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Vol. 25 No. 3 The Softwood Industry's only newspaper....now reaching 41,283 firms (20,000 per issue)

May/June 2010

NAWLA's New Annual Conference Packed With Activities

By Terry Miller

New Orleans, La.—Approximately 120 members and guests attended the recent – and first-ever – annual conference and regional meeting of the North American Wholesale Lumber Association (NAWLA), based in Rolling

Meadows, Ill.

The three-day event was packed with three receptions, committee meetings, NAWLA leadership meetings, informational sessions, guest speakers
Additional photos on page 10

Continued on page 19



Kerlin Drake, Anthony Forest Products, El Dorado, Ark.; Mel Lundberg, Elof Hansson, Suwanee, Ga.; Gary Vitale, new president of NAWLA, Rolling Meadows, Ill.; Jim and Ann Robbins, Robbins Lumber Inc., Searsmont, Maine; and John Austin, Gulf Coast Shelter Inc., Daphne, Ala.



Bruce Kulzer, Hood Distribution, Hattiesburg, Miss.; Chris and Marnie Beveridge, Skana Forest Products, Richmond, B.C.; Mark Junkins, McShan Lumber Co., McShan, Ala.; and Susan Fitzsimmons, Snaveley Forest Products Co. Inc., Pittsburgh, Pa.

NAWLA Regionals Bring Good News

By Wayne Miller

Vancouver, B.C.—The North American Wholesale Lumber Association (NAWLA) recently concluded well-attended regional meetings, according to a spokesperson for the association. Most recently, NAWLA met at The

Vancouver Club here with approximately 120 members in attendance.

These meetings serve as a vehicle to disseminate information among members, who also take advantage of the opportunity to network within their peers.

Additional photos on pages 12 & 14

Continued on page 19



Mark Hoenisch, McFarland Cascade, Tacoma, Wash.; Jeff Moore, Hampton Lumber Sales, Portland, Ore.; Mike Holm, Oregon-Canadian Forest Products, North Plains, Ore.; and Scott Swanson, Stimson Lumber, Portland, Ore.



Brian Williams, Olympic Industries, North Vancouver, B.C.; Larry Petree, Lazy S Lumber Inc., Beaver Creek, Ore.; Carlos Furtado, Sawarne Lumber Co. Ltd., Richmond, B.C.; and Wayne Miller, The Softwood Forest Products Buyer, Memphis, Tenn.

LAT Hosts Texas Convention

By Terry Miller

San Antonio, Texas—Forty-seven companies exhibited services and products recently at the annual convention and trade show hosted by the Lumbermen's Association of Texas (LAT), and held at the Henry B.

Additional photos on pages 37 & 38

Continued on page 19



Jamie Hursh, Richardson Timbers, Dallas, Texas; Bobby Davis, Cassity Jones Inc., Longview, Texas; Scott Ringer and Steven Rogers, Richardson Timbers; and John Jones, Cassity Jones Inc.

WWPA Members Hear Industry Predictions

By Wayne Miller

Portland, Ore.—The Western Wood Products Association's (WWPA) annual meeting, which was recently held here at the Embassy Suites Hotel, posted increased attendance over last year's event. Approximately 120

Additional photos on pages 16 & 36

Continued on page 19



Paul Owen, Vanport International, Boring, Ore.; Jim Sharnhorst and Rick Northrup, Idaho Forest Group, Coeur d'Alene, Idaho; and Mel Lundberg, Elof Hansson Timber Division, Suwanee, Ga.

Who's Who In Softwoods



Richard A. Brown

Richard A. Brown is the owner-manager of **Quality Truss Co. Inc.** in Inola, Okla.

Quality Truss Co. Inc. manufactures commercial and residential trusses in Southern Pine and MSR SPF (No. 1, 2x4, 2x6, 2x8).

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Darel Devenport

Darel Devenport is the owner of **White Mattress Co.**, located in Roswell, N.M.

White Mattress is a manufacturer of bed foundations and waterbeds. Devenport purchases over 100,000 board feet of

Continued on page 21



Dave Duncan

Dave Duncan began working in sales for **Lazy S Lumber** in Beaver Creek, Ore., on Sept. 1, 2004, after a 20-year stint in sales for another well known Western Red Cedar supplier. His first job in the forest products

Continued on page 21



Shawn Enoch

Shawn Enoch works as the Director of Sales & Marketing for **Cedar Siding Inc.**, in Rochelle, Ill.

Over the last 22 years, Cedar Siding Inc. (CSI) has positioned itself as an industry leader in factory applied coat-

Continued on page 21



Robert L. Steele

Robert L. Steele is the owner and president of **S.S. Steele & Co. Inc.** in Mobile, Ala.

S.S. Steele & Co. Inc. manufactures roof and floor trusses and wall panels (2x4 through 2x12, S4S, No. 3, No. 2 and MSR). The company

Continued on page 22



Chip Wood

Chip Wood serves as commodities manager /sales manager for **Boise Cascade LLC's** distribution center in Portsmouth, N.H. He is responsible for purchasing many of the company's products, from Fir and Pine ply-

Continued on page 22

APA PRG-305 Stock Glulam Beam Standard Approved

For more APA News and Information, go to www.apawood.org

The APA Glulam Management Committee has approved the *Standard for Performance Rated APA EWS Stock Glulam Beams*, PRG-305. With an emphasis on 1.9E-2400Fb and 2.2E-3000Fb glulam beam products, this Standard supports the promotion of APA stock glulam beams. Glulam products trademarked to PRG-305 will be manufactured with balanced layup combinations using the standard framing widths of 3-1/2 and 5-1/2 inches, framing appearance classification, zero camber, and I-joint compatible depths of 9-1/2, 11-7/8, 14, 16, and 18 inches.



Market Report: Foreclosures Continue

Foreclosures are in the news and will be around for many more months. Many of the foreclosures and past-due mortgages are concentrated in the formerly hot markets such as California, Las Vegas, Phoenix and southern Florida as well as the economically distressed markets of the Great Lakes region. Actually, only 12 states accounted for a little over 70 percent of all foreclosures started in the last half of 2009. Although foreclosures are adding to excess inventory

in all states, the severe problems are concentrated in just the 12 states.

"The foreclosure situation, coupled with the large inventory of homes on the market, means that wood product manufacturers may have to wait even longer for a housing starts rebound.

Most forecasters thought the rebound would begin this year and while we think housing starts will increase modestly in the second half of 2010, a meaningful housing recovery may not begin until 2011," said Craig Adair, APA Market Research Director.

According to a recent report by Santa Ana, California-based First American CoreLogic, Florida now has the third-highest percentage of homes with negative equity as of February 2010. Negative equity is often referred to as "under water" or "upside down" properties where the borrower owes more on their mortgage than their properties are worth. In February, over 48 percent of all Florida's mortgages were under water. That means that nearly 2.2 million of the more than 4.5 million Florida mortgages are now upside down. There are also an additional 171,710 Florida mortgages (an

Continued on page 23

transparency and legality, the overarching goals set forth by Lacey," Alexander von Bismarck of the Environmental Investigation Agency said. "For the first time, companies are required by law to ask basic questions about their supply chains and understand exactly where their wood comes from."

Enforcement of the ban on trade in illegal wood has been in effect since the law passed on May 22, 2008. In November 2009, the first public enforcement action occurred when the government raided Gibson Guitar facilities in Nashville, Tenn.

Von Bismarck noted that awareness levels appear to be significantly higher among sectors submitting declarations. The form for declaration can be found on the APHIS website. The information can be printed and mailed by importers to APHIS or electronically via an automated broker interface. An electronic interface is said to become publicly available in the future as the U.S. government continues to refine the implementation of the Lacey Act.

Steve Courtney Elected As Chair

The American Forest Resource Council (AFRC) based in Washington, D.C., recently reported that Steve

Courtney of Sierra Pacific Industries (SPI) has been elected chairman of the Timber Purchasers Committee. The committee oversees various activities related to timber production on Washington Department of Natural Resources (DNR) managed trust lands.

According to the AFRC these lands return between \$150 million and \$300 million per year to several specific trusts and to DNR's land management funds. AFRC also said that most trust revenues are produced via timber harvest, which provides approximately 600 million board feet annually.

Courtney moved from Burney, Calif., when SPI built their Mt. Vernon facility. Prior to joining SPI, Courtney worked for Malheur Lumber in John Day, Oregon.

Oregon Forest Restoration Hearing

The Senate Energy and Natural Resources Subcommittee on Public Lands and Forests convened a hearing on the Oregon Eastside Forests Restoration, Old Growth Protection and Jobs Act of 2009, which was introduced by Subcommittee Chairman Senator Ron Wyden.

The result of discussions between members of the eastern Oregon forest products industry and the environ-

Continued on page 22



Lacey Act Begins Amended Phase

Washington, D.C.—According to WoodworkingNetwork.com the initial enforcement of the amended Lacey Act recently took effect for basic information transparency requirements including guitars, revolvers, hand tools, pool cues and certain types of furniture.

Amended in 2008, the U.S. Lacey Act makes it a federal crime to trade in illegal wood products. Many sectors, under a phased in process, also have to declare the scientific name and the country of harvest for any plant con-

THE WASHINGTON SCENE

stituents of their imported products. This affects all wood product sectors including those importing sawn timber, flooring, and joinery.

For example, now an importer of chairs manufactured in Vietnam will declare that the wooden frame is made of teak from Thailand. Collected by United States Department of Agriculture's (USDA) Animal and Plant Health Inspection Service (APHIS), this information will allow the implementing agencies to target enforcement actions and better understand how the U.S. market demand for wood products is affecting forests worldwide.

"The declaration requirement of the Lacey Act is a critically important part of achieving greater supply chain

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NORTHERN KENTUCKY CEDAR Sustains 20-year Commitment To Distinctive Species

By M.A. Wallace



Northern Kentucky Cedar, in Maysville, Ky., is one of the largest operations in the Eastern Red Cedar market, operating from a 15-acre facility. Since this photo was taken, the company has added about 7,000 square-feet under-roof operations.



At Northern Kentucky Cedar key personnel include (left to right) Dan Reeder, president; Teri Reeder, secretary-treasurer and Joe Berry, vice president.



Most of the timber that arrives at Northern Kentucky Cedar is brought in by pickup truck and unloaded with a John Deere loader.



Northern Kentucky Cedar's newest product development is an Eastern Red Cedar closet system that provides all of the wardrobe protection of a Cedar-lined closet without the expense of lining the entire closet with wood.



