market forecasting, online information services and the Product Support Help Desk; and finally, leveraging non-dues income in support of such programs as our Gulf Coast residential construction and North American nonresidential construction market programs.

Those programs in combination with APA's ongoing market maintenance and development efforts underscore our belief in the importance now of building for better times.

**Michael O'Halloran, President
Western Wood Products
Association
Portland, Ore.**

There are signs of a light at the end of the tunnel for Western lumber mills in 2010.

But a full recovery for the lumber industry should not be expected any time soon.

For 2009, U.S. demand for Softwood lumber is expected to be lower than any year in modern history at just over 31 billion board feet — less than half the volume consumed five years earlier.

Paralyzed by the U.S. financial crisis, construction of new homes plummeted to 551,000 in 2009, the lowest total in more than a half century. Since new residential construction accounts for 45 percent of annual lumber demand, the decline in housing starts has had a devastating effect on U.S. production and Softwood lumber imports.

Looking ahead to 2010, sawmills will begin to see some improvements in the market. But persistent problems involving home foreclosures, credit availability and unemployment will continue dampening lumber demand and production.

Lumber demand should rise 11 percent in 2010, totaling 34.5 billion board feet. Housing starts will increase 21 percent to 668,000.

U.S. lumber production will move higher to meet the new demand. Western mills are expected to produce 11 billion board feet of lumber in 2010, up 8 percent. Sawmills in the South will match that growth and increase production to 12.6 billion board feet.

Canada should begin to regain some of the market share lost over the past few years. Imports from Canada are expected to rise 18.8 percent in 2010 to 9.4 billion board feet. Volumes from Europe and Latin America also will increase to just over 1 billion board feet.

Beyond 2010, both lumber demand and production are expected to follow an upward trend as economic activity and housing construction continue to rise.



WHO'S WHO - Gorshing

Continued from page 22

"The Department of Defense prefers them over other wheel chocks available as the bottom has no primer or paint, which helps the wooden chock stay on the tarmac more effectively," Gorshing says.

Oklahoma League for the Blind also manufactures other products, not made with wood.

It purchases 200,000 board feet annually of lumber, all of it certified.

Oklahoma League for the Blind is a member of the Oklahoma Lumbermen's Association.

Gorshing has held her present position since July 2007. That year, she won the Employee of the Year award.

Gorshing graduated from Sentinel (Okla.) High School and went on to earn a bachelor's degree in accounting from Southwestern Oklahoma State University. She and her husband of 12 years, Chad, have two daughters.

"I have currently started rowing," Gorshing says. "A few volunteers for OLB have put together a rowing team made up of four sighted individuals and four non-sighted individuals. I am one of the non-sighted individuals on the team rowing on the Oklahoma River in downtown OKC."

"I also love spending time with my husband, Chad, and our two daughters, Paige, 12, and Alyssa, 8."

WHO'S WHO - Iorg

Continued from page 2

turned 4x4 post and post caps," Iorg says. The company also offers turned balusters and has the ability to handle truck loads or unit orders.

Pacific Clears purchases 7,000,000 to 8,000,000 board feet of lumber annually.

Pacific Clears is a member of the California Redwood Association.

Iorg has worked in the forest products industry 40 years. His first job was at McNamara & Peep in 1968. After that, he

Continued on page 35

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WHO'S WHO - Iorg

Continued from page 31

worked in quality control and lumber sales at Cal Pacific Redwood, and in lumber sales at Schmidbauer Lumber.

For the past 30 years, Iorg has worked for Pacific Clears as general manager. A graduate of Arcata High School, he went on to earn a bachelor's of science degree at Brigham Young University.

He is a member of the board of directors of the California Redwood Association. Iorg and his wife of 35 years, Pamela, have a son, four daughters, seven grandsons and five granddaughters. In his free time, Iorg enjoys archery, hunting, fishing, music and guitar.

WHO'S WHO - Kling

Continued from page 2

annually.

In 2005, Tuff Shed was named Ernst & Young Entrepreneur of the Year.

In 2008, the company was named Home Depot Provider of the Year.

Kling has worked in his present position for the entire 12 years he has been with Tuff Shed. He began his career in the forest products industry 17 years ago as purchasing manager for an architectural woodworking firm.

A graduate of Edwardsburg (Mich.) High School, Kling went on to graduate from Olivet Nazarene University in Kankakee, Ill., and to earn an MBA in operations research from the University of Denver.

He is an adjunct professor in the department of management at Regis University. Kling and his wife of 23 years, Amy, have two sons. In his spare time, Kling enjoys the outdoors and playing guitar.

WHO'S WHO - Stuckey

Continued from page 2

is a concentration/distribution yard that purchases over 10 million board feet of Cypress, Cedar, and Southern Yellow Pine, engineered wood products, framing lumber, composite decking, boards and pattern each year.

Wholesale Wood Products manufactures items from Cypress, Pine and Cedar in addition to sales.

Stuckey says he has been with the company since he was a young boy. His father, Jim Stuckey, and co-owner, Chuck Harris, started the company in 1979.

His first job in the forest products industry was in 1996 as a mill sales representative for Custom Lumber Manufacturing. In 2000, he became an account manager for Georgia-Pacific Corporation's Softwood lumber division. He then returned to Wholesale Wood Products in 2003 as general manager.

Wholesale Wood Products is a member of North American Wholesale Lumber Association (NAWLA) and the Southeastern Lumber Manufacturers Association.

Curt Stuckey is a member of NAWLA's membership committee and the Touchdown Club-Birmingham chapter.

Stuckey graduated high school from Houston Academy in Dothan, Ala., and earned a bachelor's of science degree in biology from the University of Alabama at Tuscaloosa.

Stuckey and his wife of three years, Heather, have two daughters and a son.

WHO'S WHO - Tibbetts

Continued from page 2

September of 2009. In addition she attended the 2009 NAWLA Traders Market® in Chicago.

A new face in the sales office is not all that is new at Robbins. Robbins Lumber recently launched Penobscot Bay Coatings (PBC), a full line of paint and clear coat products. PBC is available for priming of 4/4 and 5/4 boards as well as clapboard and Hardiplank. PBC also provides top coating in any color, custom staining of live edge bevel and other rough faced products and clear coating of knotty Pine products run to pattern, such as WP4 and ECB1S.

Tibbetts graduated from Westbrook

College with a degree in liberal arts. Her husband Mark also works for Robbins Lumber Inc., as master electrician and Maintenance Department Manager. They have one daughter, Mallory, who is seven years old. Tonia volunteers at her daughter's elementary school – where she is president of the Parent Teacher Group (PTG), is a Trustee at the University of New England, volunteers as a host of the annual auction on public television, and enjoys designing and crafting hand-made stationary and cards in her spare time.

Sustainable Forestry Initiative (SFI) certified Robbins Lumber Inc. is a member of the North Eastern Lumber Manufacturer's Assoc. (NELMA), and the North American Wholesale Lumber Assoc. (NAWLA). For more information about Robbins Lumber Inc.'s products and services contact Tibbetts at 207-342-5221 or visit www.rlco.com.

OLD VIRGINIA -

Continued from page 4

certain their log home dreams come true. From the receptionist to the draftsman, whether it is one of their own designs or a custom design, Old Virginia has a reputation for fine-tuning plans until they are exactly what the customer desires.

The Eagle System is a unique design of hand hewn 6"x12" logs in White Pine, Western Hemlock and Hem-Fir in lengths up to 40-feet that are grooved to accommodate movement with the company's distinctive chink board system.

