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email Rachael Stokes at  
[stokes@softwoodbuyer.com](mailto:stokes@softwoodbuyer.com)

**WHO'S WHO - Gaede**

Continued from page 19

Forest Foundation, the North American Wholesale Lumber Assoc., the Northeastern Lumber Manufacturers Assoc., and the New Hampshire Timberland Owners Assoc. The company is also a member of Project Learning Tree, an educational program of the American Forest Foundation.

Gaede enjoys playing tennis, fishing, traveling and dirt biking in his spare time.

**WHO'S WHO - Lenon**

Continued from page 2

Idaho, manufacturing facility, procurement of raw material from South America and New Zealand, sales of Cedar split rail fencing for Idaho Cedar Sales in Troy, Idaho, and national sales programs along with sales to foreign markets.

Lenon visited China with the Idaho Governor's Economic Mission in June 2010.

Idaho Timber carries dimension lumber in SPF, Hem-Fir/Doug-Fir and Southern Yellow Pine; common boards in ESLP, Ponderosa Pine and Cedar; Cedar fencing and Cedar split rail fencing. Special features offered by the firm include patterns, custom packaging, custom manufacturing and container truck- and rail-shipments. Company-wide revenue in 2009 was \$143 million.

The Home Center Group markets Idaho Timber's board and specialty products to retail/home centers, distributors and manufacturers in domestic and international markets.

Lenon worked in dimension sales and domestic and international purchasing in previous years with Idaho Timber.

A University of Idaho graduate, with a bachelor's degree in business/marketing, he is a member of Sigma Alpha Epsilon fraternity and currently serves on an advisory board at his alma mater. He is a board member for the West Coast Lumber Inspections Bureau based in Portland, Ore.

When he is away from work, his hobbies and interests include spending time with his wife and children; coaching his children's sports teams and outdoor recreation, such as camping, sports, biking, water/snow skiing, gar-

dening and home improvements.

He and his wife, Becky, and their two children, Bailey and Brayden, live in Meridian, Idaho.

**WHO'S WHO - Robitaille**

Continued from page 2

Products include balusters, appearance grade, posts or timbers, decking, fence boards, fence rails, fence posts, or industrial components.

Robitaille began in the lumber industry five years ago as the commercial sales manager of the Home Depot store in Langley, British Columbia and until recently the store in Ottawa, Ontario. Mark is a graduate of Miller High School and attended the University of Regina. He and his wife, Laurie, have three children. In his spare time, Robitaille enjoys coaching hockey and playing golf. For more information, call Mark at 604-856-6072 or visit their web site at [www.midvalleylbr.com](http://www.midvalleylbr.com).

**APA NEWS -**

Continued from page 2

now offers details in Spanish. More than 30 Spanish-language CAD details are available free of charge in four different file formats: DWG, DWF, DXF and PDF. Details can be searched for by title or browsed for within several product and construction-system categories, including *Panel Roof Construction, Build a Better Home, I-Joist Floor Framing and Fire Rated Systems*. Spanish-language details can be accessed by visiting [www.apacad.org](http://www.apacad.org) and clicking on the Mexican Flag in the upper-right corner of the webpage.

APACAD.org was recently redesigned to improve site navigation and CAD detail accessibility. In addition to the Spanish-language details, the website now features more than 200 details in English that have been adapted from some of APA's most frequently downloaded publications. Additional details are being developed for the popular website, which has averaged close to 13,000 visits per month over the past year.

**CALIFORNIA REDWOOD -**

Continued from page 4

offer customer education on Redwood as a premium product.

The California Redwood Company is a subsidiary of Green Diamond Resource Company, the second largest timberland owner in California. The second-growth logging operation occupies 430,000 acres of the Redwood timber region, a 400-mile long strip of coastline that stretches up to the Oregon border and extends inland only 15 miles, where the coastal trees absorb moisture from the area fog.

The two companies had been integrated together until 2001, when The California Redwood Company and Green Diamond split management of sawmill and land. Today, the two operate hand in hand – timber supplier and sawmill – to supply the market with expediency and continuity of service and product. Sol Simpson founded the original company in 1890. Back then, the firm was named Simpson Logging Company in Washington State. Following an expansion into California in 1945 and a change in name only, the company remains a family-run business by descendants of Simpson.

Planting nearly one million trees per year, Green Diamond grows many more trees than it harvests, operating within a sustainability model that complies with two California Habitat Conservation Plans. Green Diamond employs a number of experts who work in tandem with federal and state government to voluntarily implement conservation and habitat plans. In addition, the Sustainable Forestry Initiative certified both Green Diamond timberland and The California Redwood Company sawmills.

Two separate facilities support the operation on an overall footprint of nearly 700 acres. On a 500-acre tract at Korbek, the primary facility consists of the log deck, sawmill, drying yard and 13 kilns, which are fueled by residuals and sawdust created by the manufacturing process.

A re-manufacturing facility and the administrative offices are located at Brainard on an 85-acre parcel in Humboldt Bay, where a high grade of lumber is sorted, dried, surfaced and manufactured into products such as 6X6 beams specified by architects to be exposed in homes, for siding, interior wainscoting, and 4X4s for play-

Continued on page 23

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**CALIFORNIA REDWOOD -**

Continued from page 22

ground equipment, sold at the Korbelt location.

Logs transported to the mill upon large loaders are debarked and cut into various decking lengths, using a 6-foot diameter circular buck saw. From a process called bucking, they proceed to the log quad, which makes several cuts in 6-to 30-inch in diameter logs at once. Larger logs are sliced one at a time on a head rig to pull the best grade from each length. Resaws and edgers remove the log wane from the lumber and defects are trimmed off. Lumber products are sorted by dimensions, which range from 1X4 up to 2X12, and for specific product, 4X4, 4X6 and 6X6s. The company also uses Douglas Fir to manufacture product in 2X4 through 2X12 dimension lumber and 3X4 to 4X12 timbers.

Decking boards in either species are then grouped by length in units for uniform packaging and are loaded into kilns for five to seven days, or taken to the air drying yard, depending on the species, for four to eight months. Once dried to a 15 percent moisture content, the lumber is returned to the planer and/or funneled to the remanufacturing plant, for final planing, grading, and sorting. Finished product is then packaged and distributed nationwide, yet the market demand for the lumber is most prominent in the 13 western states.

The afflicted economy has softened the market and curtailed production at the mill, explained Schoenhofer. "The plant has a 300 million board foot capacity and operates at half capacity at this time. We expect to move 200 million board feet of lumber of both Redwood and Douglas Fir. This is purchased from the parent company, Green Diamond, and also from smaller land owners."

Schoenhofer has been with the company since 2000. He grew up in the community and worked in lumber mills to finance his college education. He gained experience in finance at other companies. When he arrived at The California Redwood Company, he worked as the business development analyst and later moved into operations. He also managed the Korbelt sawmill until 2007.

