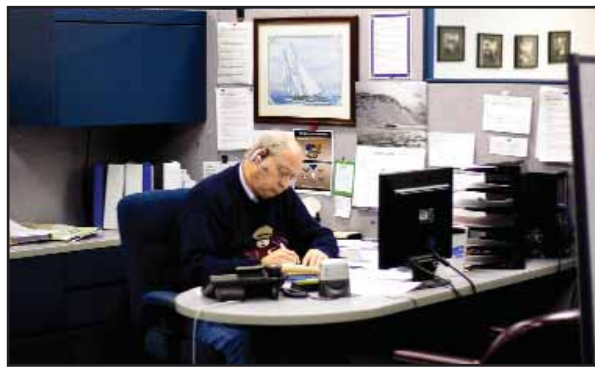


Identify, Analyze, Monitor and Benefit With BLUE BOOK SERVICES

By Terry Miller



(L to R): Jim Carr, Jim Bartelson, Chuck Curl, Kathi Orlowski, Mark Erickson, and Mark Palmer, Blue Book Services, Carol Stream, Ill.



Rich Huber is a credit analyst at Blue Book Services.



Inside this display case are mementos and memorabilia from Blue Book Service's 110-year history.

Carol Stream, Ill.—Blue Book Services, based here, provides its customers with in-depth business and credit information on company's operating within the North American Forest Products industry. The firm's comprehensive database provides real-time information on suppliers, buyers, brokers, and transporters. According to its leadership team, *Blue Book* ratings, reports, and accurate information help suppliers (mills, remanufacturers, wholesale distribution yards and wholesalers) to make safe, sound and informed business decisions.

In business since 1901 providing credit ratings for the produce industry, Blue Book Services began serving the lumber and forest products industry in 2009. And "tremendous forward progress was made this past year," explained Jim Carr, President/CEO of Blue Book Services, "due to the active participation and support of thousands of lumber companies in the U.S. & Canada."

The scores of companies referred to above took just a few moments and verified the content of their free Blue Book listing. A lumber company listing typically includes basic contact information—address, phone, fax, e-mail—and important operating facts: business classification (i.e. "secondary manufacturer"), species handled, products offered, and services provided.

Blue Book's Business Analyst Project Manager Kathi Orlowski said part of what Blue Book's listings bring to the table is credit information. "Many of the members that we work with are credit managers of small to medium sized businesses," she explained. "They're financial officers or company owners that are looking for reliable credit information. Some companies don't use any other service, so what we offer to them is an additional piece of information that they're not going to get from the prospect itself. In some cases, the company applying for credit is going to give the 'good' references. You're not going to get the ones that are paying slower. But when our customer pulls a business report from our system, what they see is aging information from industry contributors coming directly to the Blue Book confidentially.

"They'll also see Equifax information on bankruptcies, liens, judgements against the company, dates of those, as well as information from banks

which is really hard to get in some cases. We get information from non-banking companies such as utilities, service companies, and others within the trade that may not be submitting to the Blue Book 'directly' as of yet."

"Our lumber company database is approaching 17,000 records—and still growing—because we are reaching out to all lumber companies in North America—including mills, secondary manufacturers, wholesalers, retailers and industrial accounts—to validate

their free Blue Book listing," said Carr. "We offer a plethora of information that will help support the credit managers analysis about extending credit lines or not," Orlowski added. "Also I often get positive feedback from our clients in terms of how fast our response time is. For example, I had one customer call me up and he said, 'Kathi I really need this company listed in the database so I can pull the Equifax information.' He got the report within an hour and he looked at it and


decided to go with C.O.D. for that customer. Turns out we gave him an edge to minimizing his risk with a customer reported to be slow-pay."

Becoming a Blue Book




Blue Book's Business Analyst-Project Manager, Kathi Orlowski


Continued on page 38




Dimension



Structural Panels




Studs




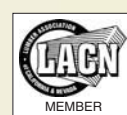



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Sample Blue Book listing

NAWLA Photos - Continued from page 16



Mauricio Bravo, Weston Forest Group, Mississauga, Ont.; Greg Ryback, Trinity Forest Industries Inc., Hurst, Texas; and Rick Ekstein, Weston Forest Group



Doug Chiasson, Irving Forest Products Ltd., St. John, N.B.; Gregg Garrison and Tim Deegan, Lumbermen Associates Inc., Bristol, Pa.; and Darren Zwicker, Irving Forest Products Ltd.



Dirk Kunze, Wynndel Lumber Sales Ltd., Wynndel, B.C.; Mark Herms, Herms Lumber Sales Inc., Fullerton, Calif.; Omar Lavelle, Lavelle Company, Fargo, N.D.; and Chris Schofer, Wynndel Lumber Sales Ltd.



Win Smith, Limington Lumber Co., East Baldwin, Maine; and Tim Carson, Wallace Hardware Co. Inc., Morristown, Tenn.



Tom Latham, Tri-State Forest Products Inc., Springfield, Ohio; Amy Vitek and Bud Filler, Filler King Co., Homedale, Idaho; and Brad Hatley, C & D Lumber Co., Riddle, Ore.



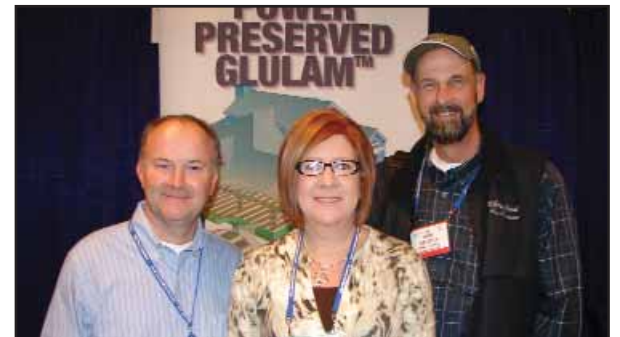
Dan Paige, Sandy Neck Traders, South Dennis, Mass.; Scott Brown and Larry Huot, DiPrizio Pine Sales, Middleton, N.H.; and Anthony Baroni, Sandy Neck Traders



Jeff Robinson and Al Fortune, Mid Valley Lumber Specialties Ltd., Aldergrove, B.C.; Randy Dover, Old Deshutes Lumber Inc., Bend, Ore.; Romel Bezerra, Elof Hansson USA Inc., Suwanee, Ga.; and Tim Elbers, WoodPro Software Inc., Richmond, B.C.



David Hanson and Jill Snider Parr, Snider Industries LLP, Marshall, Texas; and Bruce Kulzer, Hood Distribution, Hattiesburg, Miss.



Chris Webb and Donna Allen, Anthony Forest Products, El Dorado, Ark.; and Bob DeSeyn, Boise Cascade LLC, Sugarcreek, Ohio



Rick Palmiter, Idaho Forest Group, Coeur d'Alene, Idaho; Anne Erickson, BNSF Railway, Fort Worth, Texas; Bonnie VanSickle, BNSF Railway, Seattle, Wash.; and Garth Williams, Idaho Forest Group



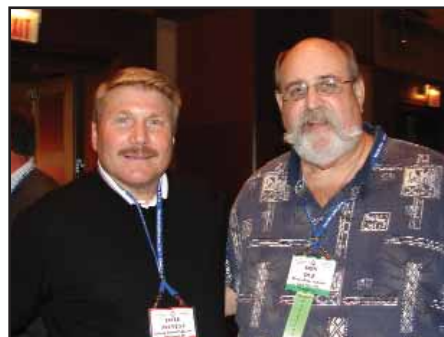
(L to R) Patrick and Dorothy Sinclair, Forest Products Supply Co., St. Louis, Mo.; Dave Halsey, Patrick Lumber Co., Portland, Ore.; Janet Wheeler, INTERFOR, Maple Ridge, B.C.; John Grove, Oregon-Canadian Forest Products, North Plains, Ore.