With the Williams System logs are hand hewn or planed to accommodate four different styles: 1.) A V-groove on both sides; 2.) Chinking on both sides; 3.) a V-groove on one side and chinking on the other; 4.) Each room in the house can be treated individually with chinking or V-groove as desired. The company's customer planer sizes 6" x 12" White Pine timbers in lengths up to 16-feet to uniform 11-3/4" in height, simultaneously cutting a groove that houses a wooden spline to assimilate the customer's choice of style.

Due to the numerous requests for a planed log with a rounded contour, the Huff System was created. While milled logs are often known for trouble spots in the manufacture of log homes such as leaky corners, cracks between the logs and air infiltration, this system solves those trouble areas. This system features a dovetail notch corner instead of a saddle notch or butt & pass. Old Virginia uses a log screw system that replaces spikes and allows the house to settle if there is shrinkage where all the fits will grow tighter. With so much controversy over which is better to use for air infiltration—spine or tongue and groove—the company integrates both in the Huff & Williams System.

Every piece that goes into Old Virginia's log homes is air-dried. It is due to their large inventory of logs and the large storage area that they are able to provide air-dried lumber.

Logs are hand hewn then dried at least four months and are below 20 percent moisture content before being used in a log package. All logs and materials used are graded under the supervision of Timber Products Inspection Inc. (TPI). Every piece is inspected a second time as the home is handcrafted. Each corner is fitted and set up in the manufacturing yard to ensure a perfectly tight fit, then disassembled and loaded on company trucks to be delivered to the customer's completed foundation and sub floor. Log homes are installed as they are unloaded by experienced company employees or company qualified contractor/dealers, saving the customer the challenge of getting the logs to the site and properly installed.

Old Virginia's "What You See Is What You Get" guarantee means exactly what it states. "If the overall quality is not as good as our headquarters, we will offer a full refund and the house is free of charge," Williams explained. "Our guarantee is simple and to the point, and we stand behind it." Not only do they invite prospective customers to tour their facilities, inspect the models and even spend the night in their guest cabin, "while you're here and if you feel up to it, you can even try your luck at hand hewing a log," he added.

Old Virginia Hand Hewn Log Homes was founded in 1981 with the goal to continue an American heritage—handcrafting authentic, Appalachian style log homes and to continue a family tradition. With a commitment to excellence over cost effec-

Continued on page 36



Two Coat Exterior Prime

Our two-coat process starts with an alkyd sealer to block tannin migration, followed by a high-performance acrylic primer. The result: **RESERVE** quality, inside and out.

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OLD VIRGINIA -

Continued from page 35

tiveness, gratitude to the generations before them and an experienced knowledgeable staff, Old Virginia will likely be successful for years to come.

For more information about Old Virginia Hand Hewn Log Homes Inc., visit them at www.oldvaloghomes.com to view step-by-step schematics of their log homes, or contact 246-546-5647.

FOREST GROVE -

Continued from page 6

specifications we can supply a surfaced product, a band-sawn product, a circle sawn appearance product or a hand hewn appearance product. Whatever look the customer wants to achieve we can deliver it. We also have our trademark process called Accuruff®, which is a coarser band sawn look for those applications that need something a little coarser." Accuruff's rustic finish is available on one, two, three or four sides.

President Sid Smith has been a partner in FGL since 1991. Smith's history in the lumber industry began in 1965 at J.W. Copeland Lumber Co. in Oregon City, Ore., where he was a manager. During his career he worked for North Pacific and helped start their Shelter Products division in Portland. Smith founded Idaho Pacific Lumber Co. in 1979 where he acted in his role as president until his retirement in 1993. Smith returned to the industry with FGL after only two years of retirement. Vice-President Jack Burnard rejoined the company in 1975 to help his father keep the books for a couple of weeks. He has remained with the company ever since. After a long career in Canada's lumber industry, COO Ted Dergousoff joined FGL in 2004.

The FGL team consists of approximately 50 employees with 22 a part of the company's sales team.

FGL also provides 19 pre-designed corbel patterns, arches, knee braces and other custom milled products. The company's supply network is made up of more than ten sawmills in the Pacific Northwest and Canada.

FGL's timbers have "landed" in some interesting places. "Some of the ultra rich movie stars decided they wanted to have this special look in California and we've had several big homes that we built there, or furnished the timber for, which gives us a special satisfaction," Smith explained. "Our product is spread in applications throughout the United States on special jobs that we feel very proud of having supplied. We've got something very special and select. Some of the larger timbers that are needed can only be found in the Northwest and we have the good fortune of experience and ties to a lot of mills that give us the ability to find some of these very, very difficult timbers. Now these are not everyday occurrences, but we end up having some very special orders all over the United States."

FGL is a member and strong supporter of the West Coast Lumber Inspection Bureau (WCLIB) and a member of the Timber Frame Guild. The company's special products coordinator, Mike Burnard, serves on the Portland Wholesale Lumber Wholesalers Association's board as its president.

For more information visit www.fglco.com or contact 800-647-9663.

TEAL-JONES -

Continued from page 10

marily Hemlock, Douglas Fir and Sitka Spruce domestic and export lumber products, including structural and appearance timbers and squares and industrial products (clears, fitches, shops, mouldings). This mill also provides custom cutting services.

Five years ago the Jones' built J.S. Jones Timber, a state-of-the-art sawmill, which has the capability of cutting up to one million board feet of lumber per day. "We named the mill after my Dad. We cut small logs from this mill that go all over the world to our good friends in the U.S. and to our good friends in Japan and other parts of the world," Tom explained. The small log

sawmill manufactures Douglas Fir and Hemlock, focusing on high value 'specialty' square edged, small tight-knotted structural merchandise products, such as appearance grade decking for treating, trim, fascia, and lam/truss stock.

Teal-Jones offers 215 sorts from the sawmill. "We have 215 primary sorts coming out of the sawmill," Randy Jackson, mill manager explained. "There is a portion of those 215 that ends up going to the planer mill to be sorted again. We utilize as much of the log as possible, we'll wind up making another 50 sorts at the planer mill."

In Salmon Arm, B.C., the firm's Red Cedar Lumber Division specializes in custom cutting Red Cedar appearance timbers. Well-branded finished products with preferred length and width tallies are manufactured from this facility. Specialty products including Red Cedar fascia, posts and industrials are also manufactured from this facility.

Operating several facilities throughout British Columbia, the Red Cedar Shake, Shingle & Sidewall Product Division includes the Teal Cedar Shake & Shingle mill, which produces a variety of roofing and sidewall products. Teal Cedar is also the only Shake & Shingle mill that has its own timberlands which provides direct access to raw fiber. This in turn provides consistent and reliable sourcing of logs.

The Cascade Cedar operation has three shake machines that produce 1/2-inch and 3/4-inch shakes in both 24-inch and 18-inch lengths. In Masset, B.C., the Graham facility has four shingle machines and one shake machine and the Titan Ridge facility in Port McNeil, B.C., has seven shingle saws and a Diasaw that produces shingles and shakes.

With four generations of Jones family now onboard, the company also has a history of multiple generations of employees and customers. "We have customers that have remained with us from the day that we started," Tom said. "Now their sons and daughters are running their businesses and continuing on." Some of the Teal-Jones' employees are in their third generation.

The company's relationships are as stable abroad as they are in their home of the U.S. "Different countries have different customs, and we respect those customs," Tom said. "When I go to Japan, the buyers like it when the actual owners come. They like to see the same people coming each visit."

At its core, The Teal-Jones Group is a family structured, owned and operated business with decades of experienced personnel. Along with Tom's wife Holly, his daughter April Choquette, son Chad and his brother Dick's daughters and sons, Shelley Schmidt, John Gardner, Alan and Mandy Jones also work for the company.

Dick Jones attributes the success of Teal-Jones to values instilled by their father at any early age. "Our Dad instilled integrity in us from the beginning. Everything that he received, he earned."