Northern Kentucky Cedar uses a six-head Wood-Mizer resaw to produce specific dimensional lumber for customer orders.

Maysville, Ky.—When the wind blows past Northern Kentucky Cedar, townspeople here know that Dan Reeder is still doing what he loves best — milling and manufacturing Eastern Red Cedar also known as Aromatic Red Cedar (ARC). The aromatic scent and its natural ability to repel insects is one of many traits that Reeder loves about this challenging species.

"I'm more or less immune to the aroma anymore, after all this time," said Reeder, who is company president, chief salesman and a dynamic advocate for both his company and its chosen signature species. He has been involved in the business for nearly 20 years — he thinks. "I'm not really sure when I started, because I started on a shoestring, cutting Cedar logs myself."

Handy with a torch and wrench, Reeder built the company's first sawmill from scratch, using junkyard scraps. "Most of our equipment is homemade — and it's still going strong, although the saw has been rebuilt many times he's still using the design of his first saw," he said. One of the company's secrets to long-lived machinery operation is regular maintenance. "Aromatic Red Cedar may be a softwood, but it is very abrasive and will dull carbide tooling very quickly. We mostly run high-speed steel tooling on our equipment for that reason. And even then, we probably have a higher frequency of maintenance schedules than you would find in a hardwood mill," said Reeder. "For me, the benefits of the species far outweigh the additional production costs."

Today, Northern Kentucky Cedar operates with a 4,000 square-foot mill and six compartmentalized manufacturing units, for a total of 22,000 square feet of under-roof processing on 15 acres of property. "We may be a small operation, but we're one of the larger cedar mills in the Cedar industry," Reeder said. In addition to

Continued on page 23

The log rocking chair is the lead item in Northern Kentucky Cedar's manufacturing line.



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- The Bureau field reps are continuing to educate on many levels throughout North America. This has really helped in keeping many markets from buying off grade non-compliant product.
- We have recognized over the years that the mills that continue to run with a Bureau label are mills that continue to have nothing to hide.



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Six Story Wooden High Rise Has Heads Turning

By Jean-Marc Dubois



The six-story Fondation commercial structure, which features heavy timber frame construction designed and provided by Nordic Structures, is the first of its kind built in Canada.



Nordic's Enviro=Lam used here in the construction of a sports complex. This soccer stadium features 210-foot clearspan glulam arches.



Made of Black Spruce glue laminated beams, columns and decking, the unique construction technology featured in this project is paving the way for similar alternative building projects across North America.



The interior construction of the Fondation building.

Montreal, Que.—The construction of the Fondation office building in the heart of Quebec City is generating more than passing local interest. The six story commercial structure featuring heavy timber frame construction designed and provided by Nordic Structures, is the first of its kind built in Canada. Made of Black Spruce glue laminated beams, columns and decking, the unique construction technology featured in this project is paving the way for similar alternative building projects across North America.

While wood frame construction has been limited by code to four stories in the past, designing the building with heavy timbers assured local building officials that while structurally equal to steel and concrete construction that is the norm for commercial construction, heavy wood timber construction offers superior fire resistance, acoustic properties and insulation values. An additional bonus for this LEED Gold project is the encapsulation of over 1 million pounds of carbon, locked into the wood for the life of the structure.

Enviro=Lam, a unique small-block layup process exclusive to Nordic Engineered Wood, is evident in all the glulam components comprising the structure. "The Black Spruce trees we harvest take 90 years to achieve maturity, yet still only average 4-1/2" in diameter over their 70' length," explained Albert Renaud, vice presi-

Continued on page 28



Enviro=Lam, a unique small-block lay-up process exclusive to Nordic Engineered Wood, is evident in all the glulam components comprising the structure.

A Nordic logging truck headed to a mill with approximately 900 Black Spruce logs. Nordic has constructed numerous bridges for its own forestry operations and recently completed its first wooden Provincial highway bridge project geared for public use.



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West Coast Business Trends



**By Wayne Miller
Executive Editor**

Suppliers of lumber and panel products from British Columbia down into Southern Oregon were sounding substantially more upbeat in mid April than they were two months prior. While all of them agreed that many problems still exist, and it is still a supply driven market, they said prices on most items are strengthening, the phones are ringing again and inquiries and sales are up.

Al Fortune, president of Mid Valley Lumber Specialties, Ltd., Aldergrove, B.C., said, "We're plugging along. The pace has picked up since the first of the year and we are slowly starting to see a recovery with more inquiries, and more sales, but we are not seeing large volumes being purchased. The supply on most Cedar items is adequate. China is gobbling up all the lower grade Cedar material. It is a struggle to raise prices, but we have to because of the Canadian dollar continues to gain strength against the American dollar. Buyers are looking for fast turnarounds and you have to have the supply if you want the sale."

Carlos Furtado of Sawarne Lumber, Richmond, B.C., said, "Business has picked up a bit in Cedar. We are seeing more inquires, but the pipeline is empty and they want the material immediately. We tell callers it will be a three to four week wait and they don't like it, but they still buy. Supplies in many Cedar items are limited. Prices are up in the last 30 days at least 10 percent. We lost five percent or more in the exchange (with the U.S. dollar) recently, and we hear that the Canadian dollar may soon be up to \$1.10 American. The Texas market is very strong. They buy lots of common grades. China buys a lot of shop and utility grades—the cheap stuff."

Chris Beveridge, head of Skana Forest Products, Richmond, B.C., said, "We see both Cedar and the white woods are up in demand and price, stronger than the previous two or three months. There is no problem getting supply; it's fairly balanced now. From our Florida office we see a slight improvement in sales, not much. Most mills we talk with are trying to build an order file on their current production and are not gearing up to increase their volumes manufactured."

Scott Boates, sales manager for The Teal-Jones Group, Surrey, B.C., said, "I was in Chicago the other day and we have seen and heard about some shuffling that is happening in the distribution areas. Some distributors do not want to carry inventory and expect the mills to continue doing it. A few are beginning to realize the need to keep stock on hand if they want to compete and make the sale.

Inquiries are picking up and so are our shipments. We have a strong distribution system set up for our company. Right now prices on our Cedar are pretty steady, however, there are more inquiries than sales. We have been on two shifts at our mill since mid March in our Cedar mill."

Jim Gillis, president of Haida Forest Products, Burnaby, B.C., said, "We are seeing improvement in our Cedar siding sales, but it is still much less volume than we were seeing two years ago. In the last month or so there is a better tone in the market place and customers seem more positive in their outlook. Prices in our finish items are fairly stable, despite the fact that our stronger Canadian dollar against the U.S. dollar is hurting our bottom line. There seems to be a fairly good supply of clear Cedar from the mills and one reason for that is the value of the Canadian dollar against the Euro. This has weakened sales into the European market."

Brian Dieringer of Pacific Western

Continued on page 34

Midwest Business Trends



**By Paul Miller Jr.
Assistant
Managing Editor**

Softwood lumber suppliers in the Midwest region report mixed market conditions. In Missouri a softwood lumber supplier said the unemployment rate in his local area is improving and sales are picking up as a result.

"We've seen better activity not only in our markets but in those around us as well," he explained. "We were able to put some of our employees back to a full 40-hour week."

As to the factors involved he said, "Business always increases during the warmer months, but I think it's a little more than that right now. I think people are starting to get a true 'good' feeling about spending money again.

From remodeling to new construction, we are seeing more of it right now than we did last spring. Not comparable to four to five years ago by any means, but better than the previous two years by far."

The Douglas Fir, Southern Yellow Pine and Spruce supplier said log supply does seem to be tightening and expressed some concern for the coming months. "Right now we're making our orders with our regular customers but if a new, larger job comes in, we'll be in a pinch to provide the materials." He said the supply shortage was largely related to the long winter and weather conditions of other regions. "We purchase some of our logs from areas in the South and they endured a long, wet winter this year. I think now that logging conditions are better, we'll see a lot more supply on the market."

When asked what he expects the next few months to bring the source said, "I think we're in for a slow, gradual recovery. Things will improve very

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RETAIL REVIEW

Lumber Liquidators Expands Board

Toano, Va.—Lumber Liquidators, located here, recently announced it has appointed Peter Robinson as a class II board member, which will expand its board of directors from seven to eight.

“We are pleased to welcome Peter to our board of directors. Peter has extensive knowledge and experience in retail operations and marketing. We look forward to the knowledge and expertise he will bring to Lumber Liquidators’ board as we continue to grow our business and expand our value proposition,” President and CEO Jeffrey Griffiths said.

Robinson previously served as executive vice president of Burger King where he was responsible for Burger King’s Europe, Middle East and Africa segments. He is also former president

of Pillsbury USA and senior vice president of General Mills.

Former Home Depot Executive Joins RILA

Arlington, Va.—The Retail Industry Leaders Assoc. (RILA) recently announced the hiring of Lisa LaBruno as its new vice president of loss prevention and legal affairs.

According to a representative of RILA, LaBruno will lead the association’s asset protection offerings in the areas of loss prevention, retail crime, workplace safety, disaster recovery, operational audit, research and benchmarking.

Previous experience for LaBruno includes eight years as senior in-house attorney at Home Depot, where she focused on operations, criminal investigation and prosecution, compliance, civil recovery, risk management,

litigation and training.

She also served as the primary legal adviser in matters related to criminal and unethical conduct by employees, customers and suppliers at Home Depot. LaBruno is also credited with developing tools for loss prevention employees to minimize civil liability and assisted in the defense of claims arising out of loss prevention-related conduct.

NLBMDA Honors Bankston And Foxworth-Galbraith Dealers

Barnesville, Ga.—The National Lumber and Building Materials Dealers Assoc. (NLBMDA) gave its Grassroots Dealer of the Year award to Chuck Bankston of Bankston Lumber Co., located here. Its New Leadership in Advocacy award was presented to Walter Foxworth of

The Softwood Forest Products Buyer Foxworth-Galbraith Lumber Co., based in Dallas, Texas.

According to *ProSales* magazine, Bankston has raised more than \$3,000 from his regional association for the Innocent Sellers Fairness Act Fund. Foxworth serves on the board of the Business Industry Political Action Committee and is also active in two regional LBM associations.

Retailer Of The Year Named

Leeds, Ala.—Marvin’s Building Materials and Home Centers, based here, received the Golden Hammer Retailer of the Year Award from Home Channel News during the 2010 National Hardware Show in Las Vegas.