Dusty Hammack, Arrowhead Lumber Sales Inc., Oklahoma City, Okla.; Jim McGinnis III, The McGinnis Lumber Co. Inc., Meridian, Miss.; Dennis Crowe and Jodi Hoekstra, Great Northern Lumber, Blue Island, Ill.; Gary Vitale, NAWLA, Rolling Meadows, Ill.; and Brad Hodgins, Pacific Coast Cedar Products Ltd., Maple Ridge, B.C.



Mike Flynn, Rick Graham and Bob Mai, Potlatch Corp., Spokane, Wash.



Dale Mantay, Detroit Forest Products Inc., Westland, Mich.; and Don Dye, Mary's River Lumber Co., Corvallis, Ore.



Brent McClendon, IWPA, Alexandria, Va.; Mel Lundberg, Elof Hansson USA Inc., Suwanee, Ga.; and Mark Auxier, Patrick Lumber Co., Portland, Ore.



Jeff Leich, Nicholson and Cates, Burlington, Ont.; and Rick Ekstein, Weston Forest Group, Mississauga, Ont.



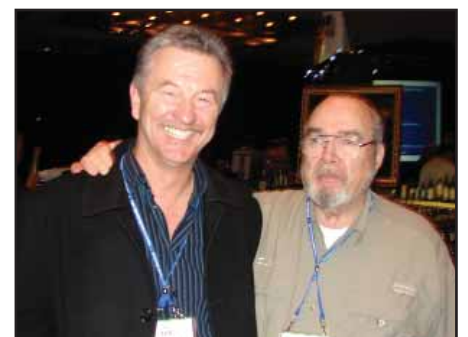
Jeff Easterling, NeLMA, Cumberland Center, Maine; and Darren Zwicker, Irving Forest Products Ltd., St. John, N.B.



Charlie Quarles and Mark Junkins, McShan Lumber Co., McShan, Ala.



Archie Rafter, Andersen Pacific Forest Products Ltd., Maple Ridge, B.C.; and James O'Grady, Goodfellow Inc., Delson, Que.



Jim Dunse, Mill & Timber Products Ltd., Coquitlam, B.C.; and Dave Duncan, Lazy S Lumber Inc., Beaver Creek, Ore.

APA Offers Insight To Members At Meeting



Geoff Crandlemire and David Smith, Rosboro, Springfield, Ore.



Kevin Daugherty, Swanson Group Mfg. LLC, Glendale, Ore.



Alan Knokey and Tim Fisher, USNR, Woodland, Wash.

Tucson, Ariz.—Three-hundred members of the APA Engineered Wood Association and suppliers to the engineered wood industry met here recently at the Westin La Paloma in observance of the 2010 APA Annual Meeting.

A wide array of programs and issues were offered and reviewed by industry experts and peers striving to succeed in year two of what APA dubbed this "Great Recession." Roundtable discussion topics included: What Builders Want Now, led by Scott Sedam, TrueNorth Development; and The Global Fiber Market, led by Bob Flynn, RISI. Sedam also led a marketing advisory committee discussion about how APA members can profit from the new builders' world, which includes lean building, cost control and quality improvement.

Immediately following the APA Annual Meeting and Chairman's Safety Award Recognition Dinner, an all-day Safety and Health Workshop was held. In it, APA covered critical safety topics such as dust exposure, safety motivation, and safety issues with an aging workforce.

Other topics covered at the meeting by committees and sub-committees included: glulam management, the residential market, the industrial market, and I-Joist/SCL management.

Additionally, APA members and guests had opportunity to participate in golf and tennis tournaments during the annual meeting as well as several social receptions.

The 18th Annual Info Fair was also hosted by APA, and approximately two dozen equipment manufacturers, product suppliers and service providers displayed their products in the fair.

In the near future, the APA will co-host a joint meeting with Washington State University and FPIInnovations on April 5-7, 2011. The topic is: International Wood Composites and International Symposium on Veneer Processing and Products. To learn more about this joint meeting, go online to www.woods-symposium.wsu.edu.

To contact the APA go online to www.apawood.org.



Kerlin Drake, Brenda and Johnny Nolan, Anthony Forest Products, El Dorado, Ark.



Dennis Murphy and Claude Gregory, Signode, Glenview, Ill.



Mary Jo Nyblad, Boise Cascade LLC, Boise, Idaho

Tom Temple, Potlatch Corporation, Spokane, Wash.



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NAWLA Photos - Continued from page 18



Joe Honochick, Zip-O-Log Mills Inc., Eugene, Ore.; Dennis Miller, Union Pacific Railroad, Vancouver, Wash.; Joseph Thomas, Union Pacific Railroad, Omaha, Neb.; and Mark Grube and Karl Hallstrom, Zip-O-Log



Josh and Wendy Dean, Collins Cos., Portland, Ore.; Mark Donovan, Western International, Portland, Ore.; and Chris Bailey, Collins Cos.



Donna Allen, Anthony Forest Products, El Dorado, Ark.; Tim Cochran, Random Lengths Publications, Eugene, Ore.; and Cyndee Johnson, Roberts & Dybdahl Inc., Des Moines, Iowa



Phillip Starks, Barb Couch and Mike Flynn, Potlatch Corp., Spokane, Wash.; and John Heideman, Universal Forest Products, Windsor, Colo.



Jim Pattillo, Coastal Plywood Co., Havana, Fla.; Allen Gaylord, Clearwater Paper Corp., Lewiston, Idaho; Amy Whiting, BNSF Railway, Bellingham, Wash.; and Dave Duncan, Lazy S Lumber Inc., Beavercreek, Ore.



Dale Mantay, Detroit Forest Products Inc., Westland, Mich.; Chris Schofer, Wynndel Lumber Sales, Ltd. Wynndel, B.C.; Mathieu Leflamme, Boscos Canada Inc.; Pointe Claire, Que.; and Sandy and Dirk Kunze, Wynndel Lumber Sales Ltd.



Racy Florence, Hoover Treated Wood Product, Thomson, Ga.; Mark Richardson, Westervelt Lumber, Tuscaloosa, Ala.; Craig Grisham, Great Southern Wood Preserving Inc., Glenwood, Ark.; and James Rane, Great Southern Wood Preserving Inc., Abbeville, Ala.



Ray Sheepwash, Marwood Ltd., St. Jean sur Richelieu, Que.; David Harris, Marwood Ltd., Truro, N.S.; Gary Reid and Dean Garafano, Delta Cedar/Westshore Specialties, Delta, B.C.



Chris Grotterod, Tolko Marketing and Sales Ltd., Vernon, B.C.; Aaron Babcock, Tampa International, Tampa, Fla.; and Larry Broadfoot and Jonathan Rogers, Tolko Marketing and Sales Ltd.