As for the reason a customer should choose Teal-Jones Group over their friendly competitors, Dick said, "Quality is not just a word at Teal-Jones. We grew up in this business, we know how to make a good product. The company is fabricated into our daily lives, we take it home at night and wake up with it in the morning."

Tom added, "I was working in the mill from the time I was 9 years old." As a framed photo takes him down memory lane, Tom tells what it was like growing up around the sawmill. "In that picture, we were in North (Delta) with our little mill. We used to have five square shingles and every Friday night we would load them onto the truck to sell to another mill," he explained. In fact, the Jones' own a renovated truck, identical to the very same 1930 Model AA truck in the photograph. "It's the same truck we used to deliver the shingles from our one machine shingle mill in Surrey many years ago," he said.

The Teal-Jones Group offers buyers a tradition of quality for over 60 years. Tom Jones said, "The company operations specialize in well-manufactured high quality forest products and in servicing their customers' needs with innovative, cost effective solutions."

Manufacturing price competitive products according to customers' demands and specifications is the company's mission and policy. By providing well-manufactured, consistent high quality products in a cost effective manner, company management believes customers will continue to rely on the Teal-Jones Group for much of their needs.

For more information about the Teal-Jones Group visit www.tealjones.com or contact 604-587-8700.

AWC -

Continued from page 15

tion so far. In addition, coalition organizers have directed that the new AWC will coordinate and work closely with the industry's existing state, regional and product associations.

For more information on how your company or organization can get involved, contact Robert Glowinski of AWC at 202-463-2768.

GREENBUILD -

Continued from page 17

the economic crisis and the climate crisis are connected. He shared his view that a shift to renewable energy that is domestically produced would create more jobs by constructing windmills, solar power, green construction and retrofits on existing buildings.

Gore said, "The green movement is growing by leaps and bounds across the U.S. and the world."

He was introduced at Greenbuild 2009 by U.S. Green Building Council Chairman and CEO Rick Fedrizzi.

By all reports, enthusiastic crowds were at Greenbuild, which this year featured more than 1,000 exhibitors.

Included in the exhibit hall was the Certified Wood Pavilion, which hosted such associations as the Forest Stewardship Council, the Composite Panel Assoc., and the Sustainable Forestry Initiative.

In addition to keynote speaker Gore, Greenbuild hosted seven 'master speakers' who represented facets of the green industry, including those that focused on the environment as well as economics.

Attendees had the option to attend more than 100 educational sessions held throughout the 3-day event. These included: workshops geared toward helping companies qualify for a LEED credential, site tours of Phoenix and world-renowned speakers.

A Greenbuilding Job Fair was new on the agenda this year, as were the Greenbuild Salons, which USGBC described as its version of 'Inside the Actors' Studio.' These consisted of three-hour afternoon conversations focusing on art, technology and sustainability.

For more information about upcoming Greenbuild Expos, go online to www.greenbuildexpo.org.

APA -

Continued from page 19

chair of the APA Board of Trustees. Nyblad has been an APA trustee for four years and most recently served as chair of the APA Marketing Advisory Committee.

In other changes to the Board, Mark Luetters, President of Georgia-Pacific Wood Products, LLC; and Rick Huff, President of Ainsworth Lumber Co. Ltd., were elected to serve as trustees.

Members of the Marketing Advisory Committee voted to accept the 2010 Strategic Marketing Plan and recommended approval of the plan to the APA Board of Trustees. The Board approved the plan at a meeting the following day.

Leading off the presentations at the MAC meeting was Dr. Ed Price, Georgia-Pacific, with an update on the PS 1 and PS 2 Standards committees. APA staff coordinators reported on programs in the International, Nonresidential, Residential, Industrial and Supporting Program sectors of the strategic marketing plan.

Outgoing MAC Chair Mary Jo Nyblad, Boise Cascade LLC, introduced Tom Temple, Potlatch Corporation, who is assuming the role of chair for the committee.

In his market outlook, APA Market Research Director Craig Adair predicted a slow recovery for housing and the economy in 2010. The economy is expected to grow about 2 percent next year and housing is expected to rebound from 560,000 starts this year to 665,000 in 2010. This year, housing starts will be the lowest since the 1940s and there are many headwinds for a recovery. One headwind is the 3.6 million existing homes on the market that are competing with new homes. Historically, existing home sales average

The Softwood Forest Products Buyer

only about 1.7 million. Another potential headwind is that the Federal Reserve has purchased virtually all of the mortgages in 2009 and this is scheduled to change in March of next year. Mortgage rates may have to increase to entice others to buy mortgage backed securities.

APA's forecast looks for increased wood product demand for all domestic markets except nonresidential construction. Nonresidential construction, historically on a different cycle than residential construction, peaked in 2008, three years later than the residential market. While the residential construction, remodeling and industrial markets are expected to see 2010 structural wood panel demand increases of 24, 7 and 5 percent, respectively, demand in the nonresidential construction market is forecast to decline 10 percent.

U.S. and Canadian structural wood panel exports are expected to finish 2009 down 45 percent from 2008, a reflection of the global recession. Imports last year also are expected to be down 21 percent following a similar decline in 2008 in response to weak North American demand. However, both exports and imports are forecast to rise in 2010 as economies around the world begin to recover. Panel exports are expected to increase 22 percent to 745 million square feet (3/8" basis) while panel imports are projected to rise 42 percent to 732 million feet.

The 2010 forecast by product category is for North American softwood plywood production to rise 4 percent, OSB 14 percent, glulam timber 8 percent, wood I-joists 35 percent, and laminated veneer lumber 25 percent.

A total of 42 Engineered Wood Technology Association members and industry suppliers participated in the seventeenth Info Fair exhibition, which was open during two receptions and a lunch at the annual meeting. Strong support of the APA meeting was also provided through sponsorships. The Willamette Valley Company was a platinum sponsor, while Hexion Speciality Chemicals and Valspar were gold sponsors. Participating at the silver sponsorship level were Adalis Corporation, Arclin, Ashland Performance Materials, Con-Vey Keystone, Dieffenbacher, Flamex, Grenzabach, Huntsman Polyurethanes, MEGTEC Systems, Raute, Samuel Strapping Systems, TurboSonic, and Ventek. Sponsoring the golf tournament were the Willamette Valley Company, Arclin, Georgia-Pacific Chemicals, Hexion Speciality Chemicals, WPS Industries Group, Valspar Corporation, and Ventek. The Ole Sorensen Memorial Tennis Tournament was sponsored by Flamex.

For more information about APA, call 253-620-7476.

PWLA -

Continued from page 21

of the award is to recognize an individual in the Northwest lumber wholesale and/or sawmill industry. The selection criteria includes:

- The length of time in and service to the industry;
- Contributions to the community, state and nation;



Chuck Lamping, Hampton Lumber Sales, Portland, Ore.; and Mark Goodwin, Kuzman Forest Products, Hillsboro, Ore.



Pat Murphy, Pacific Western Lumber, Lake Oswego, Ore.; and Chris Chase, Patrick Lumber Co., Portland, Ore.

PWLA -
Continued from page 36

• Support of the greater Portland area lumber wholesale industry.
Torgerson noted that this year's recipient served in World War II as a machinist and trained as a waist gunner and later an instructor on a B-24 bomber. When Hallstrom returned from the war, he worked in the family's sawmill business founded by his father and two other partners. He earned a mechanical engineering degree from Washington State University in 1950 and then became active in his community. About this time he also became general manager of the family's mill. As the mill grew, relocated and remodeled over the years, it became known for cutting fine grain Douglas Fir.
Hallstrom, after 35 years in the business, at age 62, stepped down as general manager in 1985 and passed leadership responsibility of Zip-O-Log Mills Inc. to the third generation – Jim and Karl Hallstrom. In addition to presenting the award and honoring Hallstrom, attendees were treated to a social gathering prior to the luncheon. Victoria Taft, a radio talk show host in Portland, was the guest speaker for the luncheon's program.

