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# The Softwood Forest Products Buyer

Vol. 25 No. 6 The Softwood Industry's only newspaper.....now reaching 42,965 firms (20,000 per issue) November/December 2010

## Canadian Wood Products Show Fulfills Global Sales Mission

Photos By Wayne Miller

### Whistler, B.C.-

Despite the recession, deals were being nailed down at this year's Global Buyers Mission™ (GBM) held here. Event organizers reported that early projections are that the show topped last year's record sales.

Close to 700 participants from 15 countries attended the 2010 GBM, which featured quality, value-added manufactured wood products from British Columbia and other parts of Canada.

The 7th annual event sold out for both



Stewart Clark, Tom Faris, Curtis Walker and Kirk Nagy, The Waldun Group, Maple Ridge, B.C., pictured in front of a 1942 fire truck at GBM promoting fire safety.

exhibitors and buyers.

"The Global Buyers' Mission again exceeded our expectations," said Brian Hawrysh, CEO of BC Wood, which hosts the event. "It's hard to believe there's a recession

Additional photos on pages 12 & 14

Continued on page 20



Ian Wight and Dennis Wight, Pacific Western Wood Works Ltd., Delta, B.C.; and Al Fortune, Mid Valley Lumber Specialties Ltd., Aldergrove, B.C.

## NELMA Members, Guests Enjoy Annual Fall Meeting

Photos By Terry Miller

**North Conway, N.H.-**The annual fall meeting of the Northeastern Lumber Manufacturers Association (NELMA) was held recently at The Red Jacket Mountain View Resort, located here in picturesque Mount Washington Valley. The venue served as host for the 132 members and guests that participated in the two-day event.

The schedule of activities began with a day of golf at the Wentworth Golf Club, where



John Benjamin and Alden Robbins, Robbins Lumber Inc., Searsmont, Maine; Chuck Gaede, Durgin & Crowell Lumber Co., New London, N.H.; and Jamie Place, Eastern Forest Products, Lyndeborough, N.H.

20 foursomes hit the links in near perfect New England weather. A reception and dinner preceded an awards presentation and NELMA Lifetime Member induction ceremony, honoring Jim Outram for his service and dedication to the forest industry and

Additional photos on page 14

Continued on page 20



Paul Jannke, Forest Economic Advisors (FEA), Westford, Mass.; Jeff Easterling, Northeastern Lumber Manufacturers Association, Cumberland Center, Maine; Darren Zwicker, J.D. Irving Ltd., St. John, N.B.; Win Smith Jr., Limington Lumber Co., East Baldwin, Maine; and Anthony Baroni, Sandy Neck Traders, South Dennis, Mass.

## Toronto Hosts NAWLA Regional Meeting

Photos By Teddy Melvin

**Toronto, Ont.-**Approximately 80 guests and members of the North American Wholesale Lumber Association (NAWLA) gathered here at the Crowne Plaza Toronto Airport for a regional meeting.

Additional photos on pages 14 & 16

Continued on page 20



Jim Livermore, Nicholson & Cates, Burlington, Ont.; and Rick Ekstein, Weston Forest Group, Mississauga, Ont.

## IWF 2010 Welcomes Guests In Atlanta

By Gary and Terry Miller

**ATLANTA, GA.-**Though noticeably smaller in attendance than the previous 2008 IWF, this year's International Woodworking Fair (IWF), held at the Georgia World Congress Center here, was dubbed a success by sources surveyed who visited the event.

Additional photos on pages 16 & 18

Continued on page 20



Greg Welling and Barbara Hawes, Boise Cascade LLC, Boise, Idaho; and Chris Hinck, Boise Cascade LLC, San Diego, Calif.

# Who's Who In Softwoods



Charles Edwards

**Charles Edwards** is purchasing agent, technical manager and environmental agent for **Crown Column & Millwork LLC**, a manufacturer in Attalla, Ala. Crown Column & Millwork purchases more than 1 million board feet annually of Softwoods, hardwoods

Continued on page 21



David Simon

**David Simon** is the general manager for **Hitek Truss**, a manufacturer in Brooksville, Fla. Hitek Truss manufactures roof and floor trusses and sells them locally. The company also buys and sells engineered wood products including LVL's and laminated wood I-

Continued on page 19



Lawrence Nielsen

**Lawrence Nielsen** is president of **Millwork of Idaho**, a manufacturer of texture wood flooring, custom doors, custom trim and wooden stilts, in St. Anthony, Idaho. Millwork of Idaho sells its products nationally. The company purchases 101,500 board feet annu-

Continued on page 20



Frank Peterson

**Frank Peterson** is a sales representative for **Swanson Group Sales**, a wholesaler and manufacturer in Glendale, Ore. Swanson Group Sales offers 2x4 Green Doug-Fir No. 1 and Better, Standard and Better, Utility, Economy; 2x6 to 2x12 Green Doug-Fir Select

Continued on page 19



Alden Robbins

**Alden Robbins** currently manages the lumber and shavings sales for **Robbins Lumber Inc.** in Searsmont, Maine. Robbins Lumber, Inc. manufactures Eastern White Pine in 4/4 Commons, 4/4 Selects, 5/4 & thicker Commons/Selects, cut stock,

Continued on page 21



Rick Shepherd

**Rick Shepherd** is purchasing manager for **Ozark Structures Inc.** of Brookline, Mo. Ozark Structures is a manufacturer of roof trusses, floor trusses and wall panels. The company markets its products and services nationally. Ozark Structures pur-

Continued on page 21

# Carbon Challenge Program Launched

For more APA News and Information, go to [www.apawood.org](http://www.apawood.org)

## Market Outlook: The Construction Forecast

Housing starts increased slightly to a rate of 598,000 recently. Both single-family and multifamily increased. Construction is now in line with the level experienced before the home buyer tax credit boosted sales this year. Year-to-date, there has been only a small increase in the total number of housing units started, just 33,700 more than in 2009. We're expecting the year to end with about 495,000 single-family and 105,000 multifamily starts for a total of 600,000. Last year, there were 554,000 housing starts, so a total increase of 46,000 is expected. Next year, the forecast is for 745,000 housing starts, 610,000 single-family and 135,000 multifamily. Multifamily construction may have formed a bottom and should begin to climb from here. Multifamily was hit hard by the commercial lending crisis and credit is loosening up enough to revive a few projects. A lot of forecast assumptions will need to be realized if the 2011 single-family forecast is to hit the mark. Among the assumptions are a return of consumer confidence and improved job growth. Employers are producing more goods and services, but they are uncertain about future taxes and benefits for employees and this has put hiring on hold. Also, banks will need to be more generous with acquisition, development and construction financing for home builders. Nonresidential construction is expected to begin a slow turnaround in 2011. After taking out inflation, only a 1.9 percent increase in the value of buildings put-in-place is forecast. The heavier wood-using segments of lodging, office buildings and store construction are expected to do a little better with 2.9 percent growth.



Who can design a home with the lowest carbon footprint? That's the challenge being presented by APA in the Florida Carbon Challenge, a design competition to take place throughout Florida in November and December, 2010. The competition will call for single-family home designs suitable for construction in Northeast Florida. To aid designers in determining how various building components and designs impact the carbon footprint of a home, APA is working with the Athena Institute to provide a Residential Eco-Calculator, a free software tool that uses life cycle assessment (LCA) methodology to determine the environmental impact of design choices. The software will include data for many combinations of common building materials for floors, walls, and roofs, as well as finish materials. Complete details and design requirements for the challenge will be presented at a series of kick-off events in several Florida locations in November. The winning entries will be announced in January at the International Builders' Show in Orlando. APA is offering more than \$10,000 in prizes for the winning designers. In addition, the grand prize winning design will be evaluated in a comprehensive life cycle assessment study that compares the design using full wood-frame construction versus construction on concrete slab with concrete block walls. The results of the LCA study will be shared in a series of seminars planned for 2011. The design challenge is funded by the U.S. Forest Service, Forest Products Lab, and is being conducted in conjunction with the Raised Floor Living program, a cooperative promotion effort between APA and the Southern Forest Products Association. Competition updates and event information are posted online at [www.apawood.org/carbonchallenge](http://www.apawood.org/carbonchallenge).

old pollutants, and allows EPA to set more realistic emission limits considering what real world boilers can achieve given the wide diversity of designs, fuels and operations. "On each of the Boiler MACT, Boiler GACT and CISWI proposed rules, we believe there is a better way forward that provides EPA the ability to improve air quality while preventing the severe job losses that such mandated cost increases would bring. Our comments seek to not only show the possible repercussions of the proposed rule, but also ways in which the goals can be achieved to keep American manufacturing jobs in place."