According to Home Channel News Marvin’s grew from an 18-unit company to a 26-unit company. The company mostly operates in Alabama and also runs four stores in Mississippi and one in Georgia.

For more information about the Golden Hammer Retailer of the Year award visit www.homechannel-news.com. For more information about Marvin’s Building Materials and Home Centers visit www.marvins-buildingmaterials.com.

Dunn Lumber Honored

Seattle, Wash.—Dunn Lumber, located here, has been honored as advocacy group AtWork’s Supporter of the Year.

The company has a person with disabilities working in eight out of 12 stores. According to Dunn Lumber it plans to have at least one worker with a disability in every store.

Albert L. Dunn founded Dunn Lumber in 1869. For more information visit www.dunnlum.com.

Quail Run Expands

Wickenburg, Ariz.—Quail Run Building Materials recently added a 5,000 square-foot branch here. Jean Paterson and Jim Swaine are among the staff members.

Quail Run is headquartered in Phoenix, Ariz. For more information visit www.qrbm.com.

ProBuild Opens Again In Utah

Orem, Utah—ProBuild Holdings recently opened a new location here.



The new store serves lumber and millwork customers and is Forest Stewardship Council (FSC) certified.

The company also recently bought a facility in Virginia and opened a new yard in Sacramento, Calif. Senior Vice President of corporate development Michael Mahre said, “We continue to see opportunities where we can expand into new markets to better serve our customers. These new locations are great instances where we can bring the market-leading value of

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RETAIL REVIEW

Continued from page 8

ProBuild's products and services to serve strong and growing markets."

Golden State Lumber Fined By California Air Resources Board

Petaluma, Calif.—Golden State Lumber, based here, was fined \$20,000 by the California Air Resources Board (ARB) for failing to inspect its diesel trucks for compliance with the state's smoke-emission standards.

Investigators of ARB found that Golden State Lumber failed to conduct the smoke tests between 2007 and 2008 as required by California state law. ARB Enforcement Chief Jim Ryden said, "Diesel particulate matter is a hazard to all Californians. By taking steps to reduce soot emissions, companies that operate in the state help clean the air."

Golden State has four facilities in California located in San Rafael, Newark, Brisbane (Sierra Point Lumber) and Stockton. The company offers lumber and plywood; tools; engineered wood; hardware and fasteners; doors and windows; decking and fencing; molding and trim; and waterproofing and insulation.

Pacific Coast Supply LLC Acquires Weyrick Lumber

North Highlands, Calif.—Pacific Coast Supply LLC, located here, has acquired most of the assets of Weyrick Lumber, Templeton, Calif.

Former owner and president Colin Weyrick will stay on and be responsible for operations in Templeton and Chino, Calif. The company will operate under the name Weyrick Pacific according to *Random Lengths*.

Pacific Coast Supply is an umbrella for a family of companies that supply lumber, framing packages, trusses, drywall, roofing, and other building products.

The divisions that make up Pacific Coast Supply are: Anderson Lumber; Anderson Truss; Diamond Pacific; and Pacific Supply. For more information visit www.pacsup.com

84 Lumber Shuts 10 Yards

Eightyfour, Pa.—84 Lumber Co., headquartered here, has shuttered locations in Idaho and Wisconsin, along with eight other underperforming stores across the country.

Now operating 289 yards in 34 states the chain closed operations in Post Falls, Idaho; Wrightstown, Wis.; Lancaster, Pa.; Rocky Mount, Va.; Cliffwood, N.J.; Haines City, Fla.; Concord, N.C.; Spartanburg, S.C.; Minooka, Ill.; and Moss Point, Miss.

Vice President of marketing and public relations Jeff Nobers said most of the closures were in markets where 84 operates multiple locations. "Some of the lessons we've learned in the last three years is we are capable of servicing the market with fewer stores," Nobers explained. "We are consistently reviewing markets where we have multiple locations, and if we see where one store is not doing well and there are two others that are doing well, they could be consolidated."

ReStore To Open in Belfair

Belfair, Wash.—Habitat for Humanity announced it would break ground on a 4,500 square-foot ReStore here this spring. The firm recently held a grand opening for a new ReStore discount LBM outlet in Montclair, Calif.

White House Builders Regroups

White House, Tenn.—White House Builders Lumber & Supply, based here, has filed for Chapter 11 bankruptcy protection.

The retail operation, White House Home Center, has been hit with an estimated \$1.2 million in bad debt over the last two-plus years as the company's builder customers began defaulting on payments.

In the recovery effort owner Jeff Christian canceled most of his builder accounts and cut back staff from 34 to seven. According to Building-Products.com, White House started diversifying into constructing its own homes and selling surplus materials, with plans for regular surplus auctions about a year ago. Christian's intention is to emerge as a diversified surplus warehouse with lumberyard and hardware store.

Stock Building Supply Sells To Grocer

Ketchum, Idaho—Stock Building Supply, located here, recently sold this site to a grocer. According to *Merchant* magazine, Stock has redesigned its corporate website, stockbuildingsupply.com to represent the full spectrum of LBM and service the chain provides. The site is now comprised of seven sections, including "Green Resources." For more information visit www.stock-buildingsupply.com.

Valley Lumber Co. Closes

Basalt, Colo.—Valley Lumber Co., headquartered here recently closed its retail lumberyard located in Grand Junction, Colo.

According to *The Grand Valley Business Times*, the company opened as Denning Lumber in the 1930's.

Arizona Sash & Door Closes After 85 Years

Tucson, Ariz.—Arizona Sash & Door, based here, recently closed its operations.

Continued on page 29



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		Yakima, WA	800-572-3682
Boise, ID - Corporate HQ	208-384-6427	Billerica, MA - Eastern Region Office	800-843-9663

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NAWLA New Orleans Photos - Continued from page 1



Jim and Ann Robbins, Robbins Lumber Inc., Searsport, Maine; and Steve Boyd, Manufacturers Reserve Supply Inc., Irvington, N.J.



Ethel and Tom Rice, Connor Industries Inc., Fort Worth, Texas; and Bruce Johnson, Viking Forest Products LLC, Minneapolis, Minn.



Dusty and Penny Hammack, Arrowhead Lumber Sales Inc., Oklahoma City, Okla.; and Russ Hobbs, Plum Creek, Columbia Falls, Mont.



Barry and Linda Schneider, Bear Forest Products Inc., Riverside, Calif.; and Shelley and Tom Kohlmeier, Seemac Inc., Carmel, Ind.



Shawn and Diane Church, Random Lengths, Eugene, Ore.; and Mary Reid and Bill Fisher and Don and Sue Fisher, Stringfellow Lumber Co. LLC, Birmingham, Ala.



Terry Miller, The Softwood Forest Products Buyer, Memphis, Tenn.; and Cindy and Jim McGinnis, The McGinnis Lumber Co. Inc., Meridian, Miss.



Tapani Pekkala, Allwood Industrials LLC, Palm Beach Gardens, Fla.; Hunter and Gina McShan, McShan Lumber Co., McShan, Ala.; and Dan and Margie Semsak, Pacific Woodtech Corp., Burlington, Wash.



Steve Stoufflet, Robinson Lumber Co., New Orleans, La.; and Amy and Richard Gaiennie, Gaiennie Lumber Co., Opelousas, La.



Susan Fitzsimmons, Snavely Forest Products Inc., Pittsburgh, Pa.; and Gary and Karen Vitale, NAWLA, Rolling Meadows, Ill.



Mark Junkins, McShan Lumber Co., McShan, Ala.; and Jeannie Eddins and Russell Walter, American Lumber Distributors and Brokers, Birmingham, Ala.



Lawrence Newton, and Cindy and Bryan Lovingood, U.S. Lumber Group, Duluth, Ga.; and Clint Darnell, Sunbelt, Alpharetta, Ga.



Jim Hassenstab, DMSi, Omaha, Neb.; Barb and Doug O'Rourke, Biewer Lumber, St. Clair, Mich.; and Ashley Kay, U.S. Lumber Group, Duluth, Ga.



Jim Bartelson, Blue Book Services, Carol Stream, Ill.; and Beth and Chris Mergel, C.J. Link Lumber Co., Warren, Mich.



Jack Chase, Sierra Pacific Industries, Redding, Calif.; Kevin Ketchum, NAWLA, Rolling Meadows, Ill.; Steve Stoufflet, Robinson Lumber Co., New Orleans, La.; Gary Vitale, NAWLA; and Tom Diem, Anthony Forest Products, El Dorado, Ark.



Garey Keltner, Lumberman's Wholesale Dist., Nashville, Tenn.; Wade Camp, Southeastern Lumber Manuf. Assoc., Tyrone, Ga.; Tom Diem, Anthony Forest Products, El Dorado, Ark.; and David Jeffers, PPG Machine Applied Coatings, Raleigh, N.C.



Sam Sanregret, Capital Lumber, Phoenix, Ariz.; Mike Phillips, Hampton Lumber Sales, Portland, Ore.; and Steve Boyd, Manufacturers Reserve Supply Inc., Irvington, N.J.



Wayne Lancaster, Atlas Trading International, Daphne, Ala.; Mel Lundberg, Elof Hansson, Suwanee, Ga.; Courtney Robinson, Robinson Lumber Co., New Orleans, La.; Gerald Healy, Pennsylvania Lumbermen's Mutual Insurance Co., Philadelphia, Pa.; and Vince Parry, Robinson Lumber Co.



George G. "Buck" Hutchison, Hutchison Lumber & Building Products, Adams City, Colo.; Bill and Cindy Anderson, J.M. Forest Products, Ogden, Utah; and Jim Livermore, Nicholson & Cates Ltd., Burlington, Ont.

Additional NAWLA photos on page 12

Tiny TIMBERS: A Small Company Providing Big Services

By Matthew Fite



Tiny TIMBERS, located in Deputy, Ind., purchases 100,000 board feet of Cypress and Pine in its business of offering plank flooring, complete house and commercial trims, replicate mouldings, siding, stair-system components and wood doors.



Sherry Chapo, Tiny TIMBERS' company president, said the firm's success is due in large part "by converting to a product line instead of the same generic services offered by others in our industry."



Joseph Chapo, with pets Taz and Tadar, is Tiny TIMBERS' company vice president.

Deputy, Ind.—Located in rural southeastern Indiana, centrally positioned near Louisville, Ky., Indianapolis, Ind., and Cincinnati, Ohio, is an innovative company that has come back from a tragedy to thrive as a provider of lumber and fine woodworking products.