WRCLA -
Continued from page 23

Cedar producers. "Architects want green and sustainable products," he said. LEED and how it is a part of WRCLA's marketing strategies was also a topic, and de Jager cited the fact that there have been 117 Cedar projects that are design award winners now. Also, architects can now receive a continuing education training credit and sustainable design credit from WRCLA's education classes.
Summing up, de Jager said, "The enemy of my enemy is my friend. We've partnered with Southern Pine and other wood associations to educate buyers at Lowes and The Home Depot and other retail wood outlets." Draper added, "We're going after new members in the U.S. and Canada. We need a membership drive, so we are less dependent on government for our funding, which is expected to lesson in the future." The mission of the WRCLA and its membership is to produce quality Western Red Cedar lumber products and support its members with technical information, education and promotion.
To contact the WRCLA, phone 877-778-9096.

MIDWEST TRENDS -
Continued from page 12

McGraw Hill Construction's 2010 forecast projects various sectors will produce an 11 percent gain for the value of new construction starts throughout 2010.
With more people in the Midwest buying woodlots, average property size is decreasing, making it harder for individual property owners to generate enough timber profits to pay for proper land management.
Significant advances were recently made to help family forests better access Forest Stewardship Council (FSC) certification. The goal of reducing the costs of certification and streamlining reporting requirements has been met with FSC International's new Group Certification standard and a revised accreditation standard.
The key issues addressed are an improved group management system; a greater division of responsibilities between the group manager and members; a new option to apply Small and Low-Intensity Managed Forests (SLIMFs) streamlined procedures for mixed groups (SLIMF and non-SLIMF); a new option to evaluate compliance on some indicators at a group level; and sampling requirements based on the homogeneity of management systems, with a higher sampling intensity for larger group members and a risk approach for mega-groups.
According to FSC International the new Group FSC Certification is a key mechanism to bring small family forest owners into the FSC network. Scheduled for completion by the end of the first quarter of 2010, these standards promise to make

FSC-certification accessible to all operations, regardless of size, as stated by the organization.

WESTERN TRENDS -
Continued from page 26

"Given the unprecedented downturn, recovery for the lumber industry is unlikely to follow the same path as it has in the past," said David Jackson, WWPA economist. "The challenge for mills will be adjusting to a 'new normal' for the future." The association predicts statistical data will show only 31 billion board feet of lumber was utilized in 2009, which is less than half of what was consumed in 2005. Only 551,000 houses are expected to have been built in 2009, 39 percent down from 2008. A record low surpassed only by 326,000 in 1945.
The second largest market for lumber, the remodeling sector has fared slightly better than home building. Some 11 billion board feet of lumber is estimated to have been used in remodeling for 2009, 26.6 percent down from 2008.
Experts say markets should start the long road to recovery in 2010. However, given the weak economy, continued high home foreclosure rates and a financial system still struggling for stability, increases in lumber demand along with production will be modest.
WWPA predicts lumber demand to rise 11 percent this year to 34.5 billion board feet. Housing starts are expected to increase 21 percent to 668,000, a substantial increase—but only half of the total consumption rate of 2007.

NORTHEAST TRENDS -
Continued from page 26

According to a market forecast from WOOD markets, the Softwood lumber market is headed for a slow recovery. "Even by 2013, lumber demand will not be as high as its peak in 2005," the report states. "While the coming winter will likely be a tough one, rising housing starts, lean distribution-channel inventories and some lingering government stimulus programs should kick-start lumber demand and even prices," president of Wood Markets, Russell Taylor said.
Taylor forecasts the real recovery to take place in 2011, 2012 and 2013. "By 2012, and especially 2013, when demand should outstrip supply at various stages, stud and dimension lumber prices should climb to average an incredible \$200 US (per thousand board feet) or so higher than 2009 levels," he said.

ONTARIO/QUEBEC TRENDS -
Continued from page 27

lumber. Still, he said, he remains concerned about the future of the industry.
"I'm not an economist, but the ongoing Softwood lumber fiasco with the Americans in terms of trade has been exacerbated by high fuel costs and the low dollar," he said. "I don't even look south of the border any more. Also, there is no desire to fix any of these things because there's no building going on. The political will is not there."
The only upside to the current challenges, he said, is that the same high fuel costs that increase his export costs are slowing the import market as well.
In Quebec, the sales manager at one mill said he is just pleased to see more interest in Softwood.
"Compared with six months ago, things are way better in terms of prices," he said. "For next year, we are expecting way better than we did last year."
He added that he was surprised by the amount of spec buying in October and November, and was even more surprised when it continued into the early part of December. He said his mill has always sold to wholesalers, and that nothing would change that approach.
"We never went direct with any stores, plants, or treaters," he said. "We want to keep it that way. We haven't changed the way we make product over the last five years."

Continued on page 38

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ONTARIO/QUEBEC TRENDS -

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He did note that the mill's product make-up has changed somewhat, based on demand. For example, he said that 5/4 by 6 premium grade green rough has been very profitable for his mill over the last few years.

"The feedback was good, so let's keep going," he said. "We make it now on a regular basis. We're always looking for new, high value products. We have to do these changes to stay alive. We don't have a choice."

Back in Ontario, another mill owner said that the changes in the market have dramatically reshaped a business that he has been a part of for the past 17 years.

"It's changed so much, it's like I'm running a new business," he said. "It's not like anything I did five years ago. I think we have to hunker down and prepare for a long winter. The experts say that by the second half of 2010, things will turn. In six months, we'll know if they knew what they were talking about."

SOUTHEAST TRENDS -

Continued from page 27

home values to turn positive in 2010, but risks such as unemployment remain in the economy." According to Yun the outlook for housing and the economy appears headed for a sustainable recovery.

"Given the success of the first-time buyer tax credit to date, and the need for qualified buyers to continue to absorb inventory that will include additional foreclosures over the year, we are hopeful about the impact of the expanded tax credit because it will stabilize home prices," he said. "In fact, the credit is working better than first projected—it now looks like we'll have 2.3 million to 2.4 million first-time buyers this year." Housing starts, including multi-family units were estimated to total 564,000 units in 2009 but forecast to grow to 752,000 this year.

According to Home Channel News, NAR wasn't the only optimistic recent forecast. At a Building and Infrastructure Conference, Peter Linneman, the principal of Linneman Associates and the Albert Sussman Professor of Real Estate, Finance and Public Policy at the Wharton School of Business at the University of Pennsylvania said, "I think this recovery will stun people when it occurs."

Focusing on previous downturns, particularly that of the early 1980's, Linneman said panic played a heavy role in the current market downturn. "Exuberance followed by panic, hey, it happens," he said. "It's going to come again."

With the nation's heavy concern towards unemployment, Linneman added that many companies simply didn't replace workers who retired or left. "That factor will tend to speed job growth during a recovery." He predicted job growth would begin to show small gains in March and April 2010 before taking off.

"The good news is, as soon as the economy grows, you just have to replace; you don't have to have systemic growth in the economy to get a massive job growth," he said.

TRADE TALK

Rick Palmiter and Ahren Spilker Join Idaho Forest Group

Coeur d'Alene, Idaho—Rick Palmiter recently joined Idaho Forest Group (IFG) located here, as specialty products and account manager.