**Tax Cuts Set to Expire**

Tax cuts implemented for businesses by former President George Bush are set to expire at the end of 2010. According to sources in Washington, Congress is in no hurry to decide which ones to extend while President Obama is proposing several tax increasing measures resulting in unparalleled uncertainty for businesses regarding their future tax obligations. Policy changes could significantly impact business taxation in 2011. According to the Western Hardwood Association some will result in tax increases *only* if Congress acts; others will automatically increase taxes *unless* Congress acts. Some of these policy changes are listed below as reported by the WHA. **Capital Expensing**—Businesses are allowed to immediately deduct a certain percentage of capital investment costs in the first year, and then depreciate the balance over time according to a regular schedule. The American Recovery and Reinvestment Act of 2009 kept the \$250,000 expensing limit in place through 2009, and the Hiring Incentives to Restore Employment Act of 2010 (HIRE) extending it through the end of 2010. Obama Administration's FY 2011 budget baseline assumes a \$125,000 expensing limit will be made permanent for 2011 and all future tax years. But if Congress does not act, the expensing limit will fall 90 percent next year to a level of \$25,000. **LIFO**—President Obama's FY 2011 budg-

et proposes to prohibit business from using the LIFO (last in first out) inventory accounting method in their federal income tax calculations for all tax years beginning after December 31, 2011. **International Tax Reform**—President Obama is urging Congress to close several tax loopholes which he claims are being used to avoid taxes by U.S. based companies with foreign interests. **Oregonians Seek Forest Reclaim From Federal Control**

Oregon has relied on federal agencies to manage the majority of its land. This experiment, which has lasted more than a century has experts stating the results are "crippling to Oregon's forests and rural communities." According to OregonLive.com the federal government owns 18.2 million acres of Oregon's 30 million acres of forestland. A recent study released by the Oregon Forest Resources Institute suggests that many of these forests are "sick and require immediate help." Many are reported as overcrowded and subject to devastating fires and insect infestations. Additionally to environmental concerns, rural community officials say relying on the arrival of federal timber payments to fund essential services is uncertain. Congress and the responsible federal agencies remain tight with no incentive to improve the system or to put control of the land back to local authorities. The Oregon Legislature acknowledged this problem in 2005 in federal forest and urged the Oregon Department of Forestry to address the issue. The result was a creation of the Federal Forestland Advisory Committee. After three years of collaboration, the committee proclaimed the critical need for local action and decision making to sustain a healthy forest system. In spite of these findings, 60 percent of Oregon's forests remain locked in federal control, out of reach for local management.



## DNR Requests Biomass Supply Study

The Department of Natural Resources (DNR) recently released a request for proposals to assess forest biomass availability and sustainable harvest thresholds on forested lands throughout the State of Washington. Directed by the 2010 legislative bill, 2SHB2481, DNR's goal is to complete a supply availability study prior to entering into long-term agreements to supply forest biomass from Washington Public Lands. Results of the project will be detailed estimates of the volume of forest biomass that is available for energy production on a long-term sustainable basis, accounting explicitly for a range of environmental, operational and economic assumptions, within a series of logical supply tributary areas and statewide, on multiple landownership categories.

# THE WASHINGTON SCENE

According to analysts this project will also result in the development of a biomass calculator tool that allows for customized biomass availability estimates based on user-defined inputs. Funded from a portion of a \$1 million grant from the Forest Service, the project is expected to take up to a year to complete. Detailed information is available at [www.dnr.wa.gov/publications](http://www.dnr.wa.gov/publications). **AWC Submits Comments on EPA Air Regulations**

The American Wood Council (AWC) President Robert Glowinski released the following statement following the submission of comments to the Environmental Protection Agency (EPA) on proposed rules for Boiler Maximum Achievement Control Technology (Boiler MACT), Boiler Generally Achievable Control Technology (Boiler GACT) and Commercial Industrial Solid Waste Incinerator (CISWI). "The EPA has an opportunity in this process to enact a health-based provision of the Clean Air Act, which focuses controls where health risks occur for certain thresh-

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# SUMMIT DOOR INC. Adds Value In Wooden Garage Door Niche Product

By Jimmy Hudson



Summit Door Inc. in Corona, Calif., has been manufacturing quality wooden garage doors since 1961.



Summit Door purchases approximately 160,000 board feet annually in Softwoods, they offer Western Red Cedar, Redwood and Spruce-Pine-Fir.



The doors by Summit are manufactured with a 1-3/8" solid frame and true 1x facing with a fully integrated drip cap system to guarantee each door is as durable as it is aesthetically appealing.



Increasing the value and reliability of its products, Summit Door inspects all lumber as it's received for moisture content, density, color variation, grain pattern and knot characteristics to ensure all design elements and expectations are met.



Summit Doors have been utilized in applications from airplane hangers in Nevada, wineries in Napa to a personal castle in Massachusetts.



In late 2008, Summit Door Inc. participated with the Emmy Award winning PBS television series, *This Old House*, and provided the garage doors for the home.

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**Corona, Calif.**—Summit Door Inc. has been manufacturing quality wooden garage doors since 1961. The Greenway family first became involved in the garage door industry by opening a sales, installation and service company for commercial and industrial garage doors in Los Angeles, Calif. "Seeking to meet the demands of the booming local real estate market, our family ventured into residential sales and installation in the late 1980s, opening another location in Orange County," owners Janet Greenway-Rader and Mike Rader said.

During this time, the trends of the residential garage door industry dictated a shift from wooden tilt up doors to steel overhead applications. "It was the design limitations of traditional steel sectional garage doors that inspired us to begin Summit Door," the Greenways explained. "From its inception, our company sought to create a garage door which combined both aesthetic appeal and function. Since then, Summit Door has become an industry-leader in the quality design and creation of customized wooden sectional garage doors. Today, we operate out of Corona, Calif., serving customers world wide."

Summit Door purchases approximately 160,000 board feet annually in Softwoods, they offer Western Red Cedar, Redwood and Spruce-Pine-Fir. They also carry hardwood doors comprised of red and white oak, birch, walnut and knotty alder. In imported woods, they purchase mahogany, teak, koa and sapele.

Summit Door Inc. continues to be committed to service and quality. Throughout three generations, the company has maintained a reputation for offering distinguished wooden garage doors with a history of craftsmanship, innovation and dedication. The firm offers several options in wood species, designs and sizes.

Increasing the value and reliability of its products, Summit Door inspects all lumber as it's received for moisture content, density, color variation, grain pattern and knot characteristics to ensure all design elements and expectations are met. The doors are manufactured with a 1-3/8" solid frame and true 1x facing with a fully integrated drip cap system to guarantee each door is as durable as it is aesthetically appealing.

The production team at Summit Door Inc. has the ability to create or re-create nearly any design envisioned. Maintaining complete control over every aspect of production, each door is completed from start to finish at the Corona facility.

The doors are checked for quality assurance with an eleven-point inspection throughout the manufacturing process. The production manager personally oversees the final evaluation of each door.

Summit Doors have been utilized in applications from airplane hangers in Nevada, wineries in Napa to a personal castle in Massachusetts. They can also be found showcasing a mural in San Diego, in a race-car themed restaurant in Maryland and serving as exits for a firehouse in Los



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The Waldun Group

By Terry Miller



Computerized scanning and optimization mark just the beginning of the state-of-the-art improvements at DiPrizio Pine Sales.



Sales Manager Scott Brown and Jamie Moulton, finished end supervisor, inspect Eastern White Pine Boards.



DiPrizio Pine Sales' Production Supervisor, David Mansfield.



DiPrizio Pine Sales remains firmly dedicated to three core values: customer success, supplier success, and employee engagement. According to DiPrizio's CFO and General Manager, Marcella Perry, training and development is a priority. "Our employees are empowered to act on behalf of the company to solve problems quickly and in a manner that is fair to our customers." This is a photo of the employees that operate the company's sawmill.