Nathan Tellis, Bob Grulhke and Ranj Saran, MacKenzie Sawmill Ltd., Surrey, B.C.; and Rob Breta, Diacon Technologies Ltd., Richmond, B.C.



Matt Duprey, Hancock Lumber, Casco, Maine; Carl McKenzie, U.S. Lumber, Duluth, Ga.; Derek Dryden and Barb Couch, Potlatch Corp., Spokane, Wash.; and Lawrence Newton, U.S. Lumber



Mickey Brown, Tim Thorison, Paul Erickson and Gary Pittman, Roseburg Forest Products Co., Roseburg, Ore.



Jason Cedargreen, The Teal-Jones Group, Surrey, B.C.



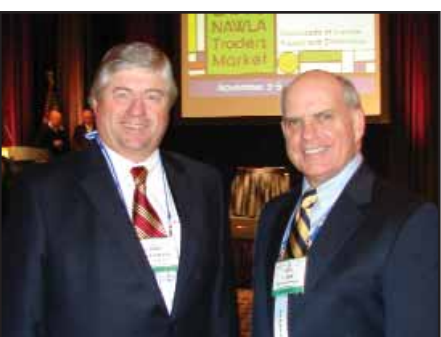
Denny Huston, Boise Cascade LLC, Boise, Idaho; and Joseph DuChene, Boise Cascade LLC, Lake Oswego, Ore.



Steven Sprenger, Sprenger Midwest Inc., Sioux Falls, S.D.; and Greg Smith, Gilbert Smith Forest Products Ltd., Barriere, B.C.



Scott Driskill, Oregon-Canadian Forest Products, North Plains, Ore.; Bill Hurst, Mid-America Cedar, Matthews, N.C.; and John Grove, Oregon Canadian Forest Products



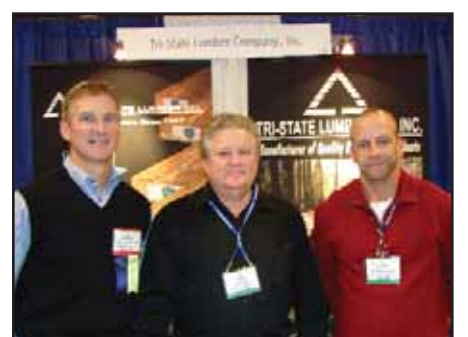
Chris Beveridge, Skana Forest Products Ltd., Richmond, B.C.; and Jim Carr, Blue Book Services, Carol Stream, Ill.



Ian McLean, Chris Petkau and Josh Sawatzky, Spruceland Millworks Inc., Acheson, Alta.



Christian Clay, BNSF Railway, Vancouver, Wash.; and Brad Flitton, Western Forest Products, Inc., Vancouver, B.C.



Jim McGinnis III, The McGinnis Lumber Co. Inc., Meridian, Miss.; and James Gibson and Jason Scroggins, Tri-State Lumber Co., Fulton, Miss.

Additional photos on page 22

SFPA Tackles Issues At Meeting

By Terry Miller



Southern Forest Products Association officers installed at SFPA's Annual Meeting are: (standing from left) Patrick Harrigan, Harrigan Lumber Co., Monroeville, Ala.; Joe Patton, Westervelt Lumber, Tuscaloosa, Ala.; Fritz Mason, Georgia Pacific LLC, Atlanta, Ga.; and Tom Rice, Conner Industries, Fort Worth, Texas. Seated from SFPA are: Tami Kessler and Digges Morgan.



Randy Barsalou, BCH Trading Co., Hot Springs, Ark.; Donnie Oney, Conner Industries Inc., Fort Worth, Texas; and Andrea and Joe Kusar, Tolleson Lumber Co. Inc., Perry, Ga.



John and Debbie Hammack, and Brenda and Ron Coker, Hood Industries Inc., Hattiesburg, Miss.



Curt Alt, USDA/Foreign Agricultural Service, Washington, D.C.; Russell Richardson, SFPA, Kenner, La.; and Bill Mitchell, The Beck Group, Portland, Ore.



Mike Bergmann, Kay Reynolds and Barry Black, Taylor Machine Works Inc., Louisville, Miss.



Kerlin and Elise Drake, Anthony Forest Products, El Dorado, Ark.; and Abdool Dawany, Ontario Project Management Ltd., Mississauga, Ont.

Savannah, Ga.—According to representatives of the Southern Forest Products Association (SFPA), its Annual Meeting proved to be productive with representatives from diverse forest products companies and organ-

Continued on page 40



Tom Searles, American Lumber Standards Committee, Germantown, Maryland; and Ethel and Tom Rice Sr., Conner Industries Inc., Fort Worth, Texas



Clary and Linda Anthony, Anthony Forest Products, El Dorado, Ark.; and Terry Miller, The Softwood Forest Products Buyer, Memphis, Tenn.



Digges Morgan, President, SFPA, Kenner, La.; and Gay and Jack Stevens, (retired) Kirby Forest Industries, Savannah, Ga.

Brian and Carol Hayson, Cox Industries Inc., Orangeburg, S.C.; and Charles Trevor, American Softwoods-Europe, London, England



Additional Photos on page 26

BNSF — Chicago — NASA — Mars
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Steve Firko, Pennsylvania Lumbermens Mutual Insurance Co., Philadelphia, Pa.; Brian Boyd, Manufacturers Reserve Supply Inc., Irvington, N.J.; Mary Lou Carlson, Middle Atlantic Wholesale Lumber Inc., Baltimore, Md.; Carol Kelly, Fiberon LLC, Golden, Colo.; and Steve Boyd, Manufacturers Reserve Supply Inc.



Chris Bailey, Collins Cos., Portland, Ore.; Dennis Wachs, Neiman Reed Lumber Co., Panorama City, Calif.; and Josh Dean and Alyson Kingsley, Collins Cos.



Mark Junkins, McShan Lumber Co., McShan, Ala.; Tom Latham, Tri State Forest Products Inc., Springfield, Ohio; and Charlie Quarles, McShan Lumber Co.



Ron Gamble, Roberts & Dybdahl Inc., Tipton, Ind.; Chris Webb and Donna Allen, Anthony Forest Products, El Dorado, Ark; and Frank Johnston, Southern Mississippi Trading LLC, Waynesboro, Miss.



Bill McClusky and Jenlian Chadwick, Seaboard International, Nashua, N.H.; David Kowalsky, Great Southern Wood Preserving Inc., Abbeville, Ala.; David Bradshaw, Taiga Building Products, Burnaby, B.C.; and Derek Dryden, Potlatch Corp., Spokane, Wash.



Scott Brown, DiPrizio Pine Sales, Middleton, N.H.



Alan Lazauskas, Diane Tutush and Scott Lindsay, Skana Forest Products, Richmond, B.C.; Bill White, Elof Hansson USA Inc., Suwanee, Ga.; and Jose Zagursky, Corporacion Forestal Panamericana, Naucalpan, Mexico



Scott Thompson, BC Wood Specialties, Langley, B.C.; Greg Smith, Gilbert Smith Forest Products Ltd., Barriere, B.C.; Ann Rosen, Canadian Consulate, Chicago, Ill.; and Mike Kennedy, Gilbert Smith Forest Products Ltd.