"I am extremely pleased to announce that Rick Palmiter has joined our sales team as specialty products and accounts manager," Jim Scharnhorst said in a recent press release. "Rick's lumber career



Rick Palmiter

has included over 20 years experience as sales manager of Idaho Veneer. We appreciate the support of IFG customers and trust recent changes will enhance our efforts to better serve you in the years ahead."

Palmiter and his wife of 30 years, Colleen, have twelve children. In his spare time he enjoys fly-fishing and spending time with his family.

Ahren Spilker has joined the firm's sales staff. Spilker brings several years experience having recently worked in lumber and stud sales for Plum Creek Timber Co. along with prior experience in sales at D.R. Johnson Lumber Co., Umpqua Lumber Co., and Riddle Laminators. He has also worked in lumber sales/procurement for Georgia Pacific Distribution, and as sales manager for Timber Resources Forest Products/Floragon Forest Products.



Ahren Spilker

In his spare time he enjoys golfing, fishing and spending time with his wife of 17 years and their three children.

IFG was formed through a merger in 2008 of two long-time family-owned and operated companies, Riley Creek Lumber and Bennett Forest Industries. The company offers White Fir, Hem-Fir, Doug Fir/Larch, SPF, Ponderosa Pine, Englemann Spruce, Lodgepole Pine and Cedar in 2X3 through 2X12, 8' to 20'; 2X3 through 2X6, 8' to 9' PET; 1X4 through 1X12 PP & ESLP, Lam Stock, Select Structural, No. 1 & Better, MSR, and Custom grades.

Calvert Company Joins Forces With Cascade Structural Laminators

Eugene, Ore.—The Calvert Company and Cascade Structural Laminators recently announced they are joining forces under the banner of Calvert Company.

Calvert Company intends to serve the customer base formerly with Cascade Structural with a full line of stock beam and header inventory as well as custom glulam production. "Combined with the expertise of Calvert, this arrangement promises to be an exciting program for the marketplace," a representative said.



Steve Kilgore

Cascade's main manufacturing facility was destroyed by fire in May of 2009. "Thank you to all of our customers, the support we received before and after the fire was tremendous, Kilgore said in a press release. "We at Cascade want to believe that we created something special and delivered value to all of you. Fortunately, the venture with Calvert promises to provide a platform to offer tremendous opportunity."

Doug Calvert, president of Calvert Company and Steve Kilgore, president of Cascade Structural Laminators are in the process of purchasing additional equipment in anticipation of improving markets and sales growth. Calvert will retain Kilgore as sales and product development specialist. For more information contact Doug Calvert at 360.693.0971 or Steve Kilgore at 541.726.9836.

Imperial Systems Announces New Sales Manager

Jackson Center, Pa.—Imperial Systems Inc., located here, recently announced a new sales manager, Charles Owens.

Imperial Systems Inc. provides dust collection solutions for the forest products industry. The company's product line includes Reverse-Air Baghouses, Pulse Jet Baghouses, Cyclones, Airlocks, Slide Gates, Diverter Valves, Abort Gates, SCF After-Filters, BackDraft Dampers and all necessary components.



Charles Owens

Imperial Systems designs, fabricates and installs turnkey systems. Among many installations, the company converted a



Imperial Systems Converted Wood Biomass Power Plant

wood biomass power plant. According to the company website, this was one of the first power plants in the United States to convert a coal-fired power plant to a wood-fired. By implementing Imperial Systems, the coal usage of the plant was reduced by 30 percent.

With more than 15 years prior industry experience, Owens will be responsible for surveying clients needs by doing air readings of current systems and designing new systems.

Owens and his wife of 43 years, Martha Jane, have four children. He will work from an office in Knoxville, Tenn. For more information visit www.isystemsweb.com.

Snavely Forest Products Elects Vice President

Pittsburgh, Pa.—Snavely Forest Products, headquartered here, recently elected Mark L. Spargo as vice president of the company.

Spargo joined Snavely Forest Products in 1987 as a member of the Executive Training Team. He has held positions in inside and outside sales. Spargo was promoted to Phoenix Division General Manager in 1997. "Having proved his professional, creative and leadership abilities, Mark was again promoted to a significantly larger facility as general manager of the Snavely Forest Products Denver Division in 2006. He holds a B.S. in marketing from Arizona State University. Spargo and his family reside in Westminster, Colo.



Mark Spargo

Snavely Forest Products headquarters are located in Pittsburgh, Pa. and sales and distribution facilities are located in Pittsburgh, Pa.; Baltimore, Md.; Dallas, Texas; Denver, Colo.; Houston, Texas; Liberty, N.C.; Phoenix, Ariz.; and Lakeland, Fla. Snavely International has sales offices and remanufacturing facilities in Pittsburgh, Pa., and Westminster, Md.

Anthony Forest Products Closes Acquisition and Adds New Salesman

El Dorado, Ark.—Anthony Forest Products, based here, and The Molpus Group, headquartered in Jackson, Miss., recently announced completion of the sale and acquisition of 91,360 acres of mature Pine sawtimber timberland and related timber cutting rights from Anthony.

Under the terms of the sale, Molpus will, on behalf of a client, provide a substantial portion of the premium sawtimber under a long-term timber supply agreement to service Anthony's mills located in Urbana, Ark.; Atlanta, Texas; and Plain Dealing, La. Anthony manufactures lumber and engineered wood products for the building industry, as well as wood chips for the paper industry. Molpus will also continue the Sustainable Forestry Initiative® (SFI) certification of the timberlands, which was achieved by Anthony.

"The Anthony properties are strategically located in the Ark-La-Texas region in a highly attractive wood basket with strong demand from regional wood and paper industries. Also, the Anthony family has, over the decades, done an extraordinary job of acquiring and managing these properties. We look forward to continuing the Anthony legacy of stewardship on this land," said Dick Molpus, president of Molpus Woodlands Group.

In other news at Anthony Forest Products Co., Russ Anthony, executive Vice

The Softwood Forest Products Buyer

President, recently announced that Russ Kimbell, former vice president and general manager of U.S. Timber's Southern division, has joined Anthony Forest Products Co. to lead the lumber sales organization.



Aubra Anthony



Russ Kimbell

"The addition of Russ Kimbell as lumber sales manager will bring over 25 years of lumber sales knowledge and management experience to our organization," Russ Anthony said.

Kimbell added, "I am very excited about working for Anthony Forest due to the company's survivability in the current market due to business integration, diversity of experienced management, and reputation of quality in the marketplace."

Russ Kimbell started and managed U.S. Timber in the central sales office in Conway, Ark., as well as remanufacturing facilities in Booneville, Ark. and Cordell, Ga.

He is a native Texan and has lived many years in Arkansas; Kimbell enjoys boating, duck hunting and fitness. He has a son, Scott and a daughter, Kristen. Kimbell may be contacted at rkimball@anthonyforest.com or 870-862-3414.

Anthony Forest Products Co. is an integrated forest products business incorporated in 1965. The company owns approximately 91,000 acres of timberland in Arkansas, Louisiana and Texas. The company also operates engineered wood laminating plants in El Dorado, Ark. and Washington, Ga. Anthony Forest Products Co. and Domtar Inc. of Montreal, Canada jointly own and operate the I-Joist manufacturing plant in Sault Ste. Marie, Ontario. For more information visit www.anthonyforest.com.

Former RISI Economists Launch Forest Economic Advisors LLC

Westford, Mass.—Former RISI economists recently launched Forest Economic Advisors (FEA) LLC. An independent analysis and third-party forecast firm for the forest product and timber sectors, FEA is owner-operated.

"Our wide-ranging network of contacts in the producer, supplier, financial, government and academic communities assures that we provide our clients with a balanced and comprehensive assessment of the sectors we cover," stated the company profile on LinkedIn.com.