Dan Nickerson, one of DiPrizio Pine Sales' foresters.



DiPrizio Pine Sales is very grateful to its suppliers, employees, and customers for the patient support and commitment extended to them throughout their most recent leap to the newest generation of sawmilling. The firm's planer crew is shown here.



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The Softwood Forest Products Buyer

**Middleton, N.H.**—DiPrizio Pine Sales, located here, manufactures Eastern White Pine boards, patterns, siding, decking and timbers. The DiPrizio sawmill is a sizable operation, with an annual production of 18 to 22 million board feet, and average annual sales of 25 million board feet. The company dates back more than four generations, to 1938, when Charles DiPrizio and his sons endeavored to clean up a forestry nightmare in the wake of New England's most catastrophic hurricane on record. With woodlands throughout New Hampshire in complete devastation, this hardworking family from Italy seized an opportunity to build a business that served the needs of the people in their region. With a distinguished pride in quality and craftsmanship, Charles and his sons first began producing Eastern White Pine Boards from portable sawmills. Several stationary Lane mills were soon added, and then, in 1968, operations were expanded to include modern automatic circular mills. The family business continued to grow throughout the next 55 years. In 1993, the DiPrizio family sold their operations to the LaValley Family—a third generation building materials company, founded by Harold LaValley. Being a lumberman at heart, with a fascination for manufacturing, Harold LaValley believed there was a better way to keep costs low for builders than contemporary industry practices allowed, all while delivering top-quality goods and services at lower prices for consumers. That passion to reduce risks and create profits for builders was put into practice

Continued on page 27



DiPrizio's new Sanborn 7-foot double-cut band saw with a Cleereman carriage and electric drive are shown here.

A new HMC circular saw carriage with Jacobson electric drive, have contributed to sawing accuracy and consistency.



# Global Buyers Mission Welcomes WRCLA Members

Photos By Wayne Miller



Darren Duchi, Siskiyou Forest Products, Anderson, Calif.; Jeff Robinson, Mid Valley Lumber Specialties, Aldergrove, B.C.; Dammy Evertse, Stolk International B.V., Zevenbergen, The Netherlands; and Al Fortune, Mid Valley Lumber Specialties



Chris Beveridge, Skana Forest Products, Richmond, B.C.; Jack Draper, Western Red Cedar Lumber Association, Vancouver, B.C.; and Wendell Maccloud, Thorlynn Pty. Ltd., Sydney, Australia



Cal Dyck, Quadra Wood Products, Abbotsford, B.C.; Janet Wheeler, Interfor, Maple Ridge, B.C.; John Lewsley, Quadra Wood Products; and Roberta and Paul Mackie, Western Red Cedar Lumber Association, Mill Creek, Wash.



Jack Alley, Orepac Building Products, Wilsonville, Ore.; John Harris, Weyerhaeuser, Tacoma, Wash.; Craig Fleischhacker, North Enderby Timber Ltd., Enderby, B.C.; and Joe Petree, Orepac Building Products, Tacoma, Wash.



Brian Hawrysh, BC Wood, Vancouver, B.C.; Craig Fleischhacker, North Enderby Timber Ltd., Enderby, B.C.; Rick Harris, Interfor, Vancouver, B.C.; and Darren Duchi, Siskiyou Forest Products, Anderson, Calif.



Jake and Natalie van Schothorst, Prairie Cedar, Coalhurst, Alberta; Bruce Cheng, Cedar Shed Industries (1992) Inc., Langley, B.C.; and Jack Draper, Western Red Cedar Lumber Association, Vancouver, B.C.

**Whistler, B.C.**—Members and guests of the Western Red Cedar Lumber Association (WRCLA) and the Western Red Cedar Export Association (WRCEA) jointly held a reception, golf outing and associational business meetings at the recent Global Buyers Mission, held here at the Whistler Convention Center.

Continued on page 27



Jeff Derby, Western Forest Products Inc., Vancouver, B.C.; Steve Myrick, Capital Lumber Co., Denver, Colo.; Don Demens, Western Forest Products Inc.; Doug Nelson, Capital Lumber Co.; and Ben Meachen, Western Forest Products Inc.



Jake and Natalie van Schothorst, Prairie Cedar, Coalhurst, Alberta; and Beth Hird and Tim Raphael, Western Red Cedar Lumber Association, Vancouver, B.C.



Al Fortune and Jeff Robinson, Mid Valley Lumber Specialties, Aldergrove, B.C.; and Wayne Miller, The Softwood Forest Products Buyer, Memphis, Tenn.

Doug Clitheroe, Interfor, Maple Ridge, B.C.; Alan Lazauskas, Skana Forest Products, Birnam, B.C.; and Scott Lindsay, Skana Forest Products, Richmond, B.C.



Additional photos on page 18

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Above: Douglas Fir 4x5 Boston gutter, available up to 40' in three sizes and two profiles.

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## Midwest Business Trends



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

Midwestern Softwood lumber suppliers report fair market conditions in recent months. A source in Iowa said, "We've had a good season. People in this area seem to be more optimistic than other parts of the country."

He believes the slow economy is largely brought on by the media. "In my opinion what holds the market back so much is the 'hype' over the economy. People turn on the news and hear the 'gloom and doom' and it stops them from making any purchases or even plans to make purchases."

Supplying Spruce-Pine-Fir and Hemlock Fir, he said all species are moving well and he isn't having any supply issues. "Our inventory levels are down a little but that's intentional. We normally bring them down to go into the winter season," he explained. "Our prices are down, they haven't been tremendously high throughout the year."

As for other issues affecting his business he said transportation costs are number one on his list. "Everything has a fuel surcharge and some of them are fairly high. It's

becoming increasingly difficult to pass those charges on to our customers."

Marketing to contractors and 'do-it-yourselfers,' he said the next six months will be down from the previous year but tolerable all the same. "We had a big year last year because we had a major hail storm here and every house had to have repairs."

A Softwood cabinet and door manufacturer in Kansas also said sales activity was fair and seasonally traditional. "We anticipate things to slow down this time of year as people prepare for inventory, our customers normally cut back on the products they stock."

Purchasing Ponderosa and Radiata Pine, Hemlock and Douglas Fir, the contact is not having any supply issues and inventory levels are at normal levels. "The prices that we're paying are fairly consistent, but our vendors are preparing to raise prices," he said.

Supplying cabinets and doors to distribution centers he said he expects sales levels of the next six months to be slightly lower than current levels. "This time of year distributors cut back on their inventory levels, and we're prepared for it."

Concurring with others in the region, a Missouri Softwood supplier said business activity is fair. As for the factors involved he attributes good weather and stable prices.

"Weather affects our industry across the country," he explained. "A lot of what's going on right now is people catching up on jobs they couldn't get to. I think overall the indications are there that the economy is picking up a little bit."

Supplying Douglas Fir and Cedar he also

Continued on page 28

## West Coast Business Trends



**By Wayne Miller  
Executive Editor**

In mid-September, suppliers in the northwest U.S. and in British Columbia said that sales have slowed to a trickle. Orders are for immediate shipment, very specified and usually are in small amounts. There is a fair amount of hope pinned on political changes, which may come with U.S. elections in November. The hope is that a more conservative government may make changes which will put many unemployed back to work.

**Pat Murphy with Pacific Western Lumber, Lake Oswego, Ore.,** said "Everyone is hunkered down for winter. One of my treating plant customers in California told me that retailers are running their wood down to one layer in their inventories. Every retailer is worried about the slow business pace now seen. I used to sell some of my California customers three trucks a month and now they aren't buying even a unit a month. The news on housing and the economy is not good. We feel like spring will bring some new business; we

The Softwood Forest Products Buyer

are hopeful. I read that Las Vegas has 33,000 properties for sale. Bend, Oregon, has 4,500 properties for sale; that's a lot for a small town.

"My son owns Allied Van Lines in Bend. He has never been busier—moving people out. There have been a lot of satellite offices in Bend because people like to visit there to ski and vacation, but many of those offices are closing down. Sawmills say we are in for a real tough winter. A lot of them are shutting down three out of four weeks a month. We will see additional permanent closures of mills in the northwest, I am afraid. Rumors say there may be another two or three years of this."