Patrick Butler and Mark Wells, Universal Forest Products, Union City, Ga.; Amy Vitek, Filler King Co., Homedale, Idaho; and Curt Heinrich, Universal Forest Products, Windsor, Colo.



Steve Funchess, Klumb Lumber Co., Loxley, Ala.; Buddy Klumb, Klumb Lumber Co., Point Clear, Ala.; Carlos Furtado, Sawarne Lumber Co. Ltd., Richmond, B.C.; Vicki O'Neill, Klumb Lumber Co., Point Clear, Ala.; and Ryan Furtado, Sawarne Lumber Co. Ltd.



Scott Crenshaw, Forest City Trading Group LLC, Glen Allen, Va.; Dave Wildeman, Boise Cascade LLC, Boise, Idaho; Michael Patneau, Empire Wholesale Lumber Co., Tampa, Fla.; and Kevin Miller and Bill Moyer, Boise Cascade LLC



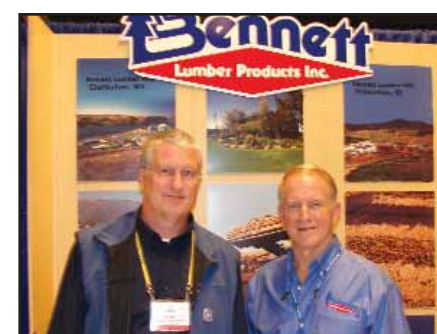
Steve Grondin and Nicholas Drouin, Matra, St. Martin, Que.; Jim Tittle, Cabot, Normal, Ill.; and Matt Pedrone, Cabot, Newburyport, Mass.



Dave DeWitte, Pacific Woodtech Corp., Burlington, Wash.; Tom Corrick, Boise Cascade Holdings LLC, Boise, Idaho; and Jim Enright, Murphy Co., Eugene, Ore.



Ian Wight and Dennis Wight, Pacific Western Wood Works Ltd., Delta, B.C.



Bob Juhl, Roberts & Dybdahl Inc., Waterloo, Iowa; and Bob Jahns, Bennett Lumber Products Inc., Princeton, Idaho



Brock Lenon, Ted Ellis and Dennis Badesheim, Idaho Timber Corp., Boise, Idaho



Brandon Rinck, DMSi, Omaha, Neb.; Nicolas Vincent, Kebois Ltee., St.-Dominique, Que.; and Monte Jensen, DMSi



Jeff Robinson, Mid Valley Lumber Specialties Ltd., Aldergrove, B.C.; John Bennett, Norman G. Jensen Inc., Blaine, Wash.; and Al Fortune, Mid Valley Lumber Specialties Ltd.



Terri Adair, Seneca Sawmill Co., Eugene, Ore.; and Paul Mariotti, Mariotti Building Products, Old Forge, Pa.



Joe Brown, Tampa International, Tampa, Fla.; and Jill Snider Parr and David Hanson, Snider Industries, Marshall, Texas

Additional photos on page 24

PWLA Celebrates With Seasonal Meeting

By Kathy Brock



Danny O'Sullivan, CedarSource Manufacturing Inc., Portland, Ore.; Steve Schmitt, Stimson Lumber Co., Portland, Ore.; and Don Dye, Boise Cascade, Vancouver, Wash.



Ron Liebelt, Exterior Wood Inc., Washougal, Wash.; Bill McGovern, Pacific Western Lumber, Tacoma, Wash.; and John Wagenhofer, Boise Cascade, Portland, Ore.



Eddie Smalley, Jane Buttermore and Mike Holm, Oregon-Canadian Forest Products, North Plains, Ore.



Rick Danielson, Timber Products Inspection Inc., Vancouver, Wash.; Tom Vogel, Seattle-Snohomish Mill Co., Snohomish, Wash.; and John Wagenhofer, Boise Cascade, Portland, Ore.



Brad Mehl, Patrick Lumber Co., Portland, Ore.; John Grove, Oregon-Canadian Forest Products, North Plains, Ore.; Mark Grube, Zip-O-Log Mills Inc., Eugene, Ore.; and Kyle Meisner, Tumac Lumber Co., Portland, Ore.



Officers of the PWLA are: Paul Donahue, RLD Co., Vancouver, Wash.; Mike Foster, Patrick Lumber Co., Portland, Ore.; Mike Zumwalt, Hampton Lumber Sales, Portland, Ore.; and Mike Burnard, Oregon State University, Corvallis, Ore.

Portland, Ore.—Robbie Robinson, CEO and president of Starfire Lumber Co., of Cottage Grove, Ore., was named the 2010 Lumberman of the

Continued on page 40



Bryan Vanderhoof and Mike Rowan, Bridgewell Resources LLC, Portland, Ore.



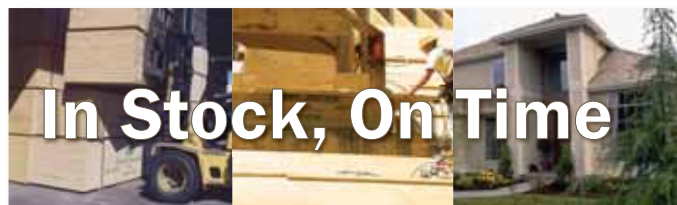
Jerry Farley, J. H. Baxter & Co., Portland, Ore.; and Matt Yost, Intermountain Orient, Boise, Idaho



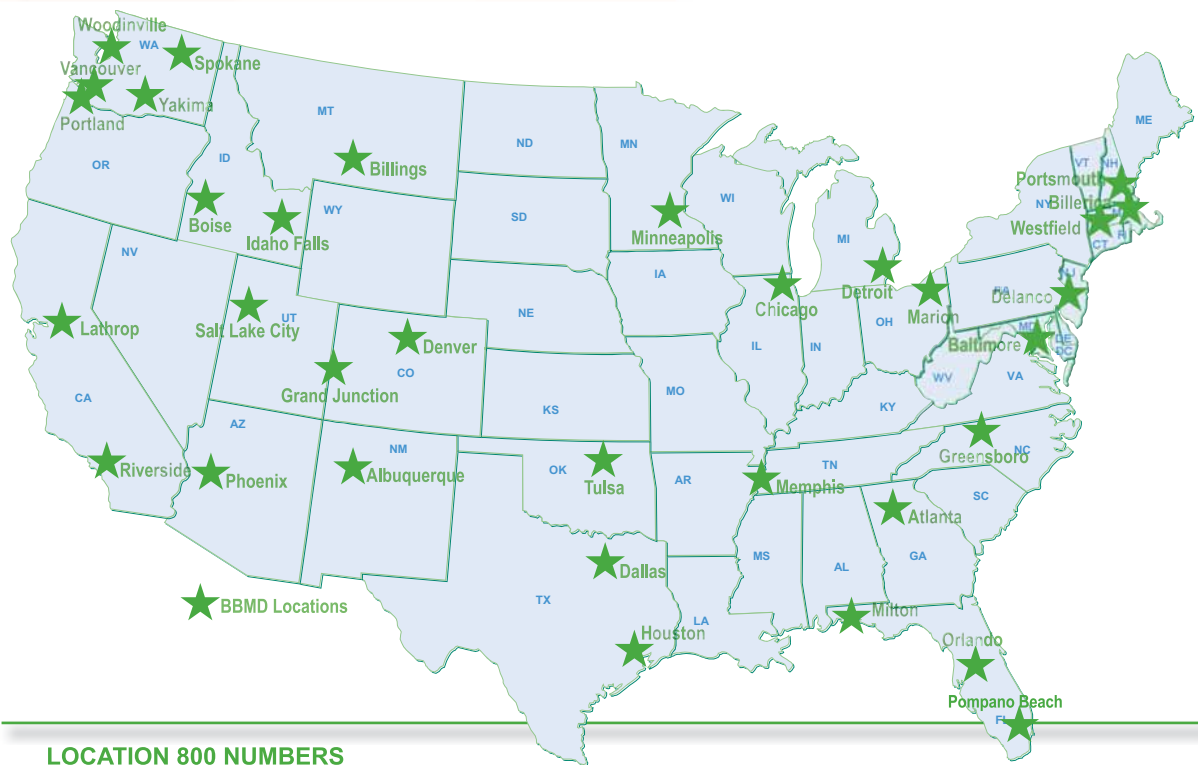
Jeff Moore, Hampton Lumber Sales, Portland, Ore.; Kevin Seward, Parr Lumber Co., Hillsboro, Ore.; and Mark Porter, Hampton Lumber Sales