Comprised of former RISI economists with a long track record in the industry, members of the team have been covering the forest products industry since graduate school. The company is headed by Paul Jannke, principal of lumber, Brendan Lowney, principal of macroeconomics and Greg Lewis, vice president of wood panels.

Scotch Lumber Co. Merges With Gulf Lumber Co.

Fulton, Ala.—Scotch Lumber Co., based here, and Gulf Lumber Co., located in Mobile, Ala., have recently agreed to merge.

Combining Scotch's sawmill in Fulton with Gulf's sawmills, remanufacturing plant and treating facilities in Mobile and Jackson, Ala., the new company will be Scotch & Gulf Lumber LLC. Sales and administrative operations will be located in Mobile, Ala.

Forest2Market Introduces Mill2Market

Charlotte, N.C.—Forest2Market, headquartered here, recently launched Mill2Market, weekly lumber price reports for the wholesale lumber trade.

"Mill2Market corrects the deficiencies of the price reports that most companies have traditionally used. Instead of basing the prices reported on survey or interview results, Forest2Market collects its data from actual orders and invoices," project manager for lumber product development

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TRADE TALK

Continued from page 38

at Forest2Market, Suzanne Hearn said. "We then aggregate the data into three reports—mill realization by region of origin, mill realization by destination and delivered price by destination."

The Mill2Market reports each detail volume weighted prices for a wide range of dimensions and lengths. Southern Yellow Pine, Spruce Pine Fir, Douglas Fir Hemlock and Larch are among the species included.

"Forest2Market is well-known in the forestry and wood products industry as the only provider of transaction-based stumpage and delivered prices for forest products from timber to wood fuel," said Pete Steward, president and CEO of Forest2Market. "Our existing customers believe so strongly in our approach to data collection that they asked us to develop a lumber product that would have the same degree of transparency, credibility and neutrality as our raw material pricing services. With the addition of Mill2Market, Forest2Market now covers the entire supply chain, from the forest to the market."

For more information visit www.forest2market.com.

Weston Forest Products Acquires Colony Ratcliff Lumber's Industrial Business

Mississauga, Ont.—Weston Forest Products, based here, announced it has purchased Colony Ratcliff Lumber Inc.'s Industrial Lumber business.

"We wish to thank our many suppliers, customers and staff who supported our Industrial Group, but we think our customers will be better served by Weston Forest Products," said Ratcliff President Rick DeVincenzo. "The breadth and depth of their inventories and remanufacturing capabilities will bring more value to our customers than we could."

"Colony Ratcliff is an excellent company," Weston Forest Products executive vice president Steve Ekstein said. "We are pleased we were able to deal with such nice people. We wish Ratcliff continuing success with their home builder business."

Weston Forest Products Inc. is a part of Weston Forest Group, whose companies remanufacture and distribute a wide range of Softwoods, hardwoods, panels and engineered wood products throughout North America and overseas. For more information visit www.westonforestproducts.com.

Former U.S. Timber Companies Members Develop Lumber Co.

Eagle, Idaho—Eagle Forest Products, based here, is a new lumber and panel sales, supply and manufacturing organization.

Developed by former U.S. Timber Companies members Brad Bower, Cary Holaday, Mike Ebert, Roger Brown and Scott Vario, the company is also a licensed transportation broker involved in both truck brokerage and rail consultation.

For more information contact Brad Bower, president of Eagle Forest Products at 208.323.9300.

Capital Lumber Welcomes Chris Counts

Phoenix, Ariz.—Capital Lumber Co., headquartered here, recently announced the addition of Chris Counts as accounts manager. With over 25 years of experience in the forest products industry, Counts was most recently with Cedar Creek.

Capital Lumber Co. supplies Redwood, Cedar, Douglas Fir and Whitewoods, Pine, hardwoods, and composites, polymers and plastics. For more information visit www.capital-lumber.com.

SFI Revises Standard In 2010

Washington, D.C.—The Sustainable Forestry Initiative (SFI) program has revised its standard for 2010. The revised 2010-2014 Standard is the outcome of a one-year open review process in which more than 2,000 individuals and organizations were invited to comment. Among the

revisions, an added emphasis on the importance of avoiding controversial or illegal fiber sources, strengthening landowner outreach and logger training programs, and better aligning principles with international criteria and indicators has been included.

"As a result of the transparent review process, the revised standard reflects all values, including important provisions for wildlife habitat and biodiversity," vice president of the Wildlife Management Institute, Scot Williamson said. "It is both forward-looking and practical."

Estemerwalt Log Homes Receive NAHB's Excellence Award

Honesdale, Pa.—Estemerwalt Log Homes was recently awarded the Excellence in Home Design honor from the 2010 Building Systems Councils (BSC) of



Beth Reece (left) and Kurt Propst (right) of Estemerwalt Log Homes receive the NAHB's Building Systems Council Excellence Award. (also pictured in center is Vic DePhillips from Signature Building Systems)

the National Association of Homebuilders (NAHB), a trade association that represents the concrete, log, modular, and panelized building system industries.

Estemerwalt Log Homes is a 5th generation family-owned company with over 126 years experience in the lumber industry. Estemerwalt creates one of the most comprehensive log home packages available, offering a wide variety of log profiles, including D-Log, Half Log, and the ever-popular Full Round Log.

The BSC Excellence in Marketing and Home Designs Awards has promoted excellence in the housing industry for more than 10 years. This year's winners were announced at an awards luncheon that took place in Marco Island, Fla. The ceremony was held in conjunction with the BSC Showcase event—a leading trade show and conference based around the systems-built housing industry. Among the groups recognized at the Showcase were home manufacturers, builders and industry associates.

Said BSC Chairman Michael H. Weber with Lancaster Redevelopment Corp., "This year's award winners, like Estemerwalt Log Homes, prove that even in a slow housing market, the systems-built industry is raising the bar in residential marketing and home design concepts." He continued, "Our award winners are adding credibility to their businesses and shedding a positive light on the building systems industry as a whole."

Companies like Estemerwalt Log Homes were commended for the quality of their products by a panel of industry experts. Kurt Propst, the owner of Estemerwalt homes, thanked the panel and praised his employee's efforts.

WEST COAST TRENDS -

Continued from page 12

and that the worst is behind us in this recession. There are no shortages now, but that could change fast in Cedar supply. Primary producers are not carrying log inventories so if there is any surge in buying it could turn into a scramble for Cedar." At a primary Cedar mill another executive said, "We see some pent up buying due to low inventories in the field. We don't see that 2010 will be a banner year, but we do see generally more confidence coming from our customers throughout the states. This winter will be slow and it will be a tough time, waiting to see what spring will bring."