Continued on page 29



Operations Manger Jessie Stitworth moves boards during part of her daily routine, which includes overseeing all production, quality control and providing skilled assistance to the customer service department.



Tiny TIMBERS saws logs on an AWMV bandmill and E430 Edger, and also uses equipment by Baker, Northtech, Doucet and Cresswood.

Tiny TIMBERS' facility comprises 20,000 square feet under-roof, including a manufacturing plant, custom wood shop, sawmill, green operations, retail lumber racks and warehouses.



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Bold statement?

Indeed.

But then again, we've got the wood to back it up.



Robbins Lumber Searsmont, Maine www.rlco.com Ph: 207-342-5221 Fx: 207-342-5201

NAWLA Portland Photos - Continued from page 10



Merrill Phillips, McFarland Cascade, Tacoma, Wash.; Steve Schmitt, Stimson Lumber Co. Inc., Portland, Ore.; Jim Talley, Blasen & Blasen Lumber Corp., Portland, Ore.; and Steve Wearne, Pacific Western Lumber Co., Lake Oswego, Ore.



Jim Talley, Blasen & Blasen Lumber Corp., Portland, Ore.; Jim Broadway, Patrick Lumber Co., Portland, Ore.; and Gordon King, Hampton Lumber Sales Co. (retired), Portland, Ore.



Mark Donovan, Western International, Portland, Ore.; Scott Elston, Forest City Trading Group LLC, Portland, Ore.; Joe Nealon, Pacific Western Lumber Co., Lakewood, Wash.; and David Stockoff and Fred Sutton, Vanport International Inc., Boring, Ore.



John Grove, Oregon-Canadian Forest Products, North Plains, Ore.; Steve Killgore, Calvert Co., Vancouver, Wash.; Don Dye, Mary's River Lumber Co., Corvallis, Ore.; and Wayne Miller, The Softwood Forest Products Buyer, Memphis, Tenn.



Steve Killgore, Calvert Co., Vancouver, Wash.; Jon Anderson, Random Lengths Publications, Eugene, Ore.; and Gary Vitale, NAWLA, Rolling Meadows, Ill.



John Mitchell, M&H Economic Consultants, Portland, Ore.; and Ken Teneffoss, RISI, Bedford, Mass.



Brian Jackson, Debbie McDonald and Nick Klohs, Western International Forest Products LLC, Portland, Ore.; and Glenn Lowe, Blasen & Blasen Lumber Corp., Portland, Ore.



Mike Zumwalt, Hampton Lumber Sales Co., Portland, Ore.; Mike Foster, Patrick Lumber Co., Portland, Ore.; Jesse Neese, RISI, Salem, Ore.; and Greg Smith, Gilbert Smith Forest Products Ltd., Barriere, B.C.



Mark Denner, Rosboro, Springfield, Ore.; Dave Andersen and Carter Stinton, Hampton Lumber Sales Co., Portland, Ore.; and Joe Heitz, Random Lengths Publications, Eugene, Ore.



Glenn Lowe, Blasen & Blasen Lumber Corp., Portland, Ore.; Gordon King, Hampton Lumber Sales Co. (retired), Mulrooney Award Winner, Portland, Ore.; and Butch Bernhardt, Western Wood Products Assoc., Portland, Ore.



Bruce Dausavage, Malheur/Ochoco Lumber Co., Prineville, Ore.; Harvey Hetfeld, Precision Lumber Co., Vancouver, Wash.; Buck Hutchison, Hutchison Lumber & Building Products, Adams City, Colo.; Carter Stinton, Hampton Lumber Sales Co., Portland, Ore.; and Steve Wearne, Pacific Western Lumber Co., Lake Oswego, Ore.



Jacques Vaillancourt, ForesTel Inc., Portland, Ore.; Mark Donovan, Western International, Portland, Ore.; and Mike Phillips, Hampton Lumber Sales, Portland, Ore.



Rachel Dennis, Calvert Co., Vancouver, Wash.; and Terry Brown, Lumber Quality Institute, Corvallis, Ore.



Mark Mitchell, Stimson Lumber Co. Inc., Portland, Ore.; Edie McCartney, Lumber Products, Tualatin, Ore.; and Mike Zumwalt, Hampton Lumber Sales Co., Portland, Ore.



Edie McCartney, Lumber Products, Tualatin, Ore.; Dana Jansen, Dansu International, Tualatin, Ore.; Wayne Miller, The Softwood Forest Products Buyer, Memphis, Tenn.; and Susan Anderson, Dansu International



Jacques Vaillancourt, ForesTel Inc., Portland, Ore.; John Mitchell, M&H Economic Consultants, Portland, Ore.; Gary Vitale, NAWLA, Rolling Meadows, Ill.; Joe Nealon, Pacific Western Lumber, Lakewood, Wash.; and Pat Burns, Patrick Lumber Co., Portland, Ore.



Grant Phillips, Joe Liberge and Kevin Dodds, Buckeye Pacific LLC, Portland, Ore.; and Brian Jackson, Western International Forest Products LLC, Portland, Ore.

Marketing & Selling Green: Tips & Tools

By Michelle Keller

With green and certified products quickly becoming the new 'standard', the key to remaining competitive appears to be green product knowledge, learning the markets which require those products, and how they want to be served.

During a recent webinar, 'Positioning for Green—Opportunities for Forest Products,' CEO of Fullerton Companies and chairman of the board of Dovetail Partners Inc., Dr. Jeff Howe covered 'Marketing and Selling Green.'

Opening with an explanation of what and whom green and certified markets pertain to, Howe said, "In the last 20 years we've thought of 'green' as a 'thing' when the green market is actually about people."

Dividing markets into four segments: geographic, demographic, socio-graphic and psycho-graphic, he said 'green' is both a socio-graphic and psycho-graphic market. "Socio-graphic is a market comprised of people who are members of groups and most 'green' people belong to many organizations," he explained. "Psycho-graphic pertains to people with certain types of behaviors. Green customers generally have particular behavior types."

Addressing generational segments such as Baby Boomers, Generation X and Millennial's, Howe said, "The Millennial's are the group that is now getting into the age of home purchasing. They will have the largest impact on the economy and its individual markets in the next five to ten years." According to the Joint Center for Housing Studies of Harvard University, the Millennial generation emerges as the single largest generation cohort in history and will surpass Baby Boomers by 5 million, which should have a positive impact on household formation.

Howe also touched on new marketing approaches such as social media. "If you want to contact the younger generations, you have to recognize methods of communication like Twitter and Facebook," he explained. "Social media will play an increasing role in moving customers, particularly with the younger generations. It allows a more personal and interactive relationship between a brand and the consumer allowing the consumer to connect with a brand beyond a typical relationship."

As for ways to identify potential markets he said, "Visible green customers are also members of environmental groups, which are very accessible groups filtered into the marketplace in general. They are purchasers of certain green specialty magazines and members of green building associations. Potential green customers are clearly defined by their buying trends. "Green Building Programs represent one of the largest potential buying groups in history," he continued. "This is probably one of the first times in history that buyers groups have banded together in massive numbers to try

and influence sellers of products. The fact that they formed the buyers groups is a message that these buyers had something they wanted and we failed to provide it."

When it comes to what green customers want, Howe said, product knowledge was the answer. "They want to know that you are knowledgeable about the products you provide. Is it safe and/or healthy? Does it save energy and water? What are the environmental impacts? These are the important facts buyers are looking for," he explained.

Acknowledging that explaining the benefits of green products can be complex he said, "Green people generally don't care about the attributes of the product; they want to know about the benefits. Explaining that the wood has natural characteristics is an attribute but letting them know that it saves electricity by insulating properly is a benefit.

"Lots of people are trying to sell certified lumber and they themselves do not actually perceive the benefits. It's hard to sell the product, if you do not have the knowledge about the attributes and benefits. There are several benefits to the company for selling green and certified products. This is product specific, but, in terms of 'the company,' it's important to mention and understand why the green is important to you.

"Your company's green behavior is also very important. If you make broad public displays of your knowledge, you better be able to back it up," he added. "Buyers don't trust the industry as they used to. If you're able to deliver the sales pitch in a way that the



Dr. Jeff Howe

customer trusts you—you will have a long time customer. Trust is critical with the oncoming generations of homebuyers."

Selling Certified Products

Dr. Howe also gave a detailed list of

Continued on page 33

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NAWLA Vancouver Photos - Continued from page 12



Julie Jones, Welco Lumber Corp., Vancouver, B.C.; Gary Vitale, NAWLA, Rolling Meadows, Ill.; and Yuri Lewis, Welco Lumber Corp.



Bruce Lindsay, Evergreen Specialties Ltd., Vancouver, B.C.; Ray Pauwels, Skana Forest Products Ltd., Richmond, B.C.; David Elstone, Equity Research Associates, Gibsons, B.C.; and Gary Vitale, NAWLA, Rolling Meadows, Ill.



Russ Taylor, International Wood Markets Group, Vancouver, B.C.; Mike Peters, Westran Services Ltd., Vancouver, B.C.; and Bill Barnett, Marathon Forest Products Inc., North Vancouver, B.C.



Ryan Lepp and Mike Jones, Welco Lumber Corp., Vancouver, B.C.; Bill Rafter, Interfor Pacific Inc., Bellingham, Wash.; and Dave Pollock, Bakerview/Pat Power Forest Products Inc., Maple Ridge, B.C.



Dave Bartsch, Sinclair Group Forest Products Ltd., Prince George, B.C.; John Rutherford, Marathon Forest Products Inc., North Vancouver, B.C.; Carlos Furtado, Sawarne Lumber Co. Ltd., Richmond, B.C.; and Chris Sainas, Dakeryn Industries, North Vancouver, B.C.



Tony Darling, Skana Forest Products Ltd., Richmond, B.C.; Robert Sandve, Haida Forest Products Ltd., Burnaby, B.C.; Chris Beveridge, Skana Forest Products Ltd.; and Bruce St. John, Western Forest Products, Vancouver, B.C.



Bryan Lundstrom, Raintree Lumber Specialties, Surrey, B.C.; and Neil van Swearingen and Tom Mitchell, Independent Dispatch Inc., Portland, Ore.



Janet Wheeler, Interfor, Maple Ridge, B.C.; and Duncan Davies, International Forest Products Ltd., Vancouver, B.C.



Steven Hofer, Interfor Pacific Inc., Bellingham, Wash.; Doug Clitheroe and Tom Sellin, Interfor, Maple Ridge, B.C.; and Rick Middleton, Precision Cedar Products Inc., Maple Ridge, B.C.