"Our company is doing fine. Last month was one of our best sales months, but it is tough to get orders and then tough to eek out a profit. My personal income has dropped to about a third of what it was only a few years ago. We are selling items we never touched before due to this strange economy, things like pallets and crane mats. Until a few years ago 75 percent of my sales were to California and the rest was Oregon. Lately most of my sales are within Oregon."

PacWest offers Douglas Fir and Western Red Cedar beams in green or kiln-dried, as well as other products.

**Kevin Paldino, v.p. of sales and marketing for Collins Companies,** Portland, said, "We are operating three hardwood mills, two softwood mills and two panel plants. 2010 results will be better than 2009, but not significantly better. Our customers are expecting 2011 to be a basic repeat of this year. Some suppliers and some buyers have disappeared. This economy is weeding out the weaker firms. We are trying to be more proactive in our marketing efforts. This means more traveling and more face to face visiting with customers and prospects to build stronger relationships. I would say that our biggest issue today is managing credit. It is an ongoing battle. It's hard to sell a load of lumber, much less get paid for it. However, we are hopeful; I am the eternal optimist and we will see slow, steady growth."

Collins Cos. offer White Fir, Ponderosa Pine, Lodgepole Pine, Sugar Pine, Incense Cedar and Douglas Fir, as well as hardwood, Pacific Albus, particleboard and Truwood siding and trim.

**Dan Keller, owner of Keller Lumber Company, Roseburg, Ore.,** said, "This year may be slightly better than '09. We shipped about 1/4th of our capacity this year and last year it was about 1/5th. The last few years we have been running in the red, operating our mill one day a week and then focusing on remanufacturing the other days of the week. Our employees are down from 100 people to just 30. Key to our survival has been the fact that we don't owe anybody money, especially not the banks. One of my trucks, a Freightliner, is now 27 years old. We haven't bought anything new in a while. We had something like 80 customers for our Western Red Cedar fencing material a few years back. Now it's 10. We make a specialty product that depends on a completed home before anyone buys it. We have a lot of new homes in Roseburg and around the country sitting empty. Some were built two or three years ago and have never been lived in."

"We have a president that has ignored creating jobs. We are hoping November elections will bring change in our leadership and in the direction our country is going in. We don't need leadership apologizing to other countries for anything. The U.S. has given more financial aid and more help to other countries around the world than any country in history. The U.S. will survive Obama just as it did Carter. I said this downturn would last five years and we are three years into it. There will be more change, more suppliers and buyers going out of business before we get to the end of this. Not owing money to banks is key to surviving all this. There are many mills who borrowed a lot of money to modernize and become more efficient and many of them did this at the wrong time. We are not one of them."

Keller Lumber Co. stocks Cedar 1x4 boards in 4, 5 and 6-foot lengths, Cedar posts, rails and balusters.

**Scott Driskill, in sales for Oregon-Canadian Forest Products, North Plains, Ore.,** said, "Our sales will end up about even with last year—fairly flat. We aren't making much money or losing much, just paying the bills. We have hired a couple of new sales people—Ryan Williams and Eddie Smalling. Both come to us with a lot of great experience and will add a lot to our team here. Our customers seem to have mixed ideas about what is to come, but all are keeping lean inventories. They are looking for shorter lead times, usually no

Continued on page 28



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# RETAIL REVIEW

## Friedman’s Tentively Plans 80,000 Square Foot Store

**Petaluma, Calif.**—Friedman’s Home Improvement recently made a tentative agreement to build an 80,000-square foot store with a drive-thru lumberyard and a 20,000 square-foot garden center. Established in 1976, Friedman’s has three other locations in Santa Rosa, Sonoma and Ukiah. For more information visit [www.friedman-shome.com](http://www.friedman-shome.com).

## Blevins Opens 6th Location

**West Jefferson, N.C.**—Blevins Building Supply recently opened its sixth location here. The company was established in 1946 in Roaring Gap and Sparta, N.C. Blevins Building Supply serves homeowners, builders, contractors and construction companies. For more

information visit [www.blevinsbuilding-supply.com](http://www.blevinsbuilding-supply.com).

## Mobile Renovates In Mobile

**Mobile, Ala.**—Mobile Lumber & Millwork announced renovations are taking place at its location here. The Hwy 90 location will be open to the public throughout the process. Locally owned and operated since 1975, and with locations from Mississippi to Florida, Mobile Lumber & Millwork is rooted in the retail and wholesale building materials, millwork, truss and cabinetry business, offering customers a blend of products and services to meet their remodeling, homebuilding and commercial construction needs. For more information visit [www.mobilelumber.com](http://www.mobilelumber.com).

## Marling Lumber Adds Yard In Wisconsin

**Janesville, Wis.**—Marling Lumber announced its plans to add a lumberyard to its HomeWorks showroom here. The 17,000-square foot showroom opened approximately 14 months ago on a former Wolohan Lumber site. The firm also has operations in Madison, Waukesha, Green Bay and Edgerton, Wis. For more information visit [www.marlinglumber.com](http://www.marlinglumber.com).

## Stock Purchases Bison

**Raleigh, N.C.**—Stock Building Supply, headquartered here, recently purchased assets from Bison Building Materials in Houston, Texas. The company will continue to operate under the Bison name and Tom Tolleson, who has been with Bison for 10-years, will continue as chief operating officer.

The Softwood Forest Products Buyer

Stock was founded as Carolina Builders Corporation (CBC) in 1922. Carolina Holdings, Inc., was formed in 1993 as the holding company for CBC and its acquired properties. For more information visit [www.stockbuilding-supply.com](http://www.stockbuilding-supply.com).

## East Haven Plus Two

**East Haven, Conn.**—US LBM Holdings subsidiary East Haven Builders Supply recently added two locations, in partnership with their former owners. The 78-year old facility was acquired from Millwood Lumber, Millwood, N.Y. Former owner Michael Malara will stay on to help run the business under the Millwood name. Additionally East Haven teamed up with Tom Mort to reopen a truss and wall panel plant in Branford, Conn. For more information visit [www.ehbuilders.com](http://www.ehbuilders.com).

## ProBuild Agrees to Purchase Partial Assets


**Waldorf, Md.**—ProBuild recently agreed to purchase a portion of the assets of Chopp Lumber, located here. Chopp Lumber supplies trusses, wall panels and lumber to the residential and commercial markets in southern Maryland and Washington, D.C. “These are two very important markets for us,” ProBuild’s CEO Paul Hylbert said. “The combination of their local market expertise and ProBuild’s national scope will be of tremendous value to our customers in these markets.” A new millwork facility was also opened recently by ProBuild in San Antonio, Texas, which it said would serve the market more quickly and efficiently than its millwork operation in Austin, Texas.

## Habitat for Humanity Opens ReStore Discount LBM

**Atlanta, Ga.**—Habitat for Humanity, headquartered here, opened ReStore discount LBM outlets in Danville, Ill.; Newbury Ohio and Oshkosh, Wis. The organization will also unveil locations in Walso, Mo. and Mooresville, N.C., in the coming weeks. A 20,000-square-foot ReStore in the former Busy Beaver Building Center at Edgewood Towne Center is also scheduled to open. Habitat’s Restore resale outlets sell reusable and surplus building materials to the public. For more information visit [www.habitat.org](http://www.habitat.org).

## Muelenaer Named Vice President of Smith Mountain

**Hardy, Va.**—Smith Mountain Building Supply, located here, recently announced Brian Muelenaer as its new vice president. Muelenaer will replace Bill West who is retiring. Smith Mountain Building Supply has served the Smith Mountain Lake area since 1986. The company has two locations. For more information visit [www.smithmountainbuilding.com](http://www.smithmountainbuilding.com).



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# RETAIL REVIEW

Continued from page 10

**McCoy's Building Supply Names New Manager**

**Eagles Pass, Texas—**Mike Waueson has recently been promoted to manager of McCoy's Building Supply, located here.

"I am excited about Mike's broad spectrum of experience in the retail building supply industry," Regional Manager Leroy Garza said. "He is a hands-on manager and will make sure that our operation in Eagle Pass is top notch. With his talents, I feel confident that we will recapture the significance we desire for this market, and provide the best value for our customers here."