Carlos Furtado, sales manager for Sawarne Lumber, Richmond, B.C., said, "The Cedar market is still quiet. Prices

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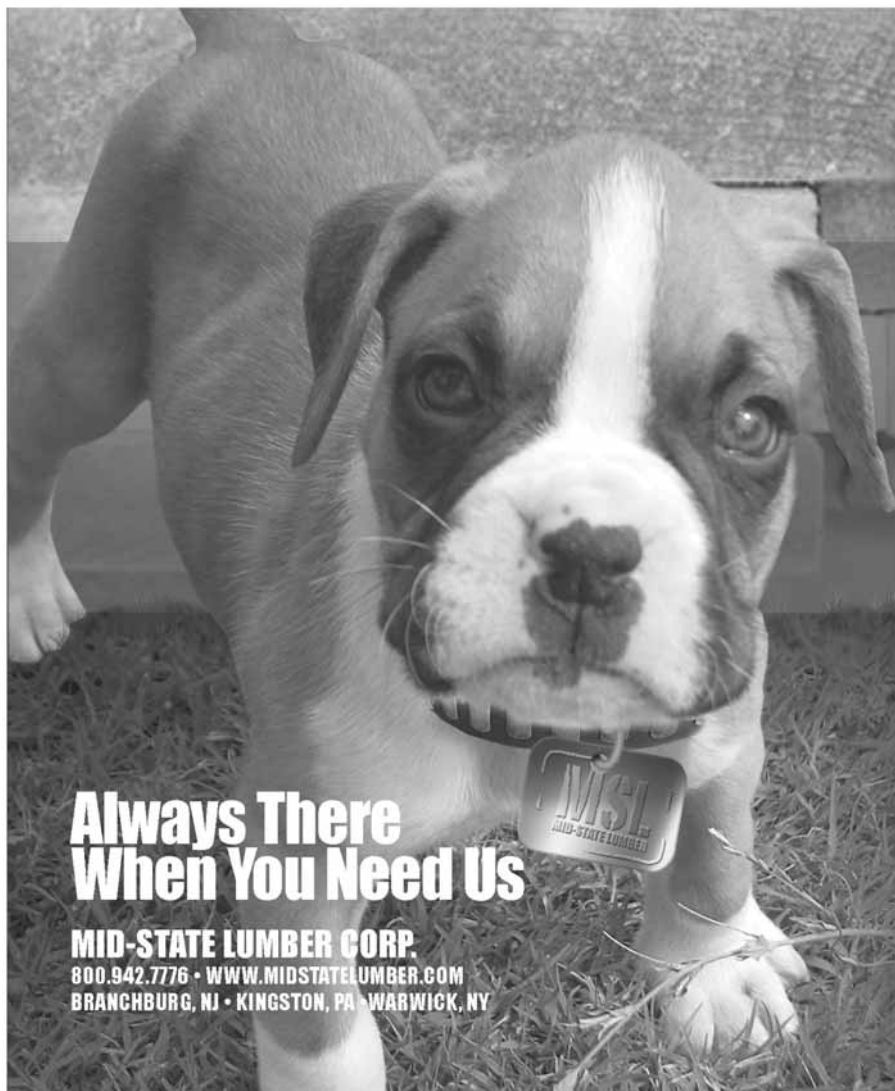
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WEST COAST TRENDS -

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are stable and we are seeing more inquiries for spring. Some people are asking for extended terms if they take wood early. We are seeing a few slow pay accounts. But generally most customers are more optimistic that 2010 will be a bit better than this past year. Everyone is just taking one day at a time."

Joe Nealon, partner in Pacific Western Lumber, Lakewood, Washington, said, "We offer a wide range of products, including commodities between our office here and the one in Lake Oswego, Ore. We have six guys in the office there and they all focus on different markets. Most of the commodity sales are from there while we focus here on timbers and specialties. The timber and specialty product items are seeing depressed sales like all the other areas. These markets crashed about a year ago and have seen no sign of recovery since. We sell to mines, shipyards and our sales go into very high priced homes, which are built for \$800 to \$1000 a square foot. Everyone is in the same boat. Sales are off 30 percent or more in almost every area. Lumber production is off maybe 35 percent from last year. I do see encouraging signs the last couple of months in levels of activity. However, the first quarter remains a mystery and after that it is anyone's guess. Till we get people back to work we will not see much of a recovery. Our biggest concern is what will our industry look like at the other end of this down period, especially the smaller mills and family owned operations."

Vince Mast, handling sales from Portland, Ore., from one of Hampton Lumber's Washington mills, said, "The markets have been promising. The last three to four weeks have seen prices go up, but now it is leveling off in green Doug Fir and SPF. Mill curtailments have helped support the market. Winter weather has slowed demand considerably. Right now there is a bit of a stand off in that mills do not want to give on price and customers are not ready to buy. Right now mills are poised to break even or maybe make a little money, but any increase in production will see prices weaken. The fundamentals tell us that we don't have strong housing numbers, politics are uncertain, there is hand to mouth buying of logs for production and that any increase in production will over supply the market. In 2010 we will see additional sawmills fail. Hampton recently bought Weyerhaeuser's Warrington, Washington sawmill. This makes our company the largest vendor of Hemlock in the world, and this move is part of our long term planning strategy. It adds another 350 million feet to our production. It means that based on a two shift basis Hampton is up from 14th to 5th in total North American volume."

Raymond Luther, on the sales team of

The Softwood Forest Products Buyer

Mary's River Lumber, Corvallis, Ore., said, "We are seeing Western Red Cedar buyers just filling in inventories as needed, hand to mouth. They are still buying at half truck load levels in many cases. I did have a Texas buyer order 10 trucks of material last month of mid grade products, but that is the exception. I feel 2010 will be a lot like 2009. We took three weeks off at one sawmill location during December and four weeks off at our second Cedar mill. We are planning to go back full bore on one shift at each mill because we have to front load our customer base for the new year."

Bob Maurer, on the marketing team for Swanson Group, Glendale, Ore., said, "We are in the process of adding a second shift to our plywood plants in Springfield and in Glendale, Ore. Demand for our panel products is encouraging. However, we are basically manufacturing 2 x 4 and 2 x 6 framing lumber going into housing. That market has got to get a lot stronger to positively affect our sawmills. We are looking at some new markets for our plywood including school bus and marine use. One of the areas we are always working on is improving quality. I am proud to say that two of our sawmills have been QMS (Quality Management Systems) designated by the Western Wood Products Association, and a third will soon be so designated. Currently there are only 15 such designated mills (in eight firms) in this Association, so we feel proud of this accomplishment."

Darren Duchi, at Siskiyou Forest Products, Anderson, Calif., said, "Right now most people we know are struggling to get through the holidays. Our customers have seen hard times. We have a little bit of an order file. Everyone is trying to be optimistic and is looking for some improvement in the first and second quarters of the new year. We are making a fair variety of products including two coat primed exterior material, using Western Red Cedar or Redwood. We offer SIS2E or S4S and lengths from 16 to 20 feet and we offer pattern stock. Several of our customers make windows and doors. We have been on two shifts for the last four months and we are running short on personnel, partly on purpose. We've become more efficient over the past year and we have been making capital improvements—even now in today's slower markets. When we come out of this slump, we want to be ready to move forward. Right now we see there is an opportunity to make improvements very efficiently and for lower costs, but it is also a bit of a gamble. What is somewhat worrisome is the possibility of some serious inflation ahead."

OBITUARY

CLARENCE DAY

Memphis, Tenn—Clarence Day, 82, recently passed away from injuries received in an automobile accident. Born on July 27, 1927, to Clarence and Christine Day in Aberdeen, Miss., he received his secondary education at Aberdeen High School, attended Southwestern at Memphis (now Rhodes College), and earned a B.A. in Business Administration from the University of Mississippi. He obtained honorary degrees from Centre College, Furman University, Rhodes College and the University of the South at Sewanee. Day is survived by his daughter, Dianna Holland of Memphis; his granddaughter, Natasha Christina Heflin Davis of New York City; and his stepson, Eli Haizlip of San Francisco, Calif.

Day operated Day Plywood Company for approximately 40 years after pur-

chasing a wire bound box company, veneer mills and door skin plant, he slowly converted them into one large hardwood plywood mill that produced medium-to-high-end hardwood plywood. He was a member of the Memphis Country Club, the Edgartown Yacht Club on Martha's Vineyard, and the Royal Automobile Club in London. Memorial services were held at Calvary Episcopal Church, followed by a reception at the Junior League of Memphis House. Memorials may be sent to Youth Villages, 3320 Brother Blvd., Memphis, TN 38133.

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SOFTWOOD CALENDAR

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Northwestern Lumber Assoc., Building Products Expo, Grand Casino Hinckley Conference Center, Hinckley, Minn. Contact: 763-544-6822 or e-mail nlassn@nlassn.org. Jan. 11-12, 2010.