As vice president and general manager, Schoenhofer has been instrumental in the company's repositioning, yet acknowledges the quiet fortitude of the company all along as a reliable and sustainable operation. "We remained fairly quiet, and just kept doing what is right," he said. "We now tell our story of having renewable sustainable products, taking care of the land and providing jobs for the community. We have our own resource timber base, experience in manufacturing, and now new strength of being more market-focused and on building a new brand."

Contact information for The California Redwood Company is 707-268-3000 or [info@californiareadwood.com](mailto:info@californiareadwood.com).

**SHELTER -**

Continued from page 6

manufactured primarily from veneers that are grown on sustainable, and environmentally friendly plantations. "When we looked at global resources for building our products we found a large sustainable supply in Chinese plantations," he explained. "The cost is low, the forests sustainable and the trees can be harvested on a 10-year rotation. That makes it one of the most sustainable resources in the industry." Loe's brother Rod, production manag-

er of the firms Xuzhou, China office said, "Our goal is to identify any product that we can source globally to



bring value to our customers.

"We spent several years developing the product," he continued. "It was just in the past year that we've achieved the consistent quality at the production volume that we were seeking. We've accomplished that through partnerships with manufacturers around the globe."

Loe noted that Rod has used his 30 years of experience in the plywood industry to help foster this effort. "We have utilized the knowledge of my brother Rod, who's been good enough to give us his time and energy," he said. Rod spends about half of his time in the company's production office located in Xuzhou, China, continuing to manage the production and build quality control teams. "Our goal

is to build a top-notch, high quality, first rate product," Ryan said. "When you build a brand, you're making an investment of all your time and energy to say, we're signing something that goes in the marketplace. By putting our brand on it, it's our signature that we've put in all of our energy and all of our efforts to be proud of what we made, we're not just trading a commodity. As a result our product is comparable with the highest quality of any production around the world."

Among the many products manufactured by SFI under the TigerPLY® brand, one recent offering is TigerLITE®. "TigerLITE comes with an 18 mm, 3/4-inch, 4x8 panel which is an ultra-light 46-pounds per panel," Ryan revealed. "These are primarily used in RV, aircraft and marine applications. Due to the ultra light weight, we get more panels on a truck and therefore we can offer our distributors higher quality with lower cost. It's just one of the many items we've developed to bring some value to the marketplace."

"Our most recent product catalog features our 2010 'Core Options.' Core Options offers customers a set of core grades and thicknesses," Ryan continued. "We've developed Core Options for 2010 to define how we build a panel. We have a variety of

products. We have a product that we developed called C-9, which is a thick veneer. Actually, we've installed machine core composites to build a panel with the least amount of overlap or voids on the core.

"We're coming out with a new panel, which we call XTR. This hybrid combination core has MDF cross bands for high-end finish work such as cabinetry and furniture. Those applications need an ultra smooth face and we've established that by putting the MDF cross bands on our thicker machine-composed cores. Developing this set of cores has been the foundation of our business."

Oregon State University's Department of Wood Science & Engineering tests the TigerPLY products. "We work with Oregon State University and TECO, a third party testing and certification organization headquartered in Sun Prairie, Wis.," Loe said.

While SFI has a primary focus on TigerPLY, the firm manufactures many other products. "Shelter Forest International is not just TigerPLY. We do a lot of different things in addition to TigerPLY," Rod explained. "TigerPLY is one of our main thrusts because we have applied so much energy and effort,

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## Western Business Trends



**By Terry Miller  
Associate Editor**

A wholesaler in Idaho said the Softwood lumber market in the Western region is difficult. "We market nationally but we do a lot of regional business obviously," he explained. "We have weekly conference calls with our product managers and buyers and the West seems to be a tougher market than the rest of the country. The representatives that are selling in those markets are having a harder time than representatives in other regions." As to what factors are involved, the source said he believes the western region has a much weaker demand. "It's definitely worse today than it was six months ago," he said. "I think it's worse than from a year ago. In the first quarter we saw a little uptick, but it crashed and burned. I think we bor-

rowed demand in the first quarter and we're paying for it now. We're at 550,000 housing starts and most of it was crammed into the first and second quarters. The bottom half of the year has been a wash for us." In Montana a Softwood lumber distributor, which offers Hem-Fir, Douglas Fir, Cedar, Redwood and some SPF, said he believes the industry is over produced. "Six months ago we were experiencing a supply shortage, which caused the mills to produce more. We're back where we were—with too much production." He also said his inventory levels were flat. "We haven't had to react like a lot of our competitors have by reducing our inventory. We're in a good enough financial position that we feel like for our segment of the market—the logistics two-step distributor—what our customer needs right now is access to the product without having to buy a truckload or a carload. So they need people with inventory and I think we're one of the few distributors out there that has maintained inventory and that helps." The source said his prices are down. "In terms of purchasing, prices are down due to oversupply. I anticipate some changes as supply gets curtailed. I'm not looking for a booming

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## Northeast Business Trends



**By Sue Putnam  
Editorial Director**

In the northeastern region, lumber suppliers' account for "stable" market conditions. "Activity seems pretty fair right now, supply seems to be meeting demand," a contact in Pennsylvania said. "Business conditions have stabilized from six months ago." The source said the economy is the number one factor in the level of sales activity. "There is still some wait and see attitude out there, so while we are stabilizing, we aren't seeing a major increase." He said he is experiencing transportation issues. "Transportation costs are definitely up and availability of trucks is very tight. There is a ratio of 10 trucks to every 30 loads, it's difficult right now."

Serving diverse markets from the home improvement sector to the farming industry, the contact said he believes the outcome of the next six months will be a 'wait-and-see.' In New Hampshire, a contact said she was having difficulty finding certain items. "In the Cypress market we are having a difficult time buying No. 2, 10 and 12-inch wides. The six and eight-inch seems to be plentiful in No. 2," she said. "We're seeing a little higher demand for timbers and specialty manufacturing, which we do here. Business overall, not just within the Cypress realm, but overall, seems to be down. I think the general economy is a major factor and lack of jobs is also having an impact."

The source also mentioned the Gulf Coast oil spill is having an affect on business conditions. "We do a lot of business with the Gulf Coast region and there is a lack of tourism right now. That affects a lot of markets," she explained. "We also see inflated pricing that has not deflated." Southern Yellow Pine and Cypress are the best moving items for the source, and engineered wood products are the slowest according to the supplier. "Our inventory levels are lower than the previous 90 days," she said. "But we are having transportation issues. I think most of that is because a lot of the trucking companies have gone out of business. We predominately use flat bed trucking, and occasionally we'll do containerized trucking. The containerized trucking doesn't seem to be affected like the flat bed."

For the next six months the contact expects conditions to remain at current levels. "I expect business to remain the same unless something happens that will spurt some job growth and some optimism about the future. I think everybody is holding on to what they can and not spending any money right now."

A Softwood lumber wholesaler in Vermont said most of his orders are on 'as-needed' basis. "In the areas that we serve, most of the buyers are keeping inventories pretty lean. Business is still there, but some days are better than others."

He mentioned that frame of mind in his area is better than the previous six months. "In this area, we have a longer winter than most. So there is a lot of downtime and you have to prepare for the season. That weighs on everyone's minds and because of that you have to take advantage of every sales opportunity in front of you."