Founded in 1927, McCoy's is a retail building supply company providing a complete array of building materials and services to its customer base of those who are "born to build." The San Marcos, Texas-based McCoy's employs nearly 2,000 people and operates 83 stores in five states, including Arkansas, Mississippi, New Mexico, Oklahoma and Texas. The company can be found online at [www.mccoys.com](http://www.mccoys.com).

**Hanson Promotes Porter and Carpenter**

**Irving, Texas—**Hanson Building Products, based here, recently promoted Julie Porter as vice president of its marketing and sustainability department.

With more than 16 years in the marketing industry, including three years with Hanson Building Products, Porter will serve as vice president of marketing and sustainability. She will be responsible for defining, leading and managing marketing and sustainability initiatives throughout North America.

Previously, Porter served as marketing director for Hanson Pressure Pipe North America and the West Region of Hanson Pipe & Precast. Prior to this she was vice president of The Powell Group, a marketing and public relations agency, where she managed the agency team and strategies for national, regional and local companies such as Overhead Door Corporation and Starbucks.

Mark Carpenter has been named senior vice president, Hanson Building Products West Region.

Carpenter will oversee all commercial activity and operations for Hanson Building Products' Hanson Pipe & Precast and Hanson Roof Tile divisions, with 1,400 team members and 32 facilities in the western region.

Prior to this position, Carpenter served as vice president and general manager of Hanson Pipe & Precast Northeast Area and executive vice president for Hanson Pipe & Precast in the Southeast Area. For more information visit [www.hansonbuilding-products.com](http://www.hansonbuilding-products.com).

**Dells Lumber Closes After 63 years**

**Wisconsin Dells, Wis.—**Dells Lumber & Construction closed its doors after 63 years. Owners John and Joanne Van Wie, announced that they are retiring.

John's mother and father, Jack and

Dorothy Van Wie started the business in 1947 as a roofing, insulation and siding company. John said his father was a great salesperson and his mother was the business manager. "Together they made a winning team," he said.

While the couple had intended to stay in business at least another five years, he said the failing economy was to blame.

**Jim Junga To Open Ace**

**Saline, Mich.—**Jim Junga and BZNDS Enterprise are scheduled to open an Ace Hardware store here. The store is scheduled to move in this fall, becoming the largest tenant in the 53,000-square-foot retail center.

According to sources this center has been slow to fill since construction was completed in 2007. Construction of the high-end retail center began before the real estate market turned south, said Bill Kinley, local developer whose Phoenix Company built the

mall.

Kinley, also one of the owners of The Oaks, said the space ACE will occupy has been vacant since the center was completed.

"It's been a function of the economy," Kinley said. "There aren't too many places that are expanding or adding new locations. We had just finished constructing the shell when the economy slowed up. But it's a nice looking mall with high quality finishes and nice architectural design."

Jim Junga, a Saline resident, will open the new ACE. He recently signed the lease under his business name of BZNDS Enterprise and said he would reserve comment until the store is closer to opening day.

**Home Depot Waits For Grants Pass**

**Grants Pass, Ore.—**Right-of-way and easement appraisals are still pending for Home Depot's planned

store here.

Headquartered in Atlanta, Ga., Home Depot operates more than 2,000 big-box format stores across the United States, Canada, District of Columbia, Puerto Rico and China. For more information visit [www.homedepot.com](http://www.homedepot.com).

**Lowe's Opens In Vegas And Plans for California**

**Las Vegas, Nev.—**Lowe's recently opened a new 103,000-square-foot home center in here. The building supply giant hopes to complete an 117,000 square-foot store with a 32,900-square-foot garden center in Oxnard, Calif., by the first quarter of 2012. Building has begun in Ilwilei, Hawaii, on an 117,000 square foot store.

The company is also buying a site in Rohnert Park, Calif., where it will start construction in the spring on 16.65 acres and is still awaiting approval on a property in Clearlake, Calif. For more information visit [www.lowes.com](http://www.lowes.com).

## Western Red Cedar Stands Up Against The Rest



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Global Buyers Photos – Continued from page 1



Tyler Burnard, Sunset Forest Products Inc., Portland, Ore.; Hans Plechinger and Wayne Gamborski, Golden Timber Frames Limited Partnership, Invermere, B.C.; and Max Leekwai, Sunset Forest Products Inc.



Jeff Robinson, Mid Valley Lumber Specialties Ltd., Aldergrove, B.C.; Jason Mann and Todd Kion, AJ Forest Probyn Group, Squamish, B.C.; and Carlos Furtado, Sawarne Lumber Co. Ltd., Richmond, B.C.



Doug Barton and Gib McIlvain, J. Gibson McIlvain Co., White Marsh, Md.; and Dave Jones, Howe Sound Forest Products Ltd., Campbell River, B.C.



Adam Robertson, BC Wood, Vancouver, B.C.; Allyson Clark, UBC/CAWP, Vancouver, B.C.; and Julian Wang, BC Wood



Ken Harper, Trinity Post & Panel Inc., 100 Mile House, B.C.; Chris Pistilli and Doug Carl, Carlwood Lumber Ltd., Maple Ridge, B.C.; and Dennis Mawhinney, Trinity Post & Panel Inc.



Peter Dickson, Fraser Wood Industries, Squamish, B.C.; and Archie Rafter, Andersen Pacific Forest Products, Maple Ridge, B.C.; Tony McRea, Imperial Shake Co., Vancouver, B.C.; and David Pitcher, Mitsui Homes Canada, Langley, B.C.



Scott Boates, Teal-Jones Group, Surrey, B.C.; and Dal and Seth Brar, Silver Creek Premium Products Ltd., Mission, B.C.



Rodger Lennox, BCF Shake Mill Ltd., Fanny Bay, B.C.; Brooke Meeker, Anbrook Industries Ltd., Pitt Meadows, B.C.; and Tony Bonura, Cedar Shake & Shingle Bureau, Mission, B.C.



Brian Hawrysh, BC Wood, Vancouver, B.C.; Dana Hayden, Deputy Minister of Forests and Range, Province of B.C.; Grant McKinnon, BC Wood; and David Conway, Old Country Wood Products Ltd., Victoria, B.C.



Dennis Wight and Ian Wight, Pacific Western Wood Works Ltd., Delta, B.C.; Rick Harris, International Forest Products Inc., Maple Ridge, B.C.; and Bob Thompson, Western Forest Products, Vancouver, B.C.



Al Fortune, Mid Valley Lumber Specialties Ltd., Aldergrove, B.C.; Beth Hird, Western Red Cedar Lumber Association, Vancouver, B.C.; and Jeff Robinson, Mid Valley Lumber Specialties Ltd.



Greg Smith, Gilbert Smith Forest Products Ltd., Barriere, B.C.; Rick Palmer, Idaho Forest Group, Coeur d'Alene, Idaho; Michael and Pat Woods, Sound Cedar Co., Mount Vernon, Wash.; and Paul Mackie, Western Red Cedar Lumber Association, Mill Creek, Wash.



Mary McInnes, SourceWood Partners, Bellingham, Wash.; Al Fortune, Mid Valley Lumber Specialties Ltd., Aldergrove, B.C.; Mike McInnes, SourceWood Partners; and Jeff Robinson, Mid Valley Lumber Specialties Ltd.



Jake Power and Dustin Eliot, Power Wood Corp., Surrey, B.C.; Tina Scheske and Alec Clark, The Waldun Group, Maple Ridge, B.C.



Kent Beveridge and Scott Lindsay, Skana Forest Products Ltd., Richmond, B.C.; and Greg Stewart, Sinclair Group Forest Products Ltd., Prince George, B.C.



Griffin Augustin, Kootenay Innovative Wood, Thrums, B.C.; and Jason Chiu, Center for Advanced Wood Processing, Vancouver, B.C.



Bill McArthur, BlueLinx Corp., Atlanta, Ga.; Greg Bailey, The Waldun Group, Maple Ridge, B.C.; and Ken Stamm, BlueLinx Corp.



Brian Jenkins, Laura Salsman and Dave Jacobson, Iisaak Forest Resources Ltd., Ucluelet, B.C.