Vince Bulic, Yaletown Lumber, Vancouver, B.C.; and Brad Flitton, Western Forest Products, Vancouver, B.C.



Roger McAfee, Yvon Lapalme and Brian Williams, Olympic Industries, North Vancouver, B.C.; and Dale Bartsch, Hy Mark Wood, Surrey, B.C.



Ron Gorman, Gorman Bros. Lumber Ltd., West Bank, B.C.; Mike Welsford, Welco Lumber Corp., Vancouver, B.C.; Gary Vitale, NAWLA president, Rolling Meadows, Ill.; Steve Doman, Euler Hermes Canada, Toronto, Ont.; and Karim Sayani, Euler Hermes Canada, Vancouver, B.C.



Ian McLean, Spruceland Millworks Inc., Edmonton, Alta.; Mike Norton, Skana Forest Products Ltd. Richmond, B.C.; and Ryan Furtado, Sawarne Lumber Co. Ltd., Richmond, B.C.



Glenn Mattice, Welco Lumber Corp., Vancouver, B.C.; Steve Parkinson, South Beach Trading, Coquitlam, B.C.; and Les Sjolholm, LNS Sales Inc., Lacey, Wash.



Brad Flitton and Don Demens, Western Forest Products, Vancouver, B.C.; and Steven Hofer, Interfor Pacific Inc., Bellingham, Wash.



Jeff Fantozzi, Pacific Lumber Inspection Bureau, Vancouver, B.C.; and Greg Smith, Gilbert Smith Forest Products Ltd., Barriere, B.C.



Tim McIlhargey, Taiga Building Products Ltd., Burnaby, B.C.; Ian McLean, Spruceland Millworks Inc., Edmonton, Alta.; and Will Trent and Jameson Craig, Skana Forest Products Ltd., Richmond, B.C.



Ben Meachen, Western Forest Products, Vancouver, B.C.; Dennis Wight, Pacific Western Wood Works Ltd., Delta, B.C.; Ryan Stanyer, Howe Sound Forest Products Ltd., Campbell River, B.C.; and Ian White, Dakeryn Industries, North Vancouver, B.C.

HANCOCK LUMBER Starts Up 2nd Moulder At Bethel Facility



Kevin Hynes, Hancock Lumber Co., Casco, Maine; Steve Texiera and Tim Seale, Timber Trading Group, Worcester, Mass.; and Jack Bowen, Hancock Lumber Co.



Kevin Hancock, Hancock Lumber Co., Casco, Maine; and Bob Keener, Russin Lumber Corp., Montgomery, N.Y.



Jeff Harkins, Sisson Log Homes, Blue Ridge, Ga.; Chad Huie, U.S. Lumber Group, Atlanta, Ga.; Anthony Lewis, U.S. Lumber Group, Knoxville, Tenn.; and Matt Duprey, Hancock Lumber Co., Casco, Maine



Jamie Place, Eastern Forest Products, Lyndeborough, N.H.; Vincent Micale and Bernie Nugent, Warren Trask Co., Stoughton, Mass.; and Matt Duprey, Hancock Lumber Co., Casco, Maine



(Back Row, from left): Jamie Place, Eastern Forest Products, Lyndeborough, N.H.; Chad Huie, U.S. Lumber Group, Atlanta, Ga.; Bernie Nugent, Warren Trask Co., Stoughton, Mass.; Jeff Harkins, Sisson Log Homes Co., Blue Ridge, Ga.; Vincent Micale, Warren Trask Co., Stoughton, Mass.; Anthony Lewis, U.S. Lumber Group, Knoxville, Tenn.; (Front Row, from left): Tim Seale and Steve Texiera, Timber Trading Group, Worcester, Mass.; Kevin Hancock, Hancock Lumber Co., Casco, Maine; and Bob Keener, Russin Lumber Co., Montgomery, N.Y.



Customers inspecting items being produced from new Weinig moulder.

Casco, Maine—Hancock Lumber Co., based here, recently started up their new Weinig Hydromat 2000 high speed moulder at their Bethel manufacturing facility with an open house with customers and employees

Continued on page 34



Bob Keener, Russin Lumber Co., Montgomery, N.Y.; and Mike Halle, Hancock Lumber Co., Bethel, Maine, viewing pattern product from the new Weinig moulder.



Glen Albee, Hancock Lumber Co., Casco, Maine, talking with Anthony Lewis, U.S. Lumber Group, Knoxville, Tenn.



Wayne Huck, Hancock Lumber Co., Casco, Maine, standing beside a new moulder with Jamie Place, Eastern Forest Products, Lyndeborough, N.H.

Kevin Hancock, president, Hancock Lumber Co., thanks customers for attending and comments on the importance of the new moulder at the Bethel facility.



Additional photos on page 34

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WWPA Photos— continued from page 1



Bob Mai, Potlatch Corp., Spokane, Wash.; Art Andrews, Malheur Lumber Co., John Day, Ore.; Mike Phillips, Hampton Affiliates, Portland, Ore.; and Jim Vandegrift, Bennett Lumber Products Inc., Princeton, Idaho



Steve Zika, Hampton Affiliates, Portland, Ore.; and Jamie Trenter, Lumbermen's Underwriting Alliance, Portland, Ore.



Art Andrews, Malheur Lumber Co., John Day, Ore.; Steve De Zwarte, Pella Corp., Pella, Iowa; and Jim Vandegrift, Bennett Lumber Products Inc., Princeton, Idaho



Scott Stormoen, Columbia Vista Corp., Vancouver, Wash.; Paul Owen, Vanport International, Boring, Ore.; and Russ Hobbs, Plum Creek Manufacturing Inc., Columbia Falls, Mont.



Kevin Cheung and Von Porter, Western Wood Products Assoc., Portland, Ore.; Frank Pearson, Contact Industries, Portland, Ore.; and Jonny Wilford, Woodgrain Millwork, Fruitland, Idaho



Laurie Creech, Simpson Lumber Co. LLC, Tacoma, Wash.; John Mikkelsen, ProBuild, Denver, Colo.; and Craig Larsen, Softwood Export Council, Portland, Ore.



Wade Mosby, Collins Cos., Portland, Ore.; Jonny Wilford, Woodgrain Millwork, Fruitland, Idaho; and Eric Schooler, Collins Cos.



Sherm and Bonnie Anderson and Patti and Tony Colter, Sun Mountain Lumber, Deer Lodge, Mont.



Butch Bernhardt, WWPA, Portland, Ore.; Russ Vaagen, Vaagen Bros. Lumber Inc., Colville, Wash.; and Craig Larsen, Softwood Export Council, Portland, Ore.



Linda Sabrowski, Sun Mountain Lumber, Deer Lodge, Mont.; Wade Mosby, Collins Cos., Portland, Ore.; and Tom Searles, American Lumber Std. Committee, Germantown, Md.



Frank Stewart, WWPA, Portland, Ore.; Mike Phillips, Hampton Affiliates, Portland, Ore.; and Butch Bernhardt, WWPA



Wade Mosby, Collins Cos., Portland, Ore.; Bruce Daucavage, Ochoco Lumber Co., Prineville, Ore.; and Frank Pearson, Contact Industries, Portland, Ore.



Shawn Church and Pete Malliris, Random Lengths Publications, Eugene, Ore.; and Dave Dickman, Andersen Corp., Bayport, Minn.



Dave Pietz and Bob Lewis, Columbia Vista Corp., Vancouver, Wash.



Chris Ketcham, Warm Springs Forest Products, Boring, Ore.; Duane Vaagen, Vaagen Bros. Lumber Inc., Colville, Wash.; and Jeff Webber, Stimson Lumber Co., Portland, Ore.



Steve Firko, Pennsylvania Lumbermens Mutual Insurance Co., Philadelphia, Pa.; Dennis Hardman, APA – The Engineered Wood Assoc., Tacoma, Wash.; Ted Roberts, Roberts & Dybdahl Inc., Des Moines, Iowa; Bob Mai, Potlatch Corp., Spokane, Wash.; and Christopher Crucitt, Pennsylvania Lumbermens Mutual Insurance Co.



David Bruce and Russ Vaagen, Vaagen Bros. Lumber Inc., Colville, Wash.; Michael Voelker, Bluellinx Corp., Denver, Colo.; and Tim Cornwell, Bluellinx Corp., Atlanta, Ga.

Additional photos on page 36

SCMA Discusses Cypress Promotion At Annual Meeting; New Officers Elected



Chris Sackett, Turn Bull Lumber Co., Elizabethtown, N.C.; Nancy Tuck, Gates Custom Milling, Gatesville, N.C.; and Ian Faight and John Millea, Yearick-Millea, advertising and marketing firm for SCMA and HMA, Pittsburgh, Pa.



Terry Wilson, Wilson Lumber Co. Inc., Memphis, Tenn.; Charles Andre, Custom Lumber Manufacturing Co., Dothan, Ala.; and Harry Rogers, Big River Cypress & Hardwoods Inc., Blountstown, Fla.



Frank Vallot, Acadian Hardwoods & Cypress Inc., Ponchatoula, La.; Linda Jovanovich, executive vice president, Hardwood Manufacturers Assoc., Pittsburgh, Pa.; and Ernie Pyle Jr., Ontario Hardwood Co. Inc., Keysville, Va.



John Haggerty, Williams Lumber Co. of North Carolina Inc., Rocky Mount, N.C.; Brian and Caroline Martin, Gates Custom Milling, Gatesville, N.C.; George Riley, Williams Lumber Co. of North Carolina; and Mark Tuck, Gates Custom Milling



Tim Ellis, Denmark Lumber Co., Denmark, S.C.; Pem Jenkins, Turn Bull Lumber Co., Elizabethtown, N.C.; Skip Doty, A.P. Hubbard Lumber Corp., Greensboro, N.C.; and Lance Ramsay, Mechanicsburg Lumber Co. LLC, Yazoo City, Miss.



Doug Brooks, Sunshine State Partners LLC, Hosford, Fla.; Linwood Truitt, Beasley Forest Products Inc., Hazlehurst, Ga.; and John Walker, Norcross Supply Co., Norcross, Ga.

Pittsburgh, Pa.- Members of the Southern Cypress Manufacturers Association (SCMA) gathered on March 10, 2010 for their Annual Meeting. The event took place during the Hardwood Manufacturers Association's 2010 National Conference and Expo in Tampa, Fla. Members discussed how to promote the sustainability of Cypress, especially in relation to LEED certification and other green building certification programs.