Handling kiln-dried Spruce, the source said his inventory levels are higher than six months ago. "Prices are flat and whether or not that's going to change anytime soon depends on the mills," he explained. "It's going to hang on whether or not the mills keep supply in check, or if they overrun. Also weather situations could come in and hurt different parts of the country. I don't see too much imbalance from the mills that we deal with currently, but that could change in a short period of time."

For the New Year, he expects better business conditions. "I think we're muddling through the negative impacts of the down economy. The baseline here that we're working off of will be slow, but there will be improved conditions."

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## Ontario/Quebec Business Trends



By Michelle Keller  
Associate Editor

For some sources contacted, the small jump in Softwood orders that many mills and wholesale operations enjoyed earlier this year seems to have reached a plateau. Although the summer traditionally brings with it slower sales, some businesses are reporting steady demand. So as Softwood sources peer into the future, there is a bit more optimism and a little less anxiety than at this time last year.

That does not mean, however, that everyone is enjoying solid improvement.

"How many degrees of dead are there?" This was the wry response of one Ontario mill owner when asked about his take on Softwood sales. "It's been very, very dismal. There was a little ray of light in May and then it immediately dropped back again. The demand is very low and the prices are corresponding to that. I don't know what words to use without profanity to describe the mess we're in."

Although he noted that there have been some hopeful signs, he said he believes these are merely transitory and that a true industry recovery remains elusive.

"It's mainly because Canada and the U.S. were doing all kind of things for home renovations. But that time has

run out; the tax benefits are ending," he said. "For a while, there was extra demand for paneling and shelving, and production has been very, very low. It was encouraging, but it didn't last. SPF prices went up, then fell back. Until our American neighbors start building 1 million to 1.2 million homes, we're not going to have any business to speak of."

This mill owner, who first began working in the industry in 1961, said his company cuts mainly Red and White Pine, but added that if the market bounces back, he would probably return to producing SPF as well. He said the issue extends far beyond the parameters of the Softwood lumber market.

"It's the general economy and the whole world. People are sort of depressed," he said. "People have a little money in their hands, but they have it clenched pretty tight in their fist. They're not sure if they're going to have a job."

Citing a lack of capital and potential markets, he said changing his product lineup is out of the question for now. In fact, with almost 40 years in the business, he said he has no doubt that this year has been the most challenging yet.

"It's the worst ever," he said. "We've run into some knot holes that were really bad, but our situation is probably worse than most people."

He added that although the wholesale end of the business has been fighting low prices as well as low demand, he said he has seen little price reduction on the retail side. He also lamented the increasing number of restrictions that have made the Softwood lumber industry less financially viable over time.

"It seems like there are 100 reasons not to cut a tree, but you never hear a reason to cut one," he said. "We need

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## South/Southeast Business Trends



By Gary Miller  
Managing Editor

Words like 'marginal' and 'slight' are common among some Softwood suppliers in the Southeast when describing the current level of business activity. However, most acknowledge that while sales activity may be slow, it is an improvement overall from previous months.

In Alabama, a Softwood supplier said supply shortages seem to be over. "It seems like there is material to be had in just about every Softwood species. Occasionally you run into an area where somebody doesn't have something, but somebody else probably does."

He mentioned his inventory levels are higher than the previous 90 days. "Some prices are up and some are down. It's how things are going. Overall I'm expecting business to soften but I haven't seen it yet. Supplier pricing seems to be fairly strong."

The contact also explained that transportation costs have risen "astronomically. Trucking seems tough and expensive when you can get it. Many truckers have gone out of business, which means there are far less players in the contract trucking business. So those people are in command right now," he remarked.

Serving a retail lumberyard customer

base, the source mentioned he is noticing a slight increase in demand for certified products.

For the months ahead, this same contact said, "I thought it was gradually getting better, but the slowness we are seeing now puts that in a different light. Things are getting quiet again. I was optimistic about the next few months being decent businesswise, but now we'll just have to see."

A Softwood lumber wholesaler in the Southeast mentioned business conditions are still tough. "With this market, lumber manufacturers' pricing dropped so rapidly over the last 60 days, therefore, their viewpoint about business conditions are what they were months earlier," he explained. "Actually it's worked to our advantage as a company simply because the prices going up so rapidly for the last two or three months really inhibited our ability to sell. Higher prices and less availability was a perfect scenario for us to see our business affected. Even though we're not happy to see the manufacturers' prices go down, it has been good for us because it has brought our prices back down to a level that our customers have gotten used to, and in this climate it's easier for us to sell our lumber products."

"However, for the overall health of the Softwood lumber market, I think it's a bad thing for prices to be this low," he continued. "The short term for our business is that June and July were the best months for our company. That's contrary to most people that I've talked with, whether it be a wholesaler or a manufacturer."

He also said weather, as it traditionally does, had a tremendous impact on many businesses in his area. "From about the 4th of July onward, the weather is just oppressively hot in the South. We primarily sell into the southern states and with weather that

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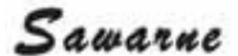
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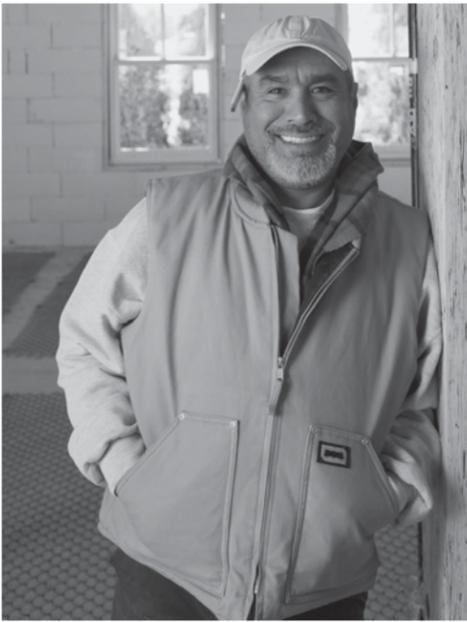
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**SHELTER -**  
Continued from page 23

with the whole team involved in it's development," Ryan added. "A lot of blood, sweat and tears have gone into bringing high quality to the international level, to building this brand."

In fact, Rod said they often ship mixed containers spanning the range of SFI's panel production. "We've got clients in China that may need **Southern Yellow Pine** or Alder and we have the ability to manage the logistics of all the products in any direction. We have a number of warehouses with a broad spectrum of products, from which we can mix and match loads, which just adds to the efficiency," he added. SFI ships products through the Chinese ports of Qingdao and Lianyungang; and primarily to the ports of Portland, Ore., Houston, Texas, and Savannah, Ga., in the United States. Canada is serviced through Vancouver, B.C.

Ryan said, "There are a lot of facets that contribute to our market strength, but the key that ties everything together is state-of-the-art information management, coupled with well-managed logistics and supply chain management. Supply chain management is absolutely essential, especially in developing markets. As our customers are working on smaller inventories today, our service needs to increase. We do more with less, which requires really good information."