Gary Connolly, Stimson Lumber Co., Portland, Ore.; Scott Cranfil, High Cascade Forest, Carson, Wash.; and Peter Howe, Tristar Companies, Vancouver, Wash.



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Greensboro, NC.....	800-210-6049	Tulsa, OK.....	800-299-5768
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		Yakima, WA.....	800-572-3682
		Billerica, MA - Eastern Region Office	800-843-9663
Boise, ID - Corporate HQ.....	208-384-6427		

Visit our website at www.BC.com/bmd

Additional photos on page 26

NAWLA Photos - Continued from page 22



Al Gedroz and Douglas Reed, Simpson Lumber Co., Tacoma, Wash.; Gary Bernstein, Mid-State Lumber Corp., Branchburg, N.J.; Laurie Creech and Milt Farvour, Simpson Lumber Co.; and Robert O'Brien, Mid-State Lumber Corp.



David Jaffee, Russin Lumber Corp., Montgomery, N.Y.; Rick Palmiter, Idaho Forest Group, Coeur d'Alene, Idaho; Adam Russin, Russin Lumber Corp.; and Erol Deren, Idaho Forest Group



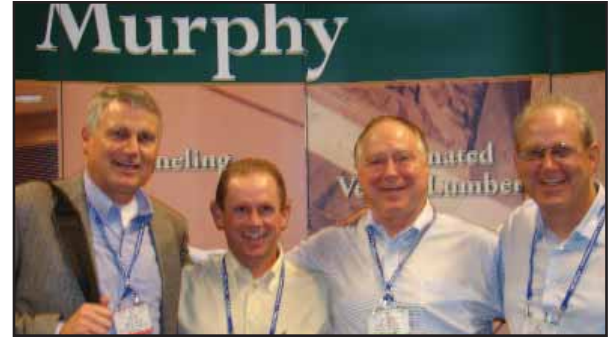
Garth Williams, Idaho Forest Group, Coeur d'Alene, Idaho; and Bob Dewald and Chris Lynch, Reid and Wright Inc., Broomfield, Colo.



Doug Hart, International Wood Products LLC, Clackamas, Ore.; Doug Clitheroe and Janet Wheeler, INTERFOR, Maple Ridge, B.C.; and David Stelle, International Wood Products LLC



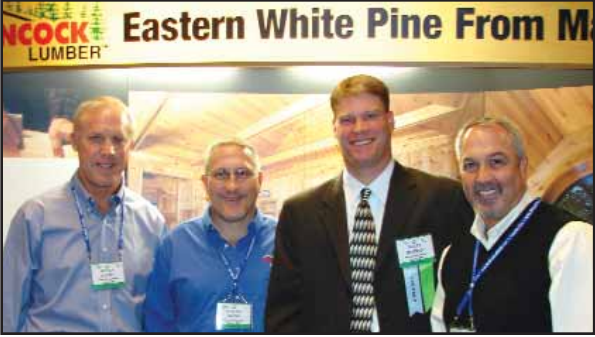
Mark Denner, Jim Walsh, David Smith and Michael Kirkelle, Rosboro, Springfield, Ore.



Sean Higgins, Empire Wholesale Lumber Co., Naperville, Ill.; Tim Lewis, Mark Gryzic and Jim Enright, Murphy Co., Eugene, Ore.



Bart McKinney, American Lumber Distributors and Brokers, Birmingham, Ala.; and Sarah Townsend, Kevin Dodds and Grant Phillips, Buckeye Pacific, Portland, Ore.



Kevin Hynes, Wayne Huck, Matt Duprey and Jack Bowen, Hancock Lumber, Casco, Maine



Ralph Schmidt, Lazy S Lumber Inc., Beavercreek, Ore.; Mark Irby, U.S. Cedar, Sherwood, Ore.; Todd Fox, Lazy S Lumber Inc.; Larry Petree and Chris Retherford, Columbia Cedar Inc., Kettle Falls, Wash.; and Jeff Williams, Amerhart Ltd., Williamsburg, Mich.



Romel Bezerra, Niklas Karlsson and Mel Lundberg, Elof Hansson USA Inc., Suwanee, Ga.



Scott Thompson, BC Wood Specialties, Langley, B.C.; and Curtis Walker and Stewart Clark, The Waldun Group, Maple Ridge, B.C.



Eric Chen, Vanport International, Boring, Ore.; Karl Hallstrom and Joe Honochick, Zip-O-Log Mills Inc., Eugene, Ore.; and David Stallcop, Vanport International



Cam McRitchie, Lumbermen's Underwriting Alliance, Surrey, B.C.; and Paul Lennon, Lumbermen's Underwriting Alliance, Edison, N.J.



Hande Buyuksahin, Softwood Export Council, Portland, Ore.; and Kellie Schroeder, Moulding Association, Woodland, Calif.



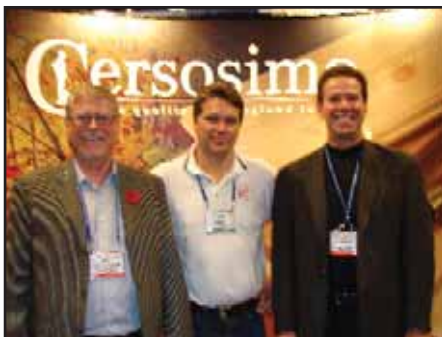
Kimberly Haven, Simply Computing International Inc., Maineville, Ohio; and Barry Hodgkin, Simply Computing International Inc., Hermon, Maine



Ralph and Merry Schmidt, Lazy S Lumber Inc., Beavercreek, Ore.; and Matt Pedrone, Cabot, Newburyport, Mass.



Dan Griffiths and Gary Gill, Fraserview Cedar Products Ltd., Surrey, B.C.; and Russ Taylor, International Wood Markets Group, Vancouver, B.C.



Ron McAllister, Phoenix Forest Products, Richmond Hill, Ont.; Jeff Hardy, Cersosimo Lumber Co., Brattleboro, Vt.; and Gregg Garrison, Lumbermen Associates Inc., Bristol, Pa.