Christopher Sackett, president of the SCMA, said the association's promotion plan is designed to reach the design community and homeowners so they can confidently specify Cypress, knowing it is a naturally durable and sustainable material.

"Data from the U.S. Forest Service shows that more Cypress is growing in the southern U.S. than is being removed," he explained. "Our goal is to communicate that message to the builders, architects and homeowners, and explain why the trend is a direct result of our industry's commitment to responsible forestry practices."

Ian Faight, who manages communications and marketing for the SCMA, said the association will use a variety of forums to get the message out, including trade shows, a continuing education course for architects, a new web page on the Sweets Network and several new DIY project videos.

Sackett, Turn Bull Lumber Company, Elizabethtown, N.C., was elected the new president of the SCMA.

Frank Vallot, Acadian Hardwoods and Cypress, Ponchatoula, La., was elected the new vice president.

The Southern Cypress Manufacturers Association is a non-profit organization with 21 member companies dedicated to the promotion of Cypress building products to trade professionals and consumers. For more information, visit www.cypressinfo.org.

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ROSBORO Shakes Up Industry with Full Framing Width Glulam

By Josh Englander

Springfield, Ore.—Stubborn industry woes have prompted various strategic responses, from conservative down-scaling to aggressive adaptation. Companies that

have circled the wagons—shedding jobs, relying on fixed inventories—are waiting until the market becomes a stationary target before they make their next move. Others are dashing out of trenches guns blazing. Rosboro, one of the building sector's glulam leaders, is deciding on the latter tactic with the introduction of X-Beam, a full framing width stock glulam in architectural appearance.

With the new product launch, the Oregon-based company is poised to shake up the engineered wood market, and consequently, rankle the competition. For every advertised benefit X-Beam promises—uniformity with standard framing widths, fewer SKUs, reduced shimming on job sites—there is a corresponding, opposing argument. Other glulam manufacturers are ques-



Rosboro's Vice President of sales and marketing, Jim Walsh.

tioning everything from the economic viability to the market demand for such a product.

"Yes, we scratched our heads when we first heard about it [X-Beam]," said Dennis Huston, EWP sales manager of Boise Glulam.

"Rosboro claims they won't have to increase price, but there's more wood fiber going into the product, so we don't see how that's going to work. We'll wait and analyze the market response before we consider offering a similar product."

In poker parlance, Rosboro is going all in, switching its entire stock of 4x and 6x glulam products to full framing width in architectural appearance. That means one set of SKUs for exposed and concealed applications, and no more job-site modifications to match traditional glulam with standard framing members. Rosboro is also marketing the fact that



Intended for exposed or concealed applications, Rosboro X-Beam is available in a wide range of sizes, including standard 3-1/2" and 5-1/2" wall framing widths.

the greater widths and wood volume will equate to increased load-carrying capacity.

Critics aside, there may be a very influential group that applauds the decision: builders. The ones who, if the product follows through on its claim, will

reap the immediate rewards.

"This will have a big impact for me," said Oregon builder Tony Chapman. "I prefer glulam for its consistency and strength, but there's always been extra effort and time I spend shimming out the 3/8-inch gaps. A full-width product really simplifies things."

Breaking Rules and Traditions

So why hasn't it been done before? Part of the reason is that, unlike Rosboro, not many manufacturers are operating their own sawmills and planers. That gives the company the leverage to break away from a pack that is largely invested in



This is an image of the X-Beam, full framing width stock glulam in architectural appearance.

maintaining the status quo. In making this change to full widths, Rosboro is fundamentally altering glulam-manufacturing practices that date back more than 40 years. Naturally, Rosboro's competitors are wary of the news.

"Frankly, we don't think much of it," said Bud Filler, founding partner of Filler King Company. "It's an un-standard industry size and it creates dual inventories in distributors' yards. Another problem is the amount of redesign it may require on hardware connections. Then there's the added cost; someone has to pay for that extra 3/8-inch."

Filler is likely not the only one to express concerns about increased costs—and compatibility issues. Any radical change is bound to have a ripple effect down the supply chain. However, at least one leading hardware manufacturer, Simpson Strong-Tie, does not foresee any major stumbling blocks associated with the increased standard widths.

"Simpson Strong-Tie provides a large variety of hanger sizes for glulam beams," said a Simpson representative, "including sized for Rosboro's 3-1/2-inch and 5-1/2-inch wide glulams."

Looking for the Next Big Thing

Rosboro is hailing X-Beam as a breakthrough—a radical improvement in terms of convenience and efficiency. "With the sizing issue mitigated, we believe glulam becomes the premier engineered wood option," said Jim Walsh, Rosboro senior vice president of sales and marketing. "It's less expensive than other engineered wood products, more attractive, lighter weight, and easier to work with. We view X-Beam as the next-generation glulam."

As for cost, Rosboro claims the market will dictate the price and value of the product. X-Beam's available net widths include beams at 3 1/2-inch, 5 1/2-inch, 6 3/4-inch, and 8 3/4-inch, and columns at 3 1/2-inch x 6-inch, 5 1/2-inch x 5 1/2-inch, and 5 1/2-inch x 6-inch. It will also come in a full range of common glulam and I-joist depths.

With uncertainty still swirling around the building industry, it's unclear whether Rosboro's early adoption of the new product line will result in a big head start or a humbling retreat should the market reject full-width glulam. Despite the unknowns, Rosboro is embarking with confidence.

"We don't feel it's a big risk," said Walsh. "At this point, we're not really competing against other glulam manufacturers, but rather LVL, solid sawn, LSL and steel. When we talk to the end users, they prefer glulam to all these other products—if it weren't for the sizing problem. With X-Beam, we're delivering a product that better fits what builders need, and reducing the SKUs for our customers."

The industry will certainly be watching Rosboro's dance with risk and reward. If successful, the X-Beam product may signify a trend, one in which companies will try to innovate their way out of an economic downturn rather than wait for conditions to return to normal.

About the Author: Josh Englander is a freelance writer specializing in the building industry.



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NAWLA -
Continued from page 1

and an exhibition hall where members displayed products and discussed services.

Guest speakers included: Rachel Faulkner, a motivational presenter who spoke on the topic of "Hope & Tenacity When All Seems Lost"; Michael Chriszt, with the Federal Reserve Bank of Atlanta, who addressed "The Expected Path of Economic Recovery"; and John Wade, with the Southeastern Lumber Manufacturers Association Inc., who spoke about the "Softwood Lumber Economic Situation: Post Great Recession."

For more information about NAWLA, visit its website at www.nawla.org, or phone 800-527-8258.

NAWLA REGIONALS -
Continued from page 1

Gary Vitale, NAWLA president, presented speeches at each recent regional meeting. He noted that the Vancouver meeting was the largest in 2010. He cited overall association membership figures, which have declined from the 650 posted in 2007 to 508 today. Vitale said the number of wholesale members has dipped from 45 percent to 36 percent. The organization's president also noted that NAWLA ended the fiscal year in March "in the black." He also reminded members of the upcoming regional meeting in Boston on May 13, and the annual NAWLA Traders Market® in Chicago Nov. 3-5.

Kevin Mason, of Equity Research Associates, was the first speaker of the day. His address was entitled "A Light At The End of The Tunnel." He noted that the good news is some economic recovery is evident. "We assumed the recession ended third quarter last year," he said. "Spending is only 1 1/2-percent, which is pretty anemic."

"Business, however, is expanding somewhat and we are seeing companies in the industry building inventories again to fill voids."

He added, "We have some big problems...But slowly, it's getting better."

Stephen Frasher, president of Western Forest Products, spoke to the group about "How Do We Prepare for the New Normal As A Company?".

"For us," he said, "our focus is on margin, margin, margin, and branding in our company. We're using very non-traditional means of solving labor problems. We're sitting down with employees, union and management together to work through issues."

Duncan Davies, CEO of International Forest Products, also spoke at Vancouver on the housing industry. Davies said the economy and housing are improving.

Prior to the Vancouver gathering, approximately 80 NAWLA members convened at the Portland (Ore.) Golf

Club to attend their regional meeting.

George 'Buck' Hutchison, NAWLA chairman, welcomed members, and was followed by NAWLA President Gary Vitale, who greeted attendees.

Guest speaker John Mitchell, with M&H Economic Consultants, informed the group that "the outlook is much better than a year ago, but you should go to sleep a little scared."

He said the recession ended middle of 2009, and now consumer spending is coming back up while job numbers are improving as well, but it is a slow process. He added that housing figures are also improving.

LAT -
Continued from page 1

Gonzalez Convention Center.

Sixty-three dealers registered at the convention, along with other guests, for an approximate total of 300 attendees.

In addition to an exhibition hall, the LAT hosted several networking opportunities for attendees, including an opening day golf tournament, the president's reception and gala, a breakfast meeting and seminar on current technology, a silent auction, and lunch and federal reserve update with Danielle Dimartino, financial analyst with the Federal Reserve Bank of Dallas.

The LAT also held its annual membership and board meeting during the convention.

Featured speakers at this year's convention included: National Lumber & Building Material Dealers Association Chairman Dan Fesler, Kathy Howard, building science advisor, Environments for Living program, and Peter Pfeiffer, LEED-accredited professional architect.

For more information about LAT, visit its website at www.lat.org or phone 512-472-1194.

WWPA -
Continued from page 1

WWPA members and guests were present at the two-day gathering.