This year, SFI developed service teams made up of key employees. Ryan explained, "We actually divided the U.S. into five territories and we've got account management and territory managers for the entire country." These key employees include: West Coast Manager, Glen Anderson; Midwest Manager, Monica Davidson; Northeast Manager, Whitney LaRuffa;

Southeast Manager, Mike Stringfellow; and South Central Manager, Matt McCoun.

"We're heavily focused in the retail markets, the big boxes and on distribution partnerships around the country. That's one of the reasons we divided marketing into regions, to ensure our customers get the quality and service they expect and deserve," Ryan said.

"We meet with our managers to discuss any problems that our customers may have," he said. "We deal with highly technical issues that change on a regular basis, so it's important to discuss issues daily. We're making improvements and strides every month. We were the first company in the world to get a No Added Formaldehyde (NAF) exemption from the state of California for the production of hardwood plywood, and we're one of the first to invest in small chamber air tests so that we can test for formaldehyde emissions in our labs in China. We've really set some benchmarks in quality, sustainability and environmental stewardship. It's much, much more to us than selling materials. It's about sustainable environmentally friendly products. We're trying to make a difference with what we do."

As for what the future holds, Ryan said, "Our goal is to have steady growth. We're not interested in uncontrollable growth; it's really important to maintain the culture that we've established, maintain the value, and maintain control over the brand management. Certainly we have ample opportunity as we grow for good international traders, and good domestic traders to fit within our team. We have plenty of room to grow and we enjoy the financial strength to support and cultivate growth."

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in an umbrella company for Shelter Products Inc., Portland, Ore., Gulf Coast Shelter, Daphne, Ala., and Shelter Forest International. For more information and to view Shelter Forest International's current catalog visit [www.shelterforest.com](http://www.shelterforest.com).

**IBS -**  
Continued from page 7

ity and plumbing and more.

The company has "a core of extremely talented people," Guequierre says. Employees get initial and ongoing training according to recognized, industry standards.

Key personnel for the company, besides Guequierre, include CFO Lisa R. McGlashen and President Donald L. Swank. The company's management team has more than 150 years of experience in the factory-built modular housing industry.

Housed in two buildings of 97,000 square feet each, the company has an assembly line and room for storage and support facilities.

The assembly line has 20 stations. Typically, one moves down the line, stopping at each station, produces a module for a structure. Once all modules for a structure are complete, the modules are placed in large, steel carriers - each with wheels and axles - and attached to a truck that hauls it to the location.

Indiana Building Systems contracts with builders where each structure is to be erected. These builders assemble the structures, affixing them to the foundations.

Sometimes, Indiana Building Systems employees assist with building assembly.

Of late, Indiana Building Systems has built many green structures. "We have

focused on this expertise," Guequierre says. The firm has lumber-treating methods, HVAC systems with low emissions, water-saving devices and other components that help make a home green-certified.

Guequierre says that green building and custom homes help make his company viable. "We're happy to be upright and not prone," he adds.

The company, he says, is seeing "a modest amount of business, not a large uptick." He says IBS is also seeing more business in Canada.

In the second half of 2010, Guequierre expects "modest growth" for his company.

Marketing for Indiana Building Systems is carried out on the Internet and by traditional target marketing of builders and others.

However, Guequierre says the company's good reputation has begun to precede its marketing efforts and to draw people to the company.

For more information about Indiana Building Systems, go to [www.indianabuildingsystems.com](http://www.indianabuildingsystems.com).

**IDAHO FOREST -**  
Continued from page 13

The event was held at the Coeur d'Alene Resort.

At this year's event, long-term IFG salesman Jim Scharnhorst was recognized for his years with the company. Scharnhorst recently announced his retirement from Idaho Forest Group.

Scharnhorst began his 36-year lumber career after graduating from the University of Idaho in 1973. He joined Bennett Forest Industries in 2001 to direct the sales and marketing efforts

Continued on page 31

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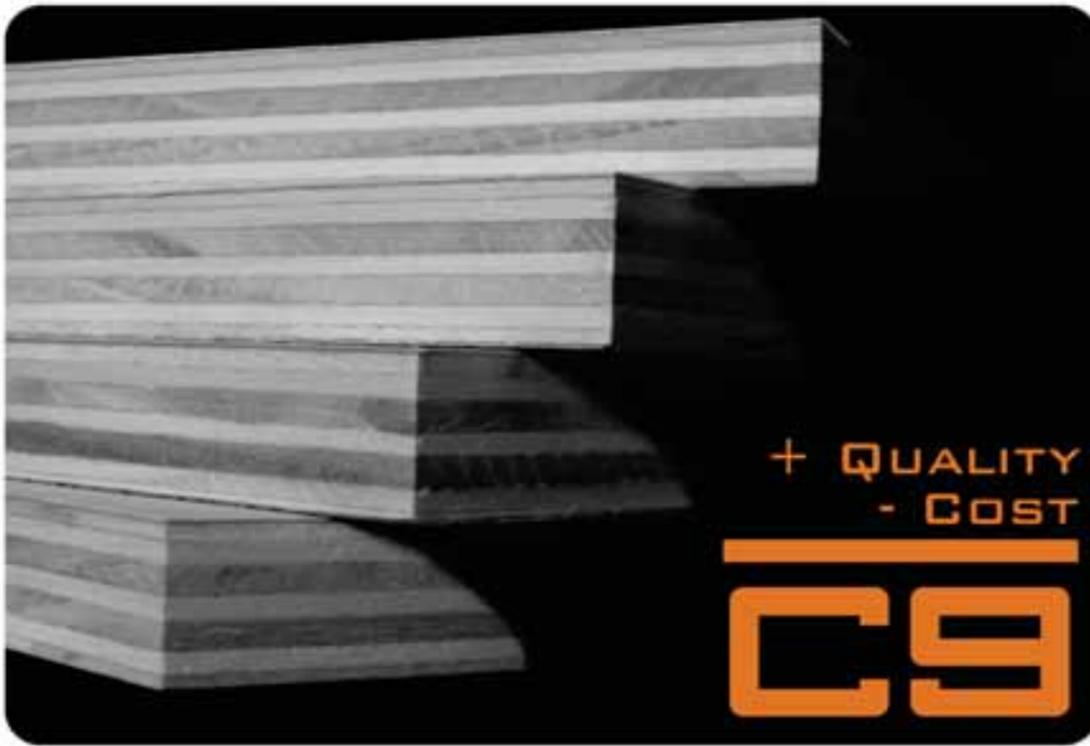