Jeff Easterling, president of NELMA, Cumberland, Maine; and Jim Robbins, Robbins Lumber Inc., Searsmont, Maine



Steve Allen, Midway Lumber Mills, Thessalon, Ont.; and Bob DeSeyn, Boise Cascade LLC, Sugarcreek, Ohio

Additional photos on page 26

NAWLA Awards Downer With Distinguished Award

Photo By Wayne Miller

Chicago, Ill.—The North American Wholesale Lumber Association (NAWLA) awarded Dennis K. Downer the 2010 John J. Mulrooney Memorial Award during the Grand Opening Luncheon of the NAWLA Traders Market, held here at the Hyatt Regency.

Downer stated, "I am indeed honored and proud to receive the Mulrooney Award. Having said that, any contribution that I might have made to the forest products industry and NAWLA is minor compared to what this industry and NAWLA have given to Peggy and me over so many years. I am sincerely and deeply appreciative."

Downer has spent his career focusing on the sales and marketing of the forest products industry, according to NAWLA. A native of Boise, Idaho, he founded Intermountain Orient Inc., of which he serves as the chairman and CEO.

He has a long history of serving the industry in his commitment to NAWLA. Downer served as chairman in 1992-93 and vice chairman in 1991-92. Additionally, he received the annual Outstanding Service Award seven times for recruitment of new members.

"Dennis and his service have made a difference to NAWLA, to the industry and to his community," said Buck Hutchison, NAWLA chairman. "Dennis guided this association and the industry through very turbulent times, and both are stronger because of his leadership."

While serving NAWLA, according to Hutchison, Downer was instrumental in maintaining the association's independence and vitality during a time of considerable debate when NAWLA was at risk of being merged with a larger organization. At the same time, he pushed for an increased partnership with the Temperate Forest Foundation (TFF). A believer in improving the public appreciation of the forest industry, Downer helped create the TFF Teacher Tour Program in conjunction with NAWLA. He also was a driving force in establishing the Wood Marketing Seminar at the University of Idaho.

"As well as making my living in the forest products industry, I have always been committed to expanding public awareness of the great and vital industry," Downer said.

According to a NAWLA spokesperson, the John J. Mulrooney Award is the industry's highest honor, recognizing those unique individuals who have made a difference in the forest products industry and their communities. It has been presented since 1980 and is named in memory of John J. Mulrooney. He is remembered for his 20 years of distinguished service as executive vice president of NAWLA.



NAWLA President Buck Hutchison (left) and Gordon J. King, former Mulrooney Award recipient and NAWLA Retired Past Chairman (1984-85) (right) present Dennis Downer with the John J. Mulrooney Memorial Award.

WASHINGTON SCENE -

Continued from page 2

Service's Northeastern Area helped the agency reach the milestone when the state of Ohio purchased a 15,494-acre property as the new Vinton Furnace State Experimental Forest approximately 90 miles south of Columbus.

"With more than half of the country's forests in private ownership, it is vital that we work with landowners to conserve our forests for the benefit of the environment and rural jobs," Agriculture Secretary Tom Vilsack said. "Through the success of the Forest Legacy Program, the Forest Service has demonstrated that through partnerships with states, conservation groups, landowners and forest industry, we can protect our forests for future generations."

According to the USDA, roughly 57 percent of the nation's forests are privately owned yet the country has lost 15 million acres of private working forests in the last 10 years with an additional 22 million acres projected to be at risk in the next decade.

"The Forest Legacy program has protected millions of acres of privately owned forests that could have easily been turned into strip malls and housing developments," Tom Tidwell, chief of the U.S. Forest Service said. "This program operates on a 'willing buyer, willing seller' principle for private landowners to promote environmental social and economic benefits for all."

For more information visit www.usda.gov.

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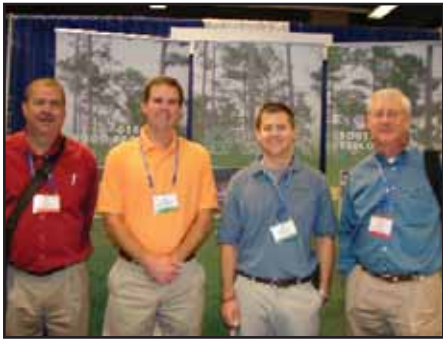
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NAWLA Photos - Continued from page 24



Tim Carson, Wallace Hardware Co. Inc., Morristown, Tenn.; Mark Richardson and Scott Gretke, Westervelt Lumber, Tuscaloosa, Ala.; and Eddie Flynn, Wallace Hardware Co. Inc.



Raymond Luther, Don Dye and Rick Ingram, Mary's River Lumber Co., Corvallis, Ore.; and Wayne Miller, The Softwood Forest Products Buyer, Memphis, Tenn.

PWLA Photos - Continued from page 23



Mike Burnard, Oregon State University, Corvallis, Ore.; Ryan Williams, Oregon-Canadian Forest Products, North Plains, Ore.; and David McNabb, Kuzman Forest Products, Hillsboro, Ore.



Jeff Moore, Hampton Lumber Sales, Portland, Ore.; Pat Murphy and Chris Sallee, Pacific Western Lumber, Lake Oswego, Ore.

SFPA Photos - Continued from page 21



Bill Nocerino and Suzanne Hearn, Forest2Market, Charlotte, N.C.; and Todd Kurle, Metriguard Inc., Pullman, Wash.



Cathy Kaake, SFPA, Kenner, La.; and Tyler and Sally McShan, McShan Lumber Co. Inc., McShan, Ala.



Pat and Kari Patranella, Temple-Inland Inc., Diboll, Texas; and Eric Gee, SFPA, Kenner, La.



Lane Merchant, Mauvila Timber LLC, Loxley, Ala.; Patrick Harrigan, Harrigan Lumber Co. Inc., Monroeville, Ala.; William Almond, Almond Bros. Lumber Co., Coushatta, La.; and Richard Wallace, SFPA, Kenner, La.



Joe Patton, Westervelt Lumber, Tuscaloosa, Ala.; Digges Morgan, SFPA, Kenner, La.; and Adrian Blocker, West Fraser Inc., Germantown, Tenn.



Tim and Debra Lee Brown, Cox Industries Inc., Cove City, N.C.; and Phyllis and Mark Junkins, McShan Lumber Co. Inc., McShan, Ala.



Mike and Mary Hubbard, Optimil Inc., Birmingham, Ala.; and Lisa and Mike Warren, Temple-Inland Inc., Diboll, Texas



Stewart O'Neill, Klumb Lumber Co., Daphne, Ala.; and Tayja and Vince Almond, Almond Bros. Lumber Co., Coushatta, La.



J.T. McShan Jr., McShan Lumber Co. Inc., McShan, Ala.; Kay Reynolds, Taylor Machine Works Inc., Louisville, Miss.; and Clary Anthony, Anthony Forest Products, El Dorado, Ark.

WRCLA Photos - Continued from page 1



Donnie Oney, Conner Industries Inc., Fort Worth, Texas; Mike Gullledge, Deltic Timber Corp., El Dorado, Ark.; Russ Kimbell, Anthony Forest Products, El Dorado, Ark.; and Tom Fitzgerald, Viance, Charlotte, N.C.