British Columbia Wholesale Lumber Assoc., Annual Meeting and Seminar, Vancouver Rowing Club, Vancouver, B.C. For more info go to: www.bcwla.ca. Jan. 20.

National Association of Home Builders International Builders Show, Las Vegas Convention Center in Las Vegas, Nev. Contact: 202-266-8111. Jan. 19-22, 2010.

FEBRUARY
Northeastern Retail Lumber Assoc. Lumber and Building Material Expo, Seaport World Trade Center, Boston, Mass. Contact: 866-299-2386. Feb. 3-5.

MARCH
Western Wood Products Assoc., Annual Meeting, Embassy Suites, Portland, Ore. Contact: 503-224-3930 or info@wwpa.org. March 8.


Southern Cypress Manufacturers Assoc., Renaissance International Plaza, Tampa, Fla. Contact: 412-323-9320. March 10.

NAWLA Regional Conference, The Hotel Monteleone, New Orleans, La. Contact: 847-820-7470. March 26.

APRIL
NAWLA Regional Conference, Portland Golf Club, Portland, Ore. Contact: 847-820-7470. April 6.


Lumbermen's Association of Texas, Henry B. Gonzales Convention Center, San Antonio, Texas. Contact: 512-472-1194. April 8-10.

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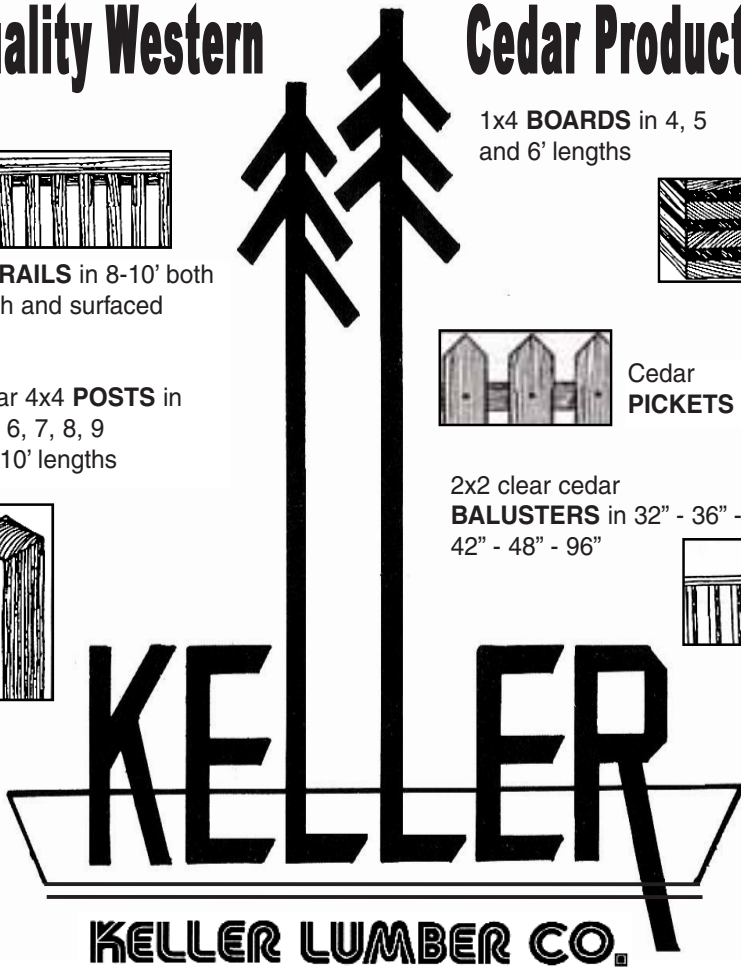


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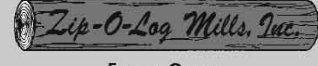
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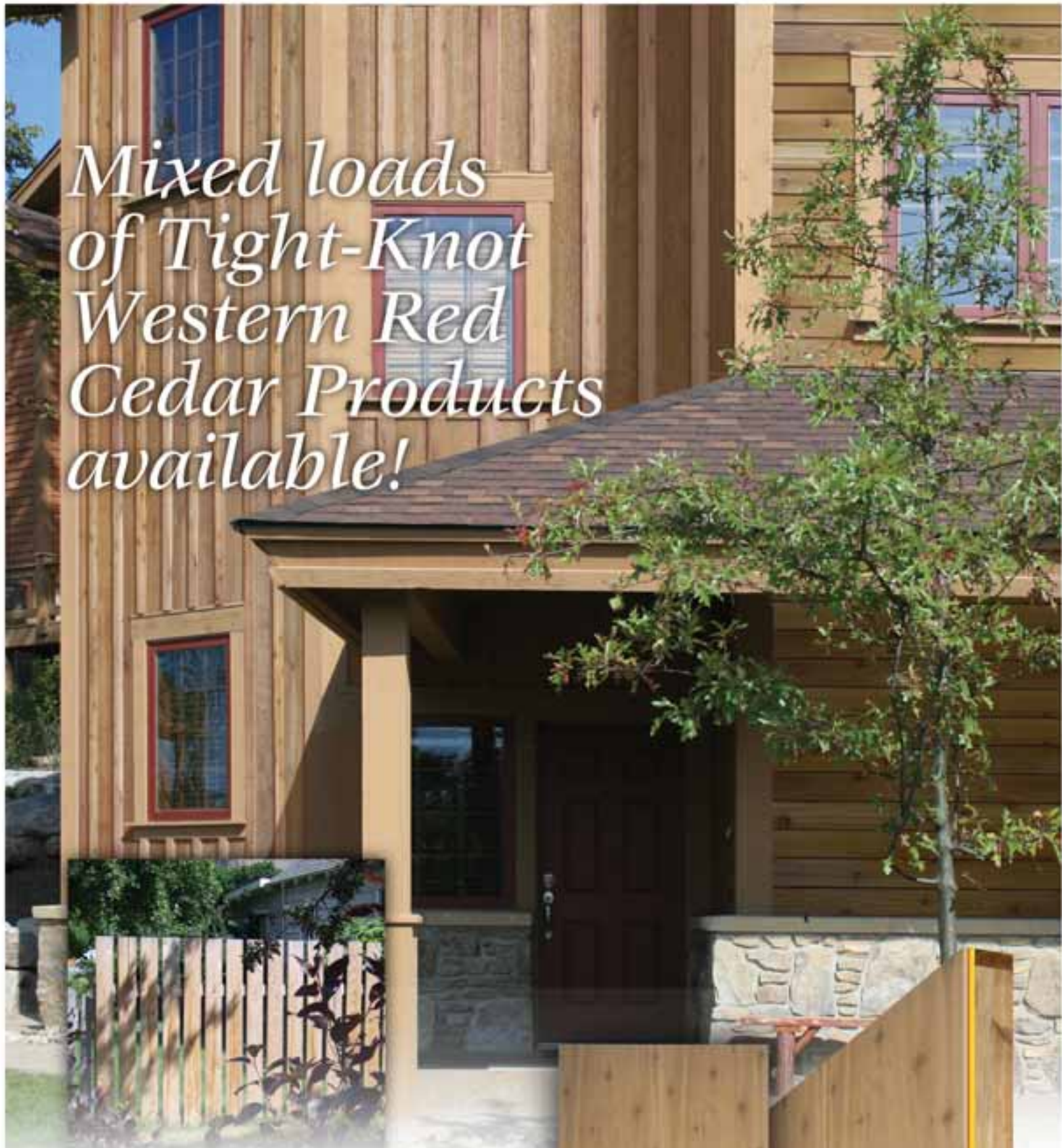
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