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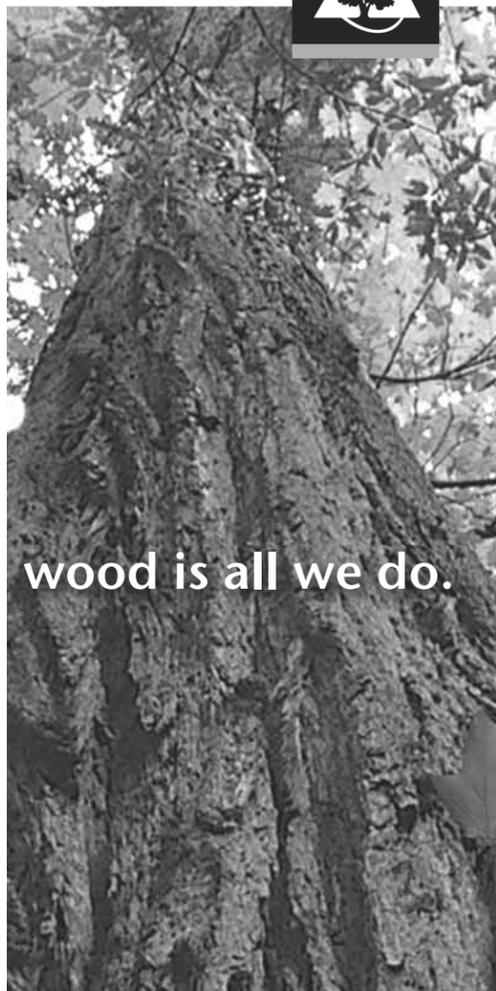
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**IDAHO FOREST -**

Continued from page 29

of the newly formed company. When Bennett Forest Industries merged with Riley Creek in 2008, Scharnhorst's new responsibility was to help build the sales foundation for the new company and lead the sales/marketing effort for Idaho Forest Group.

Idaho Forest Group owns and operates lumber manufacturing facilities in Chilco, Grangeville, LaCleda and Moyie Springs, Idaho. Its mills boast a combined capacity of over 800 million board feet.

For more information, visit the company's website at [www.idaho-forestgroup.com](http://www.idaho-forestgroup.com).

**MIDWEST TRENDS -**

Continued from page 8

"Overall business conditions are worse today than they were six months ago," he continued. "The economy is a big part of the problem, of course, but also I think our political leaders are contributing a bit to the uncertainty in the marketplace. I don't think Wall Street cares for our current administration. The weak economy and the downturn of exports is all having an effect on the Softwood lumber market."

The contact said he has experienced an occasional shortage in materials. "Mostly we are getting what we need when we need it. But every now and then we have trouble getting a particular grade or length that our customers want. For the most part our problem is getting what we require at a decent price."

An Oklahoma retailer said pricing for all species is in the "dumps. The

Western species, the Doug-Fir, Larch, Spruce and Hemlock - none of them are doing well at this time. Prices are depressed right now. If they don't go up, mills will go down and supply will be restricted. While that may stabilize the market, more mills may also go out of business," he commented.

Taking a look at the remaining months of 2010, the source said, "I think we'll rock along about like we have been. I certainly hope 2011 will bring improvements for all of us."

In Missouri, a supplier said business conditions had improved earlier in the year, but now appear to be stagnant. "We saw an increase in July but it has slowed back down," he noted. "Everyone in this area feels about the same. I was a few counties over last week and everybody thinks the rest of this year is going to be slow. I think a lot of it will have to do with the November elections and then, of course, the winter months are never a good time in our industry. So far we've had an increase of 14 percent from last year. So even if it stays slow, we're going to come out better than we did in 2009."

Handling Douglas Fir and Western Red Cedar timbers, the contact said Douglas Fir is his best selling item. As for supply issues, he said, "We had one major vendor close down, which we've found a replacement for them. Other than that, we haven't faced a serious shortage of anything."

Transportation, on the other hand, is a different story, according to the contact. "Trucking has been an issue this time of year, of course. Some of the truckers would rather carry fruit and vegetables during the warmer months. They don't remember who carries them through the winter," he said. "But it is a seasonal thing and we do go through it every year. So we know what to expect."

Regarding material, he said prices have increased in the Cedar products

but not in the Douglas Fir. "I've seen an increase in Cedar 13 times and only once in Douglas Fir."

In the coming months the contact also believes the November elections will play a part in what lies ahead. "I think the elections will make a big difference. If the right people are elected, we'll start to see things turn around by March or April of 2011," he said.

According to the National Association of Home Builders (NAHB), the trend in firming home prices solidified in the second quarter with more metropolitan areas showing increases from a year ago. The latest survey by the National Association of Realtors (NAR) suggests the increase is aided by a surge in home sales driven by the homebuyer tax credit.

A survey of the Midwest reflected, the median existing single-family home price increased 1.4 percent to \$148,500 in the second quarter from the second quarter of last year. Existing home sales in the Midwest rose 14.5 percent in the second quarter and are 20.9 percent above the same period in 2009.

**WESTERN TRENDS -**

Continued from page 24

first quarter. We just have to adjust to existing demand. As that happens the prices will come back into a more stable situation then we've had the last eight weeks."

Marketing to commercial and industrial customers, the distributor is skeptical about the coming six months. "Like a lot of people in our industry, I'm looking for tough sledding for the next six months and into next year. I think the government hasn't reacted to housing

issues. I don't expect them to bail us out, but there are some other things that could be done to help," he said. "Unless we see some more banking reform to the building sector, we won't see improvement. The demand is here, but there is no access to the money. We're not going to get back to any meaningful level of housing starts, which would revive our business until we get some help from the banking industry and the government."

A manufacturer in Colorado said business activity is slow. "We thought we were gaining momentum in the spring and things were picking up. But when summer hit, it slowed back down again and I think this is the new 'norm.' There's just not much going on; everybody is playing it close to the vest," he explained.

The source said that lack of homebuilding is the key factor. "The housing starts are half of a normal range, so there's not enough 'pie' to go around."

Marketing to wholesale distributors and industrial customers, the manufacturer said he expects very slow conditions for the end of 2010 and into the first half of 2011. "I don't look for any changes until the middle of 2011."

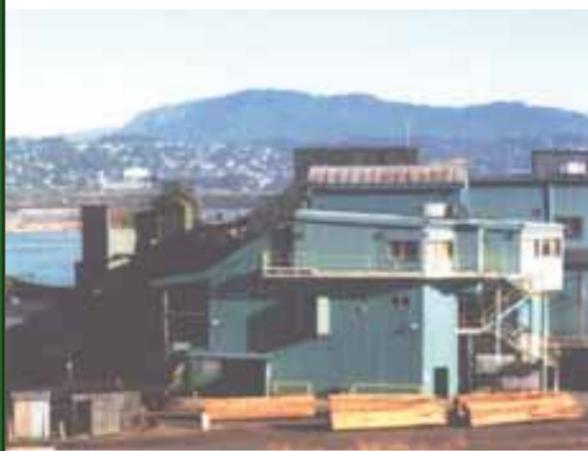
**ONTARIO/QUEBEC TRENDS -**

Continued from page 25

to rely on the federal government and the market, but you can't continue to produce a product that people don't seem to need or want. The government bailed out General Motors, but there's nothing for us; we're not visible enough."

Continued on page 32

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**ONTARIO/QUEBEC TRENDS -**

Continued from page 31

In Quebec, there is considerably more optimism. The trader at one mill said he is seeing some improvement in his company's bottom line. In fact, he said business had remained steady since demand increased in May.