John Gardner, Teal-Jones Group, Surrey, B.C.; Xiangfeng Chen and Xiaomei Ji, Youyi Wooden Industry Co., China; Jeff Li, BC Wood, Vancouver, B.C.; and Tom Jones, Teal-Jones Group



David Jeffers, PPG Machine Applied Coatings, Raleigh, N.C.; Craig Combs, PPG Machine Applied Coatings, Medford, Ore.; and Chun Ming Lee, Haring Glulam Wood Products Ltd., Hong Kong, China



Jin Ying Luo, Shanghai, China; Meijuan Sun, Shanghai Jie Li Construction and Decoration Co. Ltd., Shanghai, China; and Ally Huang, Glandell Enterprises Inc., Vancouver, B.C.



Dick Jones, Teal-Jones Group, Surrey, B.C.; Ziggy Stewart, Counselor for Campbell River, B.C.; and Steve Power, Power Wood Corp., Surrey, B.C.



Oscar Faoro, Canadian Wood Council/Woodworks BC, Kelowna, B.C.; Mary Tracey, WEC/Woodworks BC, West Kelowna, B.C.; and Jack Heavenor, Downie Timber/Selkirk Cedar, Revelstoke, B.C.



Stewart Clark, The Waldun Group, Maple Ridge, B.C.; Simon Hutton, Silva Timber Products Ltd., London, England; and Curtis Walker, The Waldun Group

# Cedar Shake & Shingle Members Host Evening Gala

Photos By Wayne Miller



Greg Francis, Beere Timber Co., North Vancouver, B.C.; Dick Jones, Teal-Jones Group, Surrey, B.C.; James Tuffin, Riverhead Building Supply Corp., Long Island, N.Y.; and Craig Beere, Beere Timber Co.



Paul Saini, Ellen Hong, and Holly and Tom Jones, Teal-Jones Group, Surrey, B.C.



Greg Heit, BC Wood, Vancouver, B.C.; Jennifer Raworth, Forestry Innovation Investment, Vancouver, B.C.; and Ken Hori, BC Wood



Hugh and Elaine Farris and Karen and Rav Dhaliwal, Global Shake & Shingle Ltd., Maple Ridge, B.C.



Michael Holzhey and Morris Douglas, Quattro Timber By Synergy Pacific, Armstrong, B.C.; Arnim Rodeck, Shamawood, Maple Bay, B.C.; and Bob Sloper, Quattro Timber By Synergy Pacific



Peter Parmenter, Cedar Shake & Shingle Bureau, Savannah, Ga.; Kelly Vaille, Cedar Shake & Shingle Bureau, Mission, B.C.; and Rodger Lennox, BCF Shake Mill Ltd., Fanny Bay, B.C.

**Whistler, B.C.**—Guests and members of the Cedar Shake & Shingle Bureau (CSSB), headquartered in Sumas, Wash., recently convened here for the annual Gala Evening, hosted by that organization during the recently held Global Buyers Mission.

The Westin Resort Emerald Ballroom in the Whistler Conference Center was the

Continued on page 28



Denis and Liane Bruneau, Oberti Architecture & Urban Design Inc., Vancouver, B.C.; and Aaron Moore, Brian Moore Log Homes Ltd., Abbotsford, B.C.



Aaron Bayntun and Denise and Brent Callaghan, Interpro Forest Products, Burnaby, B.C.




Jeff Robinson, Mid Valley Lumber Specialties Ltd., Aldergrove, B.C.; Regula Vickery, Panalpina Inc., Vancouver, B.C.; and Al Fortune, Mid Valley Lumber Specialties Ltd.

Jeff Wolgemuth, Haiya Yu and Glenn Mattice, Welco Lumber Corp., Vancouver, B.C.



Additional photos on page 18



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GLOBAL BUYERS PHOTOS – Continued from page 12



Steve Myrick, Capital Lumber Co., Denver, Colo.; Mike Pidlisecky and Mike Booth, WOODTONE, Chilliwack, B.C.; Greg Bailey, The Waldun Group, Maple Ridge, B.C.; and Mark Woolfinden, WOODTONE



Tracey Gorski and Brenda Worms, Norsask Forest Products, Meadow Lake, Sask.; and Mike Friesen, Independent Consultant Wood Products, Richmond, B.C.



Stephanie Walker, BC Wood, Langley, B.C.; Kris Hayman, Edgewood Forest Products/C&C Wood Products, Quesnel, B.C.; Stacey Sauer, Saskatchewan Trade & Export Partnership, Saskatoon, Sask.; and Ron Dunn, Edgewood Forest Products/C&C Wood Products



Cameron Cook and Doug Tracey, Gorman Bros., Westbank, B.C.



Craig Fleischhacker, North Enderby Timber Ltd., Enderby, B.C.; Craig Trunkfield, Old Country Wood Products Ltd., Pitt Meadows, B.C.; and Dan Griffiths, Gary Gill and Brian Leung, Fraserview Cedar Products, Surrey, B.C.



Doug Britton, Britton Lumber Co., Fairlee, Vt.; Lorin Rydstrom, Forest City Trading Group, Portland, Ore.; Jimmy Robbins, Robbins Lumber Inc., Searsmont, Maine; and Lisa and Bill Edwards, Eastern Insurance, Keene, N.H.



Jeff Ward, Ward Lumber, Jay, N.Y.; Bob Pope, USNR, Montpelier, Vt.; Rob Brown, Western Lumber Co. LLC, Medford, Ore.; and Spencer Reynolds, Ward Lumber



Brett Anderson, J.D. Irving Forest Products Ltd., St. John, N.B.; Robert Hoffman, Capital Forest Products Inc., Annapolis, Md.; Prisco DiPrizio, P. DiPrizio Lumber LLC, Rochester, N.H.; Jim Outram, retired, Hancock Lumber, Fryeburg, Maine; and Tom Merkert, Capital Forest Products Inc.



Paul and Maria Lennon, Lumbermen's Underwriting Alliance, Bow, N.H.; and Cindy and Chris Jacobson, Lumbermen's Underwriting Alliance, Raleigh, N.C.



Rod Irish, Pleasant River Lumber Co., Dover Foxcroft, Maine; Jeff Desjardins, Moose River Lumber Co. Inc., Jackman, Maine; Adrien Brochu, Pleasant River Lumber Co.; Phil Ruck, CES Inc., Brewer, Maine; Chris Brochu, Pleasant River Lumber Co.; and Doug Chiasson, J.D. Irving Forest Products Ltd., St. John, N.B.



Maria Lennon, Lumbermen's Underwriting Alliance, Bow, N.H.; Cindy Jacobson, Lumbermen's Underwriting Alliance, Raleigh, N.C.; and Celine Brochu and Judy Irish, Pleasant River Lumber Co., Dover Foxcroft, Maine



Craig Myers, Pennsylvania Lumbermen's Mutual Insurance Co., Philadelphia, Pa.; Tom Jenkins, T. Jenkins Forest Products, Bangor, Maine; Elizabeth Diorio, Diorio Forest Products, Ashland, Va.; Jeff Hardy, Cersosimo Lumber Co., Brattleboro, Vt.; and Alden Robbins, Robbins Lumber Inc., Searsmont, Maine



Ron Dusavitch, Madison Lumber Mill, West Ossipee, N.H.; and Sean Covell and Jim Dermody, Seaboard International Forest Products, Nashua, N.H.



Matt Duprey, Hancock Lumber Co., Casco, Maine; Jamie Place, Eastern Forest Products, Lyndeborough, N.H.; and Kevin Hines and Jack Bowen, Hancock Lumber Co.



Jason Brochu and Bill Ossenfort, Pleasant River Lumber Co., Dover Foxcroft, Maine; Randy Carren, Consultant; and Chris Brochu, Pleasant River Lumber Co.



Scott and Jessica Brown, DiPrizio Pine Sales, Middleton, N.H.; Tonia Tibbetts, Robbins Lumber Inc., Searsmont, Maine; and Terry Miller, The Softwood Forest Products Buyer, Memphis, Tenn.



Marc and Leslie Moore and Cindy and Jason Ostrem, Northeastern Lumber Manufacturers Association, Cumberland Center, Maine



(Seated):Tim Seale, Timber Trading Group, Worcester, Mass.; Cherie and Jim Outram, retired, Hancock Lumber Co., Casco, Maine; (standing): Elizabeth and Dante Diorio, Diorio Forest Products Inc., Ashland, Va.; and Phyllis and Prisco DiPrizio, P. DiPrizio Lumber LLC, Rochester, N.H.