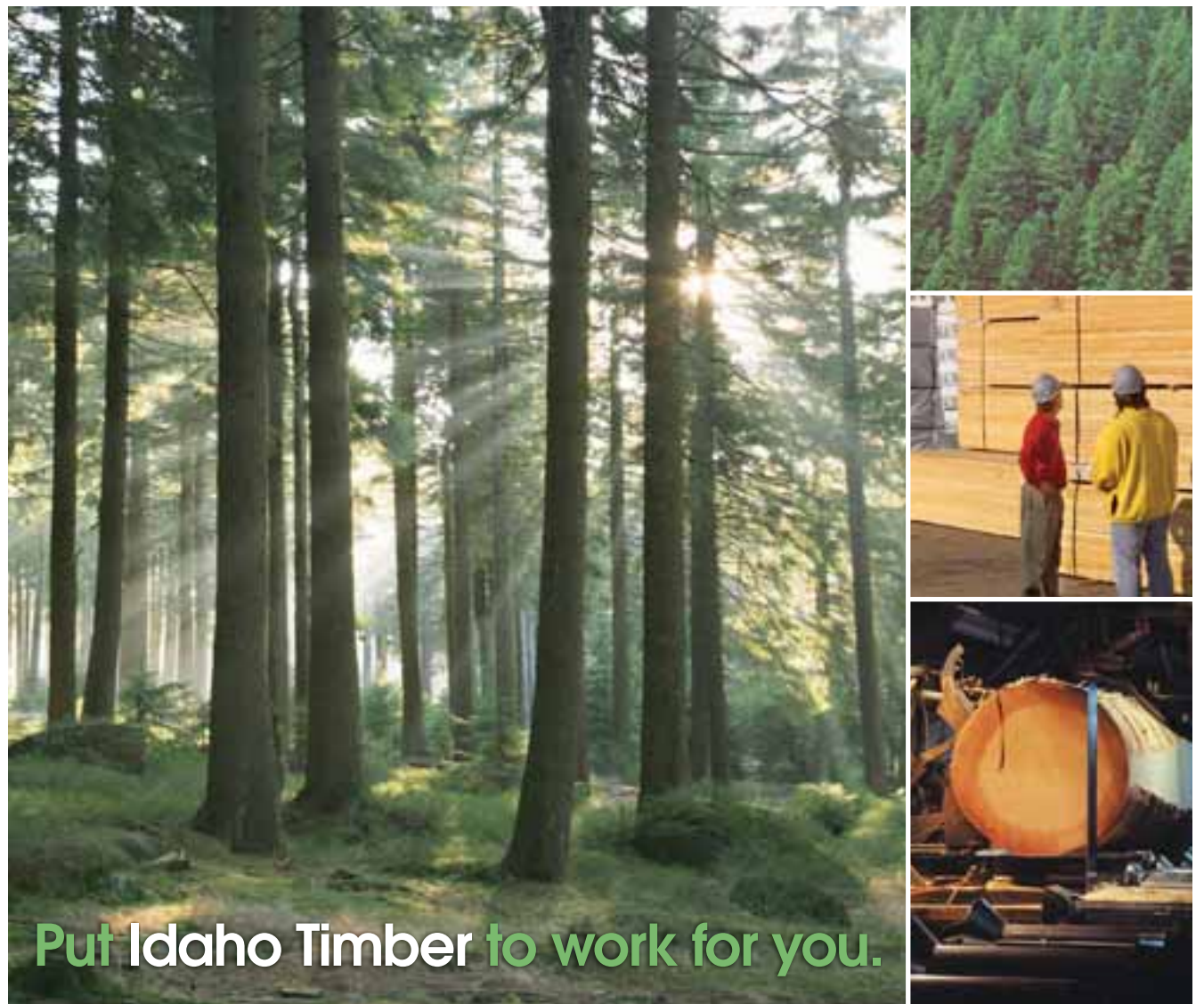
The overall mood at the meeting was cautious yet optimistic as many feel the years ahead will bring progress and improvement in the market, but in incremental degrees. A variety of speakers addressed attendees about the state of the economy, the lumber market and the future. All agreed that the industry in recent weeks has experienced increased activity.

Allan Trinkwald of Simpson Lumber Co., LLC was elected as Chairman of WWPA during the recent meeting.

Trinkwald succeeds Eric Schooler of The Collins Companies, who completed his two-year term as the top Member officer.

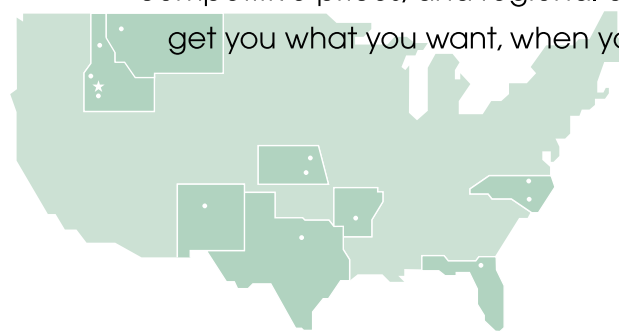
Elected as First Vice Chairman was Bob Lewis of Columbia Vista Corp. Steve Zika of Hampton Affiliates was voted as Second Vice Chairman and

Continued on page 20



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WWPA -
Continued from page 19

Michael O'Halloran was re-elected as WWPA President and Chief Executive Officer.

Four Board members were elected to serve three-year terms. They are: Sherm Anderson, Sun Mountain Lumber; Dan Claridge, Thompson River Lumber Co. of Montana, Inc.; Fritz Mason, Georgia-Pacific LLC; and Tom Shaffer, Neiman Enterprises.

Russ Vaagen, serving as chairman of the WWPA export committee, opened discussions on the first day of the export committee meeting, along with Craig Larson of The Softwood Export Council and Butch Bernhardt, of the WWPA. Larson cited positive movement with Hemlock, with export sales up 30 percent. He said Canada is the number one U.S. export market currently, followed by Japan.

At the products support committee meeting, Mike Phillips of Hampton Affiliates gave attendees a hearty wel-

come, proclaiming, "Welcome to all you survivors on our island! I'm glad to see all of you remaining contestants!"

Phillips' jovial greeting was received warmly as attendees who gathered at this meeting are representatives of companies staying afloat in these challenging economic times.

Bernhardt followed Phillips and outlined some improvements recently made to the WWPA website as well as the addition of the organization's new Twitter site, which allows members a streaming chat format.

WWPA committee members also met to discuss product support and quality standards on the first day of annual meeting. This was followed by an economic services committee meeting chaired by Bob Lewis, of Columbia Vista Corp. Among topics discussed in this meeting were log sizes, species, scaling and recovery from logs. Lewis noted, "If it costs more to produce than you spent on the back end, it's not viable to market."

The committee also debated the accuracy of price reports based on

survey information as well as mills that have developed new products with new proprietary specifications.

A spring forecast was also presented to WWPA members by Josh Harwood, senior economist with the Oregon Office of Economic Analysis. Harwood said economists "are confused by this economy. It could go either way. Opinions vary from coming back fast or double-dip recession."

He predicted that it will take five years to recover from this cycle, ending in 2013. Harwood said he expects some increases along the way. In 2011, he predicts 1.2 million housing starts, an increase over last year.

As for unemployment figures, Harwood offered this perspective: Unemployment rates are "wishy washy and hard to measure. Most figures are the result of phone surveys." Harwood said that he expects the U.S. to reach previous healthy employment levels mid-2013.

David Jackson, WWPA economist, added, "We're 26 months into the current recession. We've seen some

The Softwood Forest Products Buyer progress, but in very few cases has progress been through the roof. It's incremental progress we are seeing."

He said, "Consumer confidence is improving, which is a good thing. About producer prices, you want to see improvements, but you don't want prices to get too high. Then you have inflation. Also, you don't want deflation. Ideally you want 2 to 3 percent increase in producer prices."

The chairman's reception ended the WWPA meeting. Eric Schooler served the association during the past year as chairman, and addressed the members as he turned over leadership to 2010 chairman, Allan Trinkwald.

Schooler said, "For much of the past year, our companies and this Association have operated in what could be considered a crisis mode. What's interesting is that if you write the word 'crises' in Chinese, it is composed of two characters – one for danger and the other representing opportunity."

"It's clear this historic downturn has forever changed our industry. Some of the markets we've counted on to buy our lumber are no longer as certain as once thought. The distribution chains we sell to are changing due to consolidation and closures. We are all taking a new look at how best to give credit, extend credit –or not give credit– those buying our products."

Looking ahead, Schooler noted some areas worth watching. "Higher immigration is adding to the potential pool of home buyers," he said. "According to demographic experts, this growth will shift housing demand toward starter homes, rentals and senior housing. All of these trends will create more promising markets for our mills. On the supply side, we've watched with interest how our friends in Canada are dealing with the mountain pine beetle problem. It's uncertain whether Canadian mills will ever regain the U.S. market share they enjoyed just a few short years ago. And with the emergence of a vital Chinese market, the U.S. may not be their only target market."

Regarding the overall lumber market, Schooler was positive. "We're already seeing encouraging signs of improvement in the market. That momentum will build further once the U.S. economy hits its stride toward steady growth."

"The recent rise in lumber prices has brightened the balance sheets at many of our operations. Still, it's important to note the lumber market is still in a fragile state and the price increases are more a reflection of low inventories at both mills and distributor yards than actual recovery."

"The improved markets are the result of supply side discipline, not accelerated demand."

Schooler summed up by stating, "This Association is where the Western lumber industry can have one voice in addressing our common needs. The share of Western production represented within our

Continued on page 21

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WWPA -
Continued from page 20

Association has increased in each of the past six years. Today, the Association represents 62 percent of the Western industry – one of the highest levels of support in the history of the organization.

“More impressively, the number of companies supporting all the services offered by the Association is at an all-time high. Full members now represent 90 percent of the volume in WWPA, compared to just 52 percent 10 short years ago.

“I believe the crisis of the past few years for our industry is beginning to wane. However, we are sure to see new dangers – and new opportunities – in the years ahead.”

Western Wood Products Association represents lumber manufacturers in the 12 Western states and Alaska and is the region’s largest lumber trade association. Based in Portland, WWPA delivers quality standards, technical, business information and product support services. For more information, visit online at www.wwpa.org.

WHO’S WHO - Brown
Continued from page 2

The company purchases approximately 600,000 board feet of lumber annually.

Quality Truss Co. Inc. has received numerous awards including “25 Years of Service” from the Governor of Oklahoma and “Manufacturer of the Year” from the Inola Chamber of Commerce.

Brown started Quality Truss Co. Inc. about 28 years ago. He began his career working in a lumberyard in 1957. Brown worked for Hanna Lumber Co. from 1959 to 1981.

Brown is a graduate of Claremore High School in Claremore, Okla. He is a member of the board of directors of the Rogers County Industrial Development Authority.

Brown and his wife of 49 years, Estella Roberta Brown, have two children, three grandchildren and one great-grandchild. He enjoys playing golf and fishing.

WHO’S WHO - Devenport
Continued from page 2

White Pine and 80,000 board feet of plywood, annually. The firm specializes in custom mattresses and foundations for recreational vehicles, over-the-road sleeper cabs, hotels and motels and nearly anyone with a unique bedding situation. White Mattress also rebuilds mattresses and foundations.

“I sell sleep – not just mattresses, and we manufacture the best and renovate the rest,” Devenport said.