Debbie Burns, SLMA, Tyrone, Ga.; Richard Kleiner, SFPA, Kenner, La.; and Lynda Anthony, Anthony Forest Products, El Dorado, Ark.



Jeff Derby, Western Forest Products Inc., Vancouver, B.C.; Brent Stuart, Russin Lumber Corp., Montgomery, N.Y.; and Don Demens, Western Forest Products Inc.



Jim Gillis, Haida Forest Products Ltd., Burnaby, B.C.; Doug Clitheroe, INTERFOR, Maple Ridge, B.C.; Kim Pohl, Maze Nails, Peru, Ill.; Jeff Wilson, Arch Wood Protection Inc., Evans, Ga.; and Gary Arthur, Haida Forest Products Ltd.



Jerry Bolt, Parksite Inc., Baltimore, Md.; and Mark Rutledge, Shakertown, Winlock, Wash.



Keven Crotty, Parksite Inc., South Windsor, Conn.; and Kendall Walker, Parksite Inc., Apex, N.C.



Richard Paci and Joshua Kaye, American Lumber Co. Inc., Walden, N.Y.



Chris Lynch, Reid and Wright Inc., Broomfield, Colo.; Rick Harris, INTERFOR, Maple Ridge, B.C.; and Tim Cochran, Random Lengths Publications, Eugene, Ore.

Western Business Trends



By Terry Miller
Associate Editor

Western Softwood suppliers are mixed with some reporting modest increases in sales activity, others account for stagnant business conditions.

A source in Montana said, "Our trading area is national and international so our local market is not all that strong because most of our shipments go throughout the United States and overseas. The market for the product that we produce has been good. Order files are out pushing eight weeks and prices continue to appreciate."

The contact said the market is supply driven. "Supply and demand is fairly well matched at this point. Demand is weak but there is even weaker production. So I think that's the driver."

Producing Ponderosa Pine boards, the contact said log supply has been fairly tight. "Our inventory levels are at about 50 percent of normal levels," he explained. He also said his prices were slightly up and he expects the trend to continue until spring.

Transportation is creating some issues for the source. "There is a definite shortage of trucks in this region," he mentioned. "So that's been an

ongoing issue. Rail transport has not been an issue. That service has been adequate."

Serving wholesale distribution markets, he said his clients report fair business conditions. "Most customers were working off of very lean inventories at the end of 2010. I think we'll probably see a good replenishment in the coming weeks."

For 2011 as a whole the source expects a lean year. "I don't think we're going to go backwards but I do believe we are in for another tough, lean year. I think housing starts are the largest concern for our industry."

A Colorado source said sales activity in his area is slow. "I think the main factor is that there are still too many foreclosed homes out there. I believe there are people out there that would like to build, but the banks aren't loaning right now."

Handling all Western Softwoods the contact said he is having a hard time finding Spruce. "We've been keeping our inventory relatively low on purpose. All species are moving about the same."

As for transportation issues, he said availability is tough. "It's tough finding trucks but it's been that way for over a year now."

For the year ahead the supplier said he has more expectations of 2011 than the previous two years. "This is the most optimistic that I have been in the last two or three years."

An Idaho supplier said export orders have helped extend order files. "We are in a good position right now

Continued on page 40

Northeast Business Trends



By Sue Putnam
Editorial Director

Sources in the Northeast report continued sluggish market conditions. Winter weather is a large factor in the region according to a Softwood lumber supplier located in New Hampshire. "The general slow down of year-end cash flows and inventories had a lot to do with it up until now," he explained. "Winter weather is slowing us down tremendously now, but we expect it to."

Handling Douglas and Hemlock Fir, the contact said his inventory levels are mediocre and the prices he's paying are up. "I think prices will continue to rise in the next 90 days," he said.

Serving retail lumber dealers, he said his clients account for tougher business conditions. "It's definitely on the slow side for them."

"I think we're going to have a repeat of 2010 in 2011," he said when asked about the year ahead. "I don't look for a jump in activity until at least March."

As for certified wood products he said he has noticed, "a lot more press on those items, but not a lot more usage."

A distributor in Connecticut said, "Despite the seasonal trend, which is downward traditionally, I think region-

ally we're definitely stronger this year at this time than in 2009. I think the mood is more optimistic going into this year because people that I talk to have contractors that have jobs lined up for the spring already. A lot of these same people didn't have any idea what was going on for the spring at this time last year."

As for contributing factors, the contact said, "There is an extreme lack of inventory this year that was not present last year. Inventory levels at our planer mill and moulding operation and many other companies that I've spoken to are as low as they've been in five years."

He said Eastern White Pine log decks are in good shape but prices are another story. "Log prices have not come down like they should have when the market dropped. It's been very difficult due to weather constraints and some of the larger landowners won't cut it if they don't have to, which makes pricing kind of tough," he said.

When asked about certified products, he said while his operation has invested a lot of time and financing into becoming certified, without many results. "Categorizing it as a 'waste of money' is a little harsh, but that's where we are right now. We thought it would take a couple of years to pay off and that we were ahead of the curve, but that was a couple of years ago and we still haven't seen any results."

Marketing to wholesale distributors, he said his customers expect to be slow during the winter. "We expect a

Continued on page 40

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Ontario/Quebec Business Trends



By Michelle Keller
Associate Editor

Although 2010 may not be remembered as a bellweather year for the Softwood lumber industry, many may look back on it as a time when some degree of stability returned to the marketplace. Even though price fluctuations continue, many wholesalers and sawmill operators report that the balance between supply and demand seems to be reaching a better state of balance, and many are expressing a certain degree of optimism about 2011.

The lumber buyer at one Ontario-based wholesaler said that although not vibrant, the market this past year achieved some modicum of stability.

"I think it will remain fairly steady," he said of the coming year. "I don't really think it'll go down, at least not by anything to speak of. It's not going to be robust, but there will be enough demand."

Even as the market steadies itself, his company, which sells primarily to domestic contractors and custom home builders, has not seen the sales numbers of several years ago. He attributed the depressed market to the precarious state of the economy, and said that

despite the more level balance of supply and demand, the market has been anything but consistent in recent months.

In Quebec, the vice president of business development and finances for one mill operation had a similar sense of tempered optimism. He said his mill, which works primarily with White Pine, will look back at 2010 as a year of steady, if unremarkable, progress.

"I think the winter will be good, and that 2011 will be the same as 2010," he said. "But this year's numbers for November/December are lower than last year's."

He said he believes the government should intervene and give the industry a much needed boost.

"The government has to invest in some construction program or renovation program, as they did two years ago," he said, adding that such a stimulus could help drive up consumer confidence. "We need a government program to help this industry. If not, it will be difficult."

He said that government intervention is necessary because the industry is facing extraordinary circumstances.

"It's a primary resource," he said of Canada's lumber. "We have the best product in the world, but we don't have any chance to move it."

He noted that his company, which sells to industrial and commercial builders throughout Canada and Europe, put together a business plan for its product lines, and has considered diversifying to help create a more balanced business model. There is, however, one catch in terms of moving forward.

"For that, you need new equipment,

Continued on page 41

South/Southeast Business Trends



By Gary Miller
Managing Editor

According to sources in the southeast, the Softwood lumber market is about average for this time of year. "With allowances for seasonal adjustments, lumber sales have been holding steady in terms of volume and prices," a supplier in North Carolina said.