"There's been a little slowdown earlier this summer, but it looks like business is picking up again," he said. "I guess dealers let their inventory fall, and I think the business just slowed a little bit. But, it looks like business is picking up again for the fall."

He said his company provides lumber to retail yards, box stores, contractor yards, and distribution centers, mostly in Canada. He noted that although the United States was hit hard during the economic slowdown, Canada has not felt the pinch quite as much. He predicted that the U.S. would not see a sustained rebound until next year at the earliest. He also noted that seasonal factors are at work.

"We always see a slowdown in the summertime here, specifically in Quebec," he said. "So usually by early September, everyone's up and running again and most of my customers at least think they're going to have a good fall."

Still, he said, today's steady work may mean quieter times ahead.

"I wouldn't be surprised if we see a slowdown here and a slight pickup in the States a year from now because the housing market here is red hot right now," he said.

The trader at one Quebec wholesale operation expressed the same cautious optimism, saying the spring was "surprisingly strong" and this summer has been "way, way better" than the last couple of years.

"The price is not necessarily that much higher, but we have a lot more inquiries," he said. "We don't necessarily have to look for customers; they are calling us, although they are still buying just in time."

He said sales in SPF were up across the board, with prices particularly better for orders of 1 by 3, 1 by 4, 1 by 6, and 2 by 3.

"Every product that a western sawmill does not produce much, the price stays strong," he said.

He said that although demand has not increased markedly, there does seem to be substantially less production from the mills when compared with this time last year.

"We are very close to being in balance between production and construction," he said, adding that marketplace remains cautious. "When we talk with customers, there are not necessarily a lot of people who are optimistic. But, we will take advantage of that market for the time that it lasts."

The manager at one Ontario wholesale operation concurred. He said that compared with a year ago, demand was marginally better and that people seemed more confident about the future.

"I think we've just come off the bottom. I think people are a little less insecure about their jobs," he said. "The financial picture is more solidified in Canada."

That said, he predicted that the fourth quarter this year and next year's first quarter will be "really tough." He said his customers, who include homebuilders, distribution yards, and contractor yards, are reporting some reduction in consumer interest.

"Basically, their business is slowing down. Sales are tough. I don't see as many projects on the books; our guys are not bidding as much," he said, adding that in his opinion, time is the

only thing that will improve the market. "Let's be realistic: this is all supply driven, not demand driven. Time is the only healer in the economy right now; I'd like to say there is some panacea, but that's naïve."

With that in mind, he said his company will do everything it can to hold out for the long term and weather the current economic troubles. "We're a 50-year-old company, basically doing the same thing for about 50 years. We're not about to change course just because the economy has gotten tough."

**SOUTH/SOUTHEAST TRENDS -**

Continued from page 25

hot combined with overall tough economic conditions, it's led to some pessimistic attitudes on both the buying and selling end."

"I think the economy in general is sluggish," another source in the Southeast explained. "It's well documented as far as the unemployment statistics, and Gross Domestic Product (GDP) growth has gone down the last two quarters. I think business conditions in our industry will continue to be a struggle."

Like others in the Southeastern region, the Softwood supplier doesn't think improvement will happen in a matter of months either. "I think it may be a couple of years before we get back to something that resembles a normal type of business climate," he replied. "The housing starts number is the primary driver in the economy. It affects everything else. It's not just the wood that goes into houses that affects our economy but it's other items too like cabinets, furniture, etc. Of course, tradesmen like plumbers, electricians and carpenters are affect-

The Softwood Forest Products Buyer

ed by how much building is going on in the country as well. So I'm hoping and believe we can get back to a million housing starts or more by at least 2013 or 2014. If that is what takes place, we can't expect to see a robust market place for wood products for the next couple of years."

A source in Florida had similar comments. "Realistically we expect business conditions to continue to be tough," he explained. "We're cutting our costs everywhere we can, we're trying to work smarter and harder."

This Softwood supplier explained his company is also keeping a close eye on receivables. "Our receivables are not in as good shape as they were a year ago and I suspect that's the case with everybody."

Looking ahead, the contact in Florida said, "This is not an original thought because what I'm about to say, I hear all the time—but its true: the manufacturers, treaters, wholesalers and retailers that make it to the other side of this down economy are going to enjoy some really good business in the future for a long period of time. It is forecasted that the United States, for the next 20 years, will have a population growth of about 10 percent. Those people have to live somewhere. They are going to be in houses, apartments and remodels. So I think if we can make it through the end of this market, which is likely to last a couple of more years, business will be really, really good for those of us left in the wood industry."

**WEST COAST TRENDS -**

Continued from page 8

inventorying, and it's all just in time buying."

Continued on page 33

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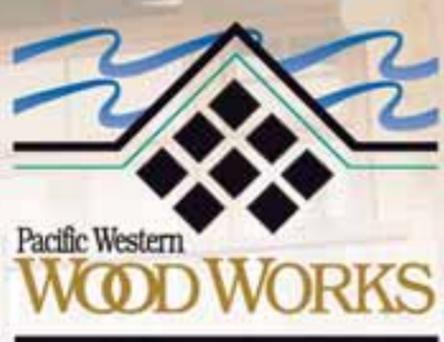
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**WEST COAST TRENDS -**

Continued from page 32

**Cam Cook, sales manager for Gorman Brothers in West Bank, B.C.,"** said, "Our board business has slowed up since spring. We are still selling all of our production, but prices are beginning to weaken a bit. We are seeing the typical summer slow-downs. Exports are a real bright spot for us. We are seeing some very strong offshore sales. It helps that our mill is only four hours away from the nearest port facility."

**Scott Boates, handling Cedar shake and shingle sales for the Teal-Jones Group, Surrey, B.C.,"** said, "Our business has slowed in the last month or two, but it is still steady. Our mill is still running on two shifts. The fact that we have our own log supply keeps us very competitive on all our products. Right now you focus more than ever on the customer and getting everything right; you go the extra mile—all the time." Teal-Jones also supplies Cedar lumber and operates its own whitewood mills. Tom Haker and John Gardner handle Cedar lumber sales and John Birch handles whitewood sales.

**Tony Darling in sales for Skana Forest Products, Richmond, B.C.,"** said, "As a wholesaler handling mainly commodity items like No. 2 and Better, I have found it to be a reasonably good trading market. It's up and down and impossible to forecast. You just go day to day and do the best you can. Relationships do matter, especially now since business is tight. It would be fairly tough to break into the market right now as a new trader or company. Supply is problematic with all the curtailments and closures. It's a mixed market. Mills say their logging crews have not been able to get into the woods due to fires or the threat of fire. Mills are not building inventories and exports offshore are helping to keep inventories down, which in turn helps mills keep domestic prices stronger. Even the futures markets are very unpredictable and up and down." He said that transportation is a problem right now. "Lumber is usually a back haul item, but right now everything is a back haul item due to the generally slower economy." Darling said that Canada has only about one tenth of the population of the U.S., but Canadian housing figures are nearly equal to current U.S. housing figures."