B Manning, Durgin & Crowell Lumber Co. Inc., New London, N.H.; Dan Harrison, Cersosimo Lumber Co., Brattleboro, Vt.; Terry Walters, New England Building Materials, Sanford, Maine; and Chuck Gaede, Durgin & Crowell Lumber Co. Inc.



Drew Stephen, Taiga Building, Milton, Ont.; and John Gorniak, Hughes Lumber Specialties, Bowmanville, Ont.

NAWLA REGIONAL PHOTOS – Continued from page 1



Dave Phipps and Paul Foster, Total Forest Industries, Guelph, Ont.



Roy Carroll, Moggie Valley Timber Inc., Holland Center, Ont.; and Gary Vitale, NAWLA, Rolling Meadows, Ill.



John Gorniak, Hughes Lumber Specialties, Bowmanville, Ont.; Wayne Burt, Alpha Forest Products, Prevost, Que.; Mario Bourassa, Barette Chapais Ltd., Chapais, Que.; and Drew Stephen, Taiga Building, Milton, Ont.



Karl Seger, Falcon Lumber Ltd., Toronto, Ont.; Judy Skidmore, Working Forest, Collendar, Ont.; and Jim Livermore, Nicholson & Crates, Burlington, Ont.

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**By Terry Miller**



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Rob Dyer, Lumbermen's Underwriting Alliance, Dorval, Que.; Dennis Messenger, Liskeard Lumber Ltd., New Liskeard, Ont.; and Jared Carroll, OWI Distribution, Woodstock, Ont.



Jeffery Butler, White River Forest Products, Niagara On the Lake, Ont.; and Phil Hearn, Working Forest, Callendar, Ont.



Rick Collins and Rick Doman, Eacom Timber Corp., Montreal, Que.; and Dan Plouffe, National Forest Products, London, Ont.



Rick McQuin, Nicholson & Cates, Burlington, Ont.; Bill White and Niklas Karlsson, Elof Hansson Inc., Suwanee, Ga.



Doug O' O'Rourke, Biewer Logistics, Brampton, St. Clair, Mich.; Steve Ekstein, Weston Forest Group, Mississauga, Ont.; and Leo Colantuno, Biewer Logistics



Carm Caliri, Broadleaf Logistics, Brampton, Ont.; Nir Meltzer, Bramwood Forest Products, Toronto, Ont.; and Julie Gravel, Tembec, Montreal, Que.; and Rob Hruby, Weston Forest Group, Mississauga, Ont.



Terry Ratkousky, Goodfellow Inc., Campbellville, Ont; and Mike Morgan, Midway Lumber Mills, Thessalon, Ont.



Romel Bezerra, Mel Lundberg and Bill White, Elof Hansson Inc., Suwanee, Ga.

IWF PHOTOS – Continued from page 1



Tom Kohlmeier, Seemac Inc., Carmel, Ind.; Bruce Kulzer, Hood Distribution, Hattiesburg, Miss.; Aaron Cannaday, Hood Distribution, Raleigh, N.C., and Alex Gonter-Dray, Goodfellow Inc., Troy, Ohio



Wayne Swyres, Clay Hedrick and Clyde Reed, Baker Products, Ellington, Mo.



Ruben Trujillo, Laura Penney, Mike Trostle and Amy Quaid, MJB Wood Group Inc., Irving, Texas



Niklas Karlsson, Elof Hansson Inc., Suwanee, Ga.; and Dan Lennon and Graner Robinson, Robinson Lumber & Flooring, New Orleans, La.



Michael Gerber, Cliff MacDaniels, Beth Sherwin, Gary Gravis and Ryan Phillips, Roseburg Forest Products, Roseburg, Ore.



Kevin Paldino and Lee Jimerson, The Collins Cos., Portland, Ore.; Randy Byers, The Collins Cos., Kane, Pa. and Richwood, W.Va.; and Mike Shuey, The Collins Cos., Portland, Ore.



Ray Rogers, Joe McCrea, and Jon Feigenbaum, Pennsylvania Lumbermens Mutual Insurance Co., Philadelphia, Pa.



Johnny Green, Ben Sciolino, Gigi Raza, John Waning, Jeff Takac, Michael Rubiera, David Newey and Randy Burd, Valspar Corp., High Point, N.C.



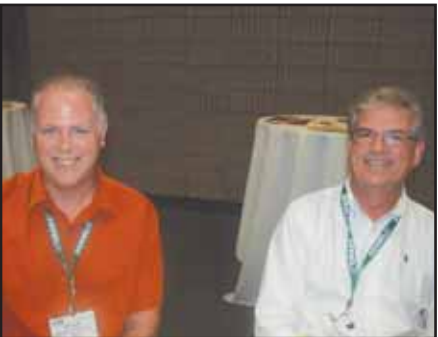
Bo Hammond, Karen Alford and Victor Barringer, Coastal Lumber Co., Charlottesville, Va.; and Bert Gary, Coastal Lumber Co., Summerville, S.C.



Chris Gravel, Executive Woodwork, Toronto, Ont.; and Nico Poulas, Aly Sutton, Andrew Robinson and Carl Brown, Weston Premium Woods Inc., Brampton, Ont.



Don Barton, Weyerhaeuser Hardwoods, Portland, Ore.; Nancy Arend, Weyerhaeuser Hardwoods, Seattle, Wash.; Thomas Owens, Weyerhaeuser Hardwoods, Little Rock, Ark.; and Randy Brown, Weyerhaeuser Hardwoods, Erie, Pa.



Michael Stringfellow and Rodney Loe, Shelter Forest International, Portland, Ore.



Matt Harnisch and Ingo Wallocha, Brunner-Hildebrand Lumber Dry Kiln Co., Nashville, Tenn.



Joe Hill, Southern Pneumatics, Knoxville, Tenn.; Gary Miller, Softwood Forest Products Buyer, Memphis, Tenn.; and Colin Wood and Steve Miller, Southern Pneumatics



Jeff Pyrtle, Baker Products, Ellington, Mo.; Parker Boles, Hermitage Hardwood Lumber Sales Inc., Cookeville, Tenn.; Mike McNeil, Baker Products; and Wesley Boles, Hermitage Hardwood Lumber Sales Inc.



Stewart Sexton, DHL Nordisk Inc., Greensboro, N.C.; and John Saxon, Hickory Chair Co., Hickory, N.C.

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# Industry Group Announces Plans for a Unified Wood Program Funded By The First-ever Softwood Lumber Check-off

(Editor's note: The following report represents the work of the Blue Ribbon Commission for Check-off.)



BRC member and president of Forest Products, Aubra Anthony.

From the 1990's through the first five years of the 21st century, wood producers experienced healthy volume sales as demand for new and bigger homes expanded at an unprecedented rate. Satisfied with solid growth, the Softwood lumber industry failed to recognize the steady erosion of wood's market share to competing products,

especially concrete, composites, steel and vinyl.

During the same period, competing products undertook aggressive marketing campaigns that increased their market share at the expense of wood. Wood building products and systems lost opportunities by not pursuing a vigorous, coordinated, North American-wide marketing strategy to take share from concrete and steel.

Further, the Softwood lumber industry has faced ongoing attacks claiming that wood is not an environmentally appropriate building material choice. This claim became the centerpiece of the marketing efforts of several competing products. These attacks increased market share losses, increased cost of doing business and were a source of distraction. Without sufficient resources, Softwood lumber producers and their associations were ineffective in rebutting these attacks.

The Softwood lumber products sector now enjoys an unprecedented opportunity to create volume growth opportunities because of two important factors:

1.) An unparalleled openness to changing building practices, tied to the widespread interest in sustainable, green building and climate-friendly products.

2.) The unique credentials of sustainability that Softwood lumber possesses especially when compared to steel, plastic, composites and concrete.

The stakes for the future are clear: the failure to mount an aggressive offense to reverse the trend of declining market share threatens to lock the Softwood lumber industry in as a third-tier player in key multi-family residential and non-residential construction markets.

Given this set of circumstances, a working committee of 21 North American Softwood industry leaders—CEOs and heads of business—came together to form the Blue Ribbon Commission for Check-off.