Born in Fort Sumner, N.M., in 1946, Devenport purchased White Mattress

in 1980. He was previously in commercial and residential construction, and worked as a cowboy for 15 years. Married with one child, Devenport raises and sells horses and British White cattle and enjoys racing his finer horse stock.

WHO’S WHO - Duncan
Continued from page 2

industry was in 1971 working as a clerk in a lumberyard. His career then included being a buyer for a distribution yard. About 31 years ago he took on his first job in Western Red Cedar sales for a Cedar producer in Oregon.

Duncan’s responsibilities with Lazy S include selling the company’s full range of products to wholesale distributors across North America. Products made by Lazy S Lumber and its sister companies, Columbia Cedar, Inc., Kettle Falls, Wash., and Panel Crafters, White City, Ore., include

Cedar, stk knotty bevel, knotty stk channel siding, pattern #105, tongue and groove products, decking, and okoume plywood siding.

WHO’S WHO - Enoch
Continued from page 2

ings. The company offers a variety of primed materials in any color with either a 15 or 25-year coating warranty depending on application and substrate. CSI has contributed the development of new and better coatings, coating processes and packaging solutions throughout the years. The company also offers a full range of pre-stained siding accessories, including: soffit, fascia, corners and window and door trim for a complete exterior siding solution.

Enoch, a Northern Illinois University graduate, began his career as an inside sales/siding consultant for Cedar Siding. He later became the

regional sales manager for Cedar Siding’s Wisconsin market, Director of Marketing and most recently Director of Sales & Marketing.

He has worked for the company for nine years and has been in his current position for three years. In addition to his marketing responsibilities, Shawn manages the sales force and assists with the other management duties of the company. Enoch took his first job in the industry at the age of 16, when he began working for Midwest Siding Supply pulling orders, loading trucks and delivering materials.

Memberships held by Enoch include: American Marketing Assoc., Marketing Honor Society, Western Red Cedar Lumber Assoc., and North American Wholesale Lumber Assoc. among others.

In his leisure time, Enoch enjoys golf, snowboarding, wakeboarding, hunting, fishing, basketball, mountain biking, music and reading.

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WHO'S WHO - Steele

Continued from page 2

purchases approximately 840,000 board feet of Softwood lumber annually.

Steele has been in his current position for 25 years. He has been with S.S. Steele & Co. for 39 years.

Steele is a graduate of Murphy High School in Mobile, Ala. He received a bachelor's degree in finance from the University of Alabama in Tuscaloosa.

Steele and his wife of five years, Pam, have two children and five grandchildren. He enjoys fishing, tennis and is the treasurer of the Mobile Bass Masters and Mobile Bass Assoc.

WHO'S WHO - Wood

Continued from page 2

wood to OSB. Additionally, he is in charge of buying Boise Portsmouth's Spruce, Dry Doug-Fir and green Doug-Fir long lengths and White

Cedar shingles and WR Grace Products and Primed Pine boards.

Prior to working in the industry, he was a chemist for an environmental firm. He has been with Boise Cascade LLC for 11 years.

The Portsmouth facility's primary customers are independent retail lumber dealers.

"We remain focused on servicing our retail customers and continue to work at developing strong relationships with our suppliers. We are dependent on both our customers and our suppliers for our success," Wood said.

Boise Cascade LLC is one of the nation's largest wholesale distributors, with 31 distribution facilities marketing a wide variety of building products and services to retail lumber dealers, home improvement centers and industrial accounts nationwide.

In his spare time, Wood enjoys boating, water skiing and home improvements. He and his wife, Laura, have two girls ages 2 and 4.

WASHINGTON SCENE -

Continued from page 2

mental community, the bill would mandate a significant increase in mechanical treatments on eastern Oregon's national forests with a focus on generating saw logs over the next several years.

After this interim period and the completion of a landscape restoration assessment at least one landscape sized project of 25,000 acres per forest per year will be required.

This legislation would also require compliance with several existing regulations including no harvest of trees over 21" in diameter limit, which does not currently exist. The legislation also places restrictions on the building of new roads and requires that any temporary roads need to be decommissioned within two years. The legislation would also waive administrative appeals for projects proposed during the interim period and create a shorter objection process for large-scale

The Softwood Forest Products Buyer projects.

Oregon's Senator, Ron Wyden stated that he recognizes the plight of the eastern Oregon forests and the remaining logging and sawmill infrastructure that depend upon them, including the need for more mechanical thinning and more saw logs. Wyden has also signaled his understanding that additional funding will be needed to accomplish these goals and has stated that this will be his highest priority.

Biomass Initiative Passes Legislature

Legislature recently passed the Washington State Department of Natural Resources' (DNR) Forest Biomass Supply Agreements Bill. This executive-request legislation from Commissioner of Public Lands Peter Goldmark has taken the next step towards creating a forest biomass industry from state trust lands.

With just one dissenting vote in the House of Representatives and unanimous support in the Senate the Forest Biomass Supply Agreements Combined Bill 2481 passed.

The bill, if signed by the Governor, will allow DNR to enter into long-term agreements to supply biomass from overcrossed young forests and after-harvest slash to the biomass energy economy. To date a major obstacle to realizing the benefits of the biomass energy has been securing reliable and predictably priced biomass feedstock. Incurring no cost to the States General Fund, the bill actually has the potential to generate revenues from state-managed forestland.

"I appreciate the Legislature's support for our Forest Biomass Initiative. It will not only help achieve a greener economy and create rural jobs, but can earn some added revenue for schools and other state trusts," Commissioner Peter Goldmark said. "I look forward to support from Governor Gregoire on this effort."

USDA Announces Forest Landscape Restoration Committee

Agriculture Secretary Tom Vilsack recently announced he is seeking nominations from the public for the new Collaborative Forest Landscape Restoration Advisory Committee.

According to the United States Department of Agriculture (USDA), the committee will inaugurate a new level of collaboration between the USDA Forest Service and the American people in the restoration of forested landscapes.

"About 60 million Americans depend on national forests for clean, abundant water, and all Americans rely on healthy forest ecosystems to mitigate the effects of climate change," said Vilsack. "This committee will help us prioritize the work that needs to be done and empower citizens and the Forest Service to work together through the entire process of ecological restoration work, from identifying

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WASHINGTON SCENE -

Continued from page 22

needs on the landscape to achieving ecological objectives in ways that provide jobs and protect local communities from wildfire.”

The Omnibus Public Land Management Act of 2009 authorized the Collaborative Forest Landscape Restoration Advisory Committee. The Act encourages collaborative, science-based ecosystem restoration of priority-forested landscapes.

For more information on selection criteria and the application process, please reference the Federal Register Notice at www.edocket.access.gpo.gov.

APA -

Continued from page 2

additional 3.8 percent) also nearing negative equity status.

Nationwide, more than 11.3 million (24 percent) of all residential properties with mortgages were in negative equity at the end of 2009, up from 10.7 million (23 percent) at the end of the third quarter, according to the First American CoreLogic's report. Only Nevada, which had 70 percent of all of its mortgaged properties under water, and Arizona, at 51 percent, had more upside-down properties than Florida.

Even with an improving economy, foreclosures are likely to continue to rise for another six months, especially in the areas already experiencing the highest foreclosure rates and continued high unemployment. Foreclosures lower home prices and make it more difficult for new home construction to be competitive.

NORTHERN KENTUCKY -

Continued from page 4

Reeder, other key personnel at Northern Kentucky Cedar include Joe Berry, vice president and Teri Reeder, secretary-treasurer. The company operates a 40-hour workweek.

Reeder estimates the Aromatic Red Cedar (ARC) that he receives is harvested within a 75 to 80-mile radius of his plant, 90 percent arriving on the bed of pickup trucks. “The average Aromatic Red Cedar log is seven or eight inches in diameter and mostly 8 feet long. We move about one million board feet a year of raw timber, converting it into square-milled lumber,” said Reeder.

While most of the company's inventory of ARC is air dried, some of it is processed through a small Nyle dry kiln with 18,000 board feet of capacity per load. “We also use a six-head Wood-Mizer resaw for producing specific-dimension orders for customers and a Wood-Mizer moulder,” said Reeder. “We've produced a number of novelty products for a number of years, such as shoe racks, planters,

etc., the last year we have been developing our new line of log furniture which includes rocking chairs, porch swings, Adirondack chairs and bedroom furniture. Northern Kentucky Cedar recently released this to the Tupelo Furniture Market even with the economic downturn, we had great response. We do spend a great deal of time and effort doing product development and market research. This fall we intend to release our new closet shelving system that confers all the economics of the aromatic benefits of the Cedar closet without the expense of lining the entire closet. Finding ways to enhance construction and make better use of the lumber that would otherwise be put into scrap is part of our current focus,” Reeder said.

With a reputation as a big-picture thinker and doer in ARC circles, Reeder is an active advocate for helping the entire ARC sector of the market make a successful transition through current economic challenges. “Log supply continues to be a chal-

lenge for Cedar product manufacturers. All the Cedar mills fight over their log supply like little banty roosters fight over a hen; if we would stop fighting and focus on opportunities, everyone can come out better off,” he said. “I'm convinced this is a networking problem that can be solved. For example, cattle ranchers in Oklahoma report that they're losing 700 acres of grazing pastureland a day — to Eastern Red Cedar. From their perspective, it's an invasive species that will naturally take over. For us, it would be a win-win to develop an industry standard product that is commercially viable with this supply resource.”

Years ago, Reeder noted that a great deal of ARC was shipped overseas. “France — and Europe as a whole — has environmental exclusions on treated wood, while Aromatic Red Cedar is known for its rot resistance, does not require treating for exterior usage. That's one of its many virtues as a species that we need to promote more aggressively, also, Aromatic Red Cedar is well known for its ability to

repel insects, making its dust and shavings highly desirable for animal bedding and the slab wood makes wonderful mulch, I believe,” he said, noting that this environmental advantage has significant benefits in light of today's green construction initiatives. “I'm convinced that there are valid opportunities available for ARC to increase its presence in the overall lumber marketplace. It is nontraditional, yes. But I believe appreciation for the wood's characteristic inclusions can find a greater place in the market alongside the clearer profile of White Cedar.”

After so many years of working with ARC, Reeder may be immune to its spicy aroma, but that has not dimmed his enthusiasm for its uses or its future. At the most recent Tupelo Furniture Market (TFM), he encountered the famous TFM hospitality, as well as a lot of interest in his ideas for promoting ARC.

“The learning curve of adapting to economic conditions can be a good

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