**Ray Pauwels, a 44-year veteran in the Cedar industry, retired from Skana and the industry at the end of August. "It isn't as much fun as it used to be,"** he said. "Of course, I will miss my many friends in the industry. You meet so many really interesting people in this business. I will miss seeing them at industry gatherings. But I won't miss the tough grind that business has gotten to be these last few years. If it were fast and furious and exciting as it has been in years past, I wouldn't want to retire."

**WASHINGTON SCENE -**

Continued from page 2

1982 planning rule. According to sources, it has been demonstrated over the years as a nearly impossible standard to achieve.

Representative Tom McClintock (R-Calif.) offered an amendment to strike this section (Section 228) from the bill during Committee markup but that failed 21-24. However there were three Democrats that voted to strike the section and others that voiced concern with the viability rule provision will be removed prior to being brought up for a vote.

**CFLR Projects Evaluated**

Agriculture Secretary Tom Vilsack recently announced the 15 members of a newly formed advisory committee to evaluate Collaborative Forest Landscape Restoration (CFLR) proposals. The Forest Landscape Restoration Act required the committee to be created to prioritize landscape-scale restoration projects designed to benefit local economies. The Act authorizes \$40 million a year for these projects but Congress only appropriated \$10 million FY10. The committee recently met in Washington, D.C., to review candidate projects for funding.

Ten regions submitted at least one project. The Act calls for a maximum of 10 projects nationally each year and allows each region to have no more than two projects per year. The purpose of the CFLR program is to encourage the collaborative, science-based ecosystem restoration of priority forest landscapes. The President's proposed 2011 budget seeks \$40 million to be devoted to the projects. The committee's selections had not been announced at press time.

**TRADE TALK****Corey Hiebert Joins Sawarne Lumber Co.**

**Ferndale, Wash.—**Sales manager Carlos Furtado, of Sawarne Lumber Co. Ltd., recently announced that Corey Hiebert has joined the firm's sales team.

"We are pleased to announce that Corey has joined our sales team," he said. "Corey comes to us with four years of Cedar lumber experience. He will be part of our North American sales team."

Sawarne Lumber Co., established more than 65 years ago, has a manufacturing facility in Richmond, B.C., and Ferndale, Wash. The company's product line includes a variety of siding, decking, timbers, posts, dimensional lumber and fencing.

Hiebert can be contacted at [corey@sawarne.com](mailto:corey@sawarne.com) or 604-802-7793. For more information visit [www.sawarne.com](http://www.sawarne.com).

**AFP Elects Jeff Stefani As Chairman of AWC's Advisory Committee**

**Eldorado, Ark.—**Jeff Stefani, Regional Sales Manager for Midwest Region Engineered Wood Products, a division of Anthony Forest Products, was elected Chairman of the American Wood Council's (AWC) Technical Advisory Committee (TAC). Stefani will oversee the technical subcommittees of the AWC, which includes the subcommittee on fire and structural design plus the Technical Advisory Committee.

This group of technical designers and engineering experts is responsible for the increased use of wood products by assuring the broad regulatory acceptance of wood products in the building code arena. AWC sponsors the National Design Specification (NDS-Wood Construction), which is broadly accepted by the IRC and IBC.

"We are proud of Jeff for being elected to this esteemed position by his peers," said Chris Webb, Anthony Forest's National Sales Manager.

Stefani has held his position at AFP for seven years and is a licensed Professional Engineer in Ohio, Indiana, Kentucky, and Michigan. He graduated from Purdue University in 1974 with a BSCE degree, and in 1994 he obtained a MBA Degree in Finance from Xavier University in Cincinnati. He resides in Cincinnati,

Continued on page 34



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**TRADE TALK**

Continued from page 33

Ohio, with his wife, Ellie, and daughters, Emily and Kate.

Anthony Forest Products (AFP) also recently introduced EACOM Timber Corporation as its partner in an I-Joist venture. Domtar Incorporated has completed the previously announced sale of its Forest Products Business to EACOM Timber Corporation. Domtar's shares of the corporation have been transferred to EACOM. "We will continue business as usual, and the Power Joist® brand stays intact," a representative said. The Domtar management team responsible for wood procurement for the joint venture will stay in place along with the entire manufacturing team in Sault Ste. Marie, Ontario. According to AFP the new company name will be forthcoming after board approval.

**Josh Dean Joins  
The Collins Cos.**

**Portland, Ore.**—Josh Dean recently joined The Collins Cos. as sales representative of western lumber. Formerly of Western International Forest Products, also located in Portland, he replaces Mike Luza, who recently retired.



Josh Dean

The family-owned Collins Cos. traces its roots back to 1855, when T.D. Collins began timber operations in Pennsylvania. By the turn of the century, the family had expanded west to manage 94,000 acres of Softwood in northeastern California. Today their holdings also include the Collins Lakeview Forest in southern Oregon and northern California. Additionally, Collins Products LLC manufactures standard and certified exterior siding and particleboard, as well as standard hardboard siding and trim. For more information visit [www.collinsco.com](http://www.collinsco.com).

**Bingaman Releases  
Thermo-Treated Wood**

**Kreamer, Pa.**—Bingaman & Son Lumber, Inc., based here, now offers Thermo-Treated hardwood. According



Thermo-Treated Wood Before (Left) And After (Right)

to a company representative, the chemical-free, thermal modification process creates lumber offering dimensional stability, 25-year outdoor durability, and a rich brown tint and wood grain appearance. Twelve species are available in Thermo-Treated: basswood, beech, birch, cherry, hard and soft maple, hickory, poplar, red and white oak, walnut, and white ash. See Thermo-Treated hardwood samples and Bingaman Lumber at [www.bingamanlumber.com](http://www.bingamanlumber.com).

The Softwood Forest Products Buyer

**Boise Cascade's Engineered  
Line Receives FSC  
Certification**

**Boise, Idaho**—Boise Cascade, based here, recently received Forest Stewardship Council (FSC) chain-of-custody certification for its line of engineered wood products including BCI Joists, AllJoist I-joists, Versa-Lam LVL, Versa-Stud LVL lumber and Versa-Rim rimboards.

The company also recently released the 2010 Boise Cascade Builder Idea Book for green homebuilding. Included in the book are multiple ways for builder customers to profit with efficient design, accurate estimating, elimination of wasteful cutting errors, less framing time, and the ability to accommodate last minute plan changes.

Boise Cascade manufactures engineered wood products, plywood, lumber, and particleboard and distributes a broad line of building materials, including wood products manufactured by the company's wood products division. For more information visit [www.bc.com](http://www.bc.com).

**Cedar Creek Buys Alamo**

**Tulsa, Okla.**—Recently acquired by a private equity firm, Cedar Creek, based here, has purchased three wholesale distribution yards in Texas from Alamo Forest Products in San Antonio, Texas.

The purchase adds yards in San Antonio, Houston and Harlingen to Cedar Creek's nine locations. Charlesbank Capital Partners has the majority stake in Cedar Creek and vowed to expand into new geographic areas.