"This is a strong, well-thought-out idea based on proof that current programs under the auspices of Binational Softwood Lumber Council, are getting results," explained Jack Jordan, Blue Ribbon Commission Chairman and Executive Vice President of Jordan Lumber and Supply Inc., in North Carolina. "Continuing these efforts will create enormous opportunities for our industry. A successful check-off program will be a game-changing investment for the future of Softwood lumber in North America—it's time to make this possibility a reality."

Supported by the Binational Softwood Lumber Council, these 21 industry leaders have explored a long-term, strategic program to market wood and increase the volume of Softwood lumber sold, while also expanding Softwood's market share in several important markets. The broad elements of the program they recommend follow, subject to refinement.

## The Program Recommendation

The program objective proposed by the Blue Ribbon Commission would be to grow markets for Softwood lumber by:

1. Stopping further erosion of market share in single family residential markets
2. Increasing wood's share in multi-family residential construction
3. Significantly increasing wood use in non-residential markets
4. Defending and rebuilding share in the outdoor living market

These markets offer the greatest opportunity for Softwood lumber products. The multi-family and low-rise non-residential markets, where wood is allowed but presently has only a 10 percent share compared to the 90 percent held by steel

and concrete, offer a potential of \$2.5 billion per year while outdoor living and single-family residential markets could add more than \$1 billion per year.

After a year of careful study, the Blue Ribbon Commission has recommended a strategy that establishes a clear and consistent brand positioning for wood as the product that is the most practical, affordable and sustainable choice for use in all markets. The vision is to implement this strategy largely as a B2B (Business-to-Business) program aimed at architects, builders and others who specify lumber products.

Within the context of this strategy, wood as a practical and affordable choice will remain the core message. These messages have resonance in a troubled economy and will continue to be the heart and soul of growing Softwood lumber's share in the future.



Mike Case is the CEO of The Westervelt Co. and a BRC member.



Chairman of the BRC and vice president of Jordan Lumber Supply Inc., Jack Jordan.

Also critical are perceptions of the environmental advantages of wood. Positive perceptions of the sustainability of product choices enable professionals and consumers to make decisions that resonate with their values. The objective is to ensure that wood is seen as the most logical green choice, especially for the construction professional or corporate executive who wants to blend practicality and affordability with sustainability.

## Check-off Program Structure and Delivery

Check-off programs—which must be agreed to by a majority of industry—are governed by industry but enabled by government. Government involvement assures funding equity and stability over time, which has been a major shortfall of past and current voluntary marketing programs. U.S. legislation is sufficiently flexible to allow Canadian production to be included, with proportional representation

on the program's governing board insuring equitable costs and participation. Based on past experience and benchmarking other agricultural industry efforts, successful check-off programs have three qualities in common:

**•Entrepreneurial Spirit:** The program would be designed to run as a virtual, entrepreneurial initiative, rather than as a new association. In effect, it is an investment in institutionalized category marketing, rather than an institution to do category marketing.

**•Committed Industry:** Ongoing high-level commitment by industry members is imperative to ensure continuous alignment of campaign strategy with business objectives.

**•Ongoing Measurement:** Measurement of progress against outcomes as well as measurement of the efficiency of strategy and tactics is a critical component of good governance and exceptional marketing

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Patrick Harrigan is president of Harrigan Lumber and a BRC member.

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Antti Tiittanen and Dallin Brooks, Jartek/TekmaHeat, Vancouver, B.C.; and Chuck Ramsbacher, Superior Thermowood, Minnesota Inc., Lakeville, Minn.



Ivan Araz, Parton Lumber Co., Mexico City, Mexico; Alfred Mayo and Norman Atchley, Parton Lumber Co., Rutherfordton, N.C.; and Daniel Hees and John Hees, Held-Wen, Sparta, Tenn.



Gary Miller, The Softwood Forest Products Buyer, Memphis, Tenn.; Romel Bezerra, Elof Hansson Inc., Suwanee, Ga.; and Norm Murray, U-C Coatings Corp., Buffalo, N.Y.



Mark Vollinger, W.M. Cramer Lumber Co., Hickory, N.C.; Linwood Truitt, Beasley Forest/Thompson Hardwoods, Hazlehurst, Ga.; and Christopher Sackett, Turn Bull Lumber Co., Elizabethtown, N.C.



Jim Skiver and Andy Hoffman, Liberty Lumber Co., Liberty, N.C.



Thom Brown, SII Dry Kilns, Vienna, Ill.; and Paula Turlington and Dan Mathews, SII Dry Kilns, Lexington, N.C.



Tom Youdell, Foreverwood Inc., Miami, Fla.; Liz Altmyer, Robinson Lumber Co., New Orleans, La.; Tim Heidt, The Penrod Co., Virginia Beach, Va.; and Rich Crutchfield, Columbia Forest Products, Greensboro, N.C.



Jamie Vandenberg, Universal Forest Products Inc., Union City, Ga.; and Pat Patranella, Temple-Inland, Diboll, Texas

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Craig Fleischhacker, North Enderby Timber Ltd., Enderby, B.C.; Greg Smith, Gilbert Smith Forest Products, Barriere, B.C.; and Alan Lazauskas, Skana Forest Products, Birnam, B.C.



Chris Lynch, Reid and Wright Inc., Broomfield, Colo.; and Jim Gillis, Haida Forest Products, Burnaby, B.C.



John Brissette, Rings End Inc., Darien, Conn.; Ben Meachen, Western Forest Products Inc., Vancouver, B.C.; Doug Nelson, Capital Lumber Co., Denver, Colo.; and Ryan Furtado, Sawarne Lumber, Richmond, B.C.



Jeff Derby, Western Forest Products Inc., Vancouver, B.C.; Carlos Furtado, Sawarne Lumber, Richmond, B.C.; Pat and Michael Woods, Sound Cedar Co., Mount Vernon, Wash.; and Cal Dyck, Quadra Wood Products, Abbotsford, B.C.



Carlos Furtado, Sawarne Lumber, Richmond, B.C.; Shane Robinson, Brazos Forest Products, Austin, Texas; Doug Nelson, Capital Lumber Co., Denver, Colo.; Ryan Furtado, Sawarne Lumber; and Chad Kracht, Brazos Forest Products



Don Demens, Western Forest Products, Vancouver, B.C.; Rick Palmiter, Idaho Forest Group, Coeur d'Alene, Idaho; and Jeff Derby, Western Forest Products



Michael Holzhey and Morris Douglas, Quattro Timber by Synergy Pacific, Armstrong, B.C.; and John Lewsley and Cal Dyck, Quadra Wood Products, Abbotsford, B.C.



Mike McDonald Western Red Cedar Lumber Association; and Rick Harris, International Forest Products, Delta, B.C.



Steve Power, Power Wood Corp., Surrey, B.C.; Garrett Jay, International Forest Products, Maple Ridge, B.C.; and Doug Clitheroe, Interfor, Maple Ridge, B.C.



Shane Harsch, Terminal Forest Products, Richmond, B.C.; and Terry and Michael Erskine, Still Creek Forest Products, Coquitlam, B.C.



Nick Taylor and Bob Cook, Silva Timber Products Ltd., Widnes, Cheshire, UK; Curtis Walker, The Waldun Group, Maple Ridge, B.C.; Simon Hutton, Silva Timber Products Ltd.; and Kirk Nagy, The Waldun Group, Ruskin, B.C.



Scott Anderson, Brian Hawrysh and Randi Walker, BC Wood, Vancouver, B.C.; and Jim Ivanoff, BC Wood, Japan

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Jody and Scott Boates, Teal-Jones Group, Surrey, B.C.



Helena Jonikin and Randi Walker, BC Wood, Vancouver, B.C.; and Kelly Vaille, Cedar Shake & Shingle Bureau, Mission, B.C.

HANCOCK PHOTOS – Continued from page 15



Mike Shane, Hancock Lumber Co., Casco, Maine; John Garts, Warren Trask Co., Stoughton, Mass.; and Russell Coulter, Hancock Lumber Co., Bethel, Maine



Gordon Brown, CanWel Building Supply, Dartmouth, N.S.; Anthony Baroni, Sandy Neck Traders, South Dennis, Mass.; and Russell Coulter, Hancock Lumber Co., Bethel, Maine