William Adams was installed as chairman and CEO as part of the recapitalization deal. Clark Wiens, David Bond, and D. Wayne Trousdale will retain minority equity stakes as well as senior executive positions with the company. For more information visit [www.cedarcreek.com](http://www.cedarcreek.com).

**Mark Cappel Joins Snavely  
Forest Products**

**Baltimore, Md.**—Snavely Forest Products recently announced Mark Cappel has joined their sales and distribution division, located here.



Mark Cappel

Founded in 1902, Snavely Forest Products serves the wholesale lumber and building products industry. With distribution facilities throughout the U.S. and import/export capabilities, Snavely's customers include professional and do-it-yourself retailers, independent dealers, homecenters, door and window shops and moulding & millwork manufacturers. For more information visit [www.snavelyforest.com](http://www.snavelyforest.com).

**NELMA Mill Shipments  
Approach 2008 Levels**

**Cumberland Center, Maine**—The Northeastern Lumber Manufacturers Association (NELMA) recently released information that showed overall shipments of lumber from NELMA's Softwood lumber producers through the first half of 2010 was up 42 percent compared with the same 6-month period of 2009. Dimension shipments exceed 2009 by 57 percent with Eastern White Pine up by 28 percent.

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## TRADE TALK

Continued from page 34

According to NELMA, most of the dimensions increase over last year can be attributed to the closure of mills during the first part of 2009, then reopening towards the end of the year. When current data was compared with 2008, overall shipments are down by 6.5 percent (Dimension by 12 percent and Eastern White Pine basically even with 2008). For more information visit [www.nelma.org](http://www.nelma.org).

### Idaho May Receive First Reload

**Boise, Idaho**—Boise Valley Railroad is considering building a transload here.

In a ceremony held at the Boise Depot, Idaho's Mayor David Bieter recently announced a step in the development of improved freight rail opportunities for businesses in the Boise Valley. The Mayor signed a letter of intent with Boise Valley Railroad (BVR) to explore construction of a transload and intermodal services facility on city-owned property in southeast Boise. When built, the proposed facility would allow freight container cargo to go from rail to truck and truck to rail, and would be the only facility of its kind between Ogden and Portland.

"This agreement represents a major advancement for economic development in our valley," Mayor Bieter said. "One freight train can carry the load of 280 trucks. We must look to install this kind of large scale infrastructure in order to ensure the city's future economic vitality and to maintain our high quality of life."

Boise Valley Rail expects to transport 770,000 tons of freight in 2010.

### Simpson In the Process of Acquiring Mason County Mills

**Shelton, Wash.**—Simpson Lumber Co. LLC, has agreed to purchase Mason County Forest Products, both located here.

Anticipating the changeover, Mason County gave notice that it would be laying off 130 employees at the large-cutting and small dimension mills.

Simpson Lumber has mills in Tacoma, Shelton, Dayton and Longview, Wash.; Meldrim, Ga., and Georgetown, S.C.

### New England Opens Reload

**Glen Allen, Va.**—The Cross-Globe Group, based here, recently added a new outdoor transfer yard at its rail-sided warehouse in Monson, Mass.

Ex-Quaboag Transfer Kirk Bryant has joined Cross-Globe as general manager of the New England region. Also formerly with Quaboag, Tom Stokes is now New England's sales director.

### AF&PA Releases Statement On Legislation Of Pesticides

**Washington, D.C.**—American Forest and Paper Association (AF&PA) President and CEO Donna Harman recently issued the following statement regarding the introduction of the bill introduced by Senate Agriculture Committee Chairman Blanche Lincoln and Ranking Member Saxby Chambliss, which would eliminate duplicative regulation on the use of pesticides.

"I applaud Chairman Lincoln and Ranking Member Chambliss for introducing this bill, which promotes healthy forests, effective forest management, and prevention of invasive species and pests outbreaks through reasonable and safe use of pesticides without costly, duplicative regulations. "The Federal Insecticide, Fungicide and Rodenticide Act (FIFRA) provides the Environmental Protection Agency (EPA) the authority to regulate the sale and safe use of pesticides through a comprehensive registration and labeling protocol. Moreover, forest managers follow best management and sustainable forest practices. Together these obviate the need for duplicative Clean Water Act permits for forest management pesticide use." For more information visit [www.afandpa.org](http://www.afandpa.org).

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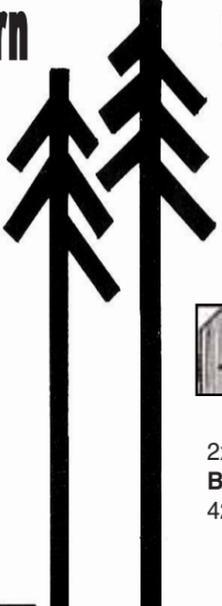


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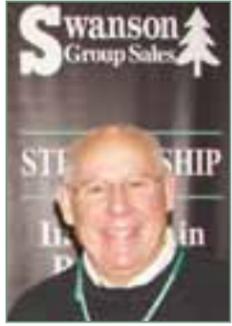
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# SOFTWOOD CALENDAR

## SEPTEMBER

**Florida Forestry Association Trade Show**, Baytowne Conference Center, Sandestin Resort, Destin, Fla. Contact: 850-222-5646. Sept. 8-10.  
**Global Buyers Mission**, Whistler Conference Centre, Whistler, British Columbia. Contact: 604-882-7100, 800-422-9663 or email [gbm@bcwood.com](mailto:gbm@bcwood.com). Sept. 9-11.  
**Northeastern Lumber Manufacturers Association**, Red Jacket Mountain View Resort, North Conway, N.H. Contact: 207-829-4293. Sept. 16-17.  
**North Star Expo, Logging/Trucking/Sawmill Show**, Grand Rapids, Minn. Contact: 218-722-5013 or [janeabel@timberproducers.com](mailto:janeabel@timberproducers.com). Sept. 17-18.  
**Florida Building Material Association**, Main Event & Gulf Atlantic Building Products Expo, Lake Buena Vista, Fla. Contact: 352-383-0366. Sept 21-24.

**Mountain States Lumber & Building Material Dealers Assoc., Fall Meeting**, Vail, Colo. Contact: 800-365-0919 or [www.mslbmda.org](http://www.mslbmda.org). Sept. 30.

## OCTOBER

**APA Annual Meeting and Info Fair**, Tucson, Ariz. Contact: 253-565-6600. Oct. 16-19.  
**Eastern Building Material Dealers Association, IDEAS Trade Show**, Valley Forge, Pa. Contact: 800-296-3278. Oct. 20.  
**Lumber Association of California & Nevada, Annual Convention**, San Francisco, Calif. Contact: 916-369-7501. Oct. 21-22.  
**Southern Forest Products Association, Annual Meeting**, Mansion on Forsyth Park, Savannah, Ga. Contact: 504-443-4464. Oct. 24-26.

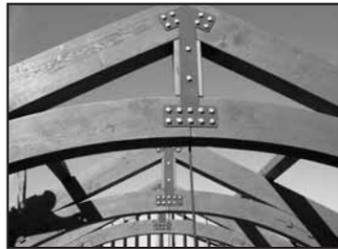
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