"On the other hand, sales for lumber products that are related to new construction have been slow although a good volume can be moved if one is willing to accept record low prices," he continued. "Many items have hit their floor levels and we are reserving shipments while anticipating better demand by the spring."

The contact also said many mills in his area remain shuttered, resulting in lower production, which is helping to stabilize prices for existing mills. However, given the price levels, he said, "It appears that the industry is still over producing for the current demand. Winter weather will affect both supply and demand in the weeks ahead."

Heavy to Southern Yellow Pine, the

The Softwood Forest Products Buyer

supplier said banking conditions still remain tight. "Our regional banks are reporting more mortgage applications, however, they are still adjusting their assets due to non-performing loans and this will likely continue into the second quarter. Nationally, there still remains an excess inventory of new and existing homes on the market," he explained.

He said the firm's Southern Yellow Pine timbers have been moving steady to the export markets. "Exports continue to be active for certain high-end lumber products and there is developing interest in exporting some of the lower grades. Smaller timbers and decking for domestic sales hit an annual low last year and while it has improved in the last few weeks, it has not met our floor levels."

Also citing that sales for industrial lumber are brisk at acceptable prices, he said his inventory levels are average. "We are happy to have a good log inventory that should sustain us for several weeks if bad weather sets in. We are building an inventory of finished products while prices are weak in anticipation of improved demand over the next 8 to 12 weeks. While we have adequate storage facilities, we are moving some items to maintain a positive cash flow and keep our inventory levels at an acceptable level."

In Alabama a Softwood supplier commented, "Business is good, what there is of it. But there just isn't enough to go around. I think people are very undecided. We've seen a little pick up since the elections in November but

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NAWLA -
Continued from page 1

gy level was palpable and a significant increase over recent shows," said Gary Vitale, NAWLA President. "NAWLA's promotional focus for this show was to have a greater representation of the supply chain and more overseas representatives. We accomplished both."

Overall attendance at the show was 1,148, which was a 3.5% increase over 2009, and attendees represented nine countries. Befitting a show focused on the supply and distribution of lumber and related products, the attendees were almost evenly split between producers and wholesalers.

In addition to the tradeshow floor, NAWLA Traders Market provided the venue for education, entertainment, and awards. The Magellan Network program, which covers a global trade topic, gave attendees a look ahead at emerging markets and future trends by recognized experts. Michael Snow with the American Hardwood Export Council and Brent McClendon with the International Wood Products Association joined a panel moderated by Russ Taylor.

The Grand Opening Luncheon included the presentation of the 2010 John J. Mulrooney Memorial Award and an inspirational keynote address. Dennis K. Downer was awarded the NAWLA Mulrooney award in recognition of his outstanding service to the forest products industry. The luncheon concluded with Jim "The Rookie" Morris captivating the audience with his story of overcoming impossible obstacles to achieve his dream of playing major league baseball.

"No other industry trade show offers the networking and business opportunities that Traders Market does, especially for lumber producers and whole-

salers," said Vitale. "With the new outreach programs, we anticipate that the 2011 show will grow in attendance and opportunities."

The 2011 Traders Market will be held at the Mirage Resort & Casino in Las Vegas, Nev., on Oct. 19-21, 2011. It will be the first time the show will be held in a location other than Chicago or Dallas. Traders Market will return to Chicago in 2012. For more information on Traders Market, please visit www.nawlatradersmarket.com.

The North American Wholesale Lumber Association is comprised of 500 companies dedicated to efficient distribution of lumber products and the responsible stewardship of forest resources. NAWLA represents wholesalers, manufacturers, and service provider companies throughout the distribution supply chain. Founded in 1893, it is one of the oldest lumber associations in North America. For more information, visit www.nawla.org.

WRCLA -
Continued from page 1

WRCLA attendees listened to various speakers address issues pertinent to the association. Promotion of the wood species was a priority issue discussed at this gathering, and was dubbed as "the path back" toward a healthy WRC industry.

Cees DeJager, of Hunter Consulting and WRCLA marketing consultant, spoke on promotions and green building. "There is a huge array of labels out there," he said. "The Federal Trade Commission will be helping get the truth out so false claims will be eliminated. With good labeling, the purchaser will do the comparisons."

DeJager also spoke about new prod-

uct literature from WRCLA and the importance of helpful online info about Western Red Cedar.

He was followed by Rick Schumacher, editor of Building Material Dealer. He noted that many wood dealers currently carry "green" lumber in their building products and may not know it. "Green is definitely still growing," he commented. "Building regulations are more and more requiring only green certified material. It's for new construction and retro building and renovation. It will be 20 to 30 percent of the total market in the next five years."

Schumacher added, "It's driven by changing building codes" and predicted it will be a \$15.1 billion industry within five years. "By 2015, green building will make up 50 percent of non-residential building," according to a study he quoted.

"138 cities have green building programs now. That's a 50 percent increase since 2007," he added. "Also, California is trying to enforce one green program statewide instead of individual cities having their own standards."

He commented, "The socially conscious are the ones buying green. And with WRC, you have a great story to tell."

To learn more about this association, visit online at www.wrcla.org.

FORECASTS - Baker
Continued from page 1

construction will probably be one of the last sectors to rally. With that being said, there is a significant amount of wood being exported by both US and Canadian producers; this definitely puts a bottom under the market.

In 2009 most of us projected the slowdown would be six months or so....well the "or so" is still going on. The difference I've noticed that last few months is the attitude change of our customers, everyone has accepted the fact that it is what it is! Yes, business isn't what it used to be but now we're moving ahead with the mindset of OK, I'm expecting X so let's move ahead with business plan Y. Less talk of how the way things were and more talk of the way things are!

While most companies have a better handle than they did the last few years the most challenging aspect of the lumber industry supply chain moving is inventory management, throughout the system nobody wants to have very much inventory....but they certainly don't want their supplier to run out! I predict some surprises in this concept for '11.

Tri-Pro Forest Products in Orofino, Idaho, has just completed a dry kiln rebuild; we plan to install another edger to handle cants more effectively. Tri-Pro Cedar in Oldtown, Idaho will be installing another resaw to aesthetically enhance the bandsawn face on certain products.

Jimmy Clay
Parton Lumber
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Rutherfordton,
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We are cautiously optimistic. Other than seasonal trends the market is growing slowly so I would expect

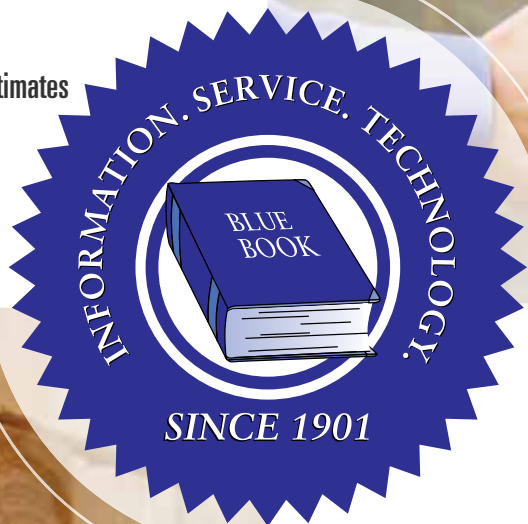
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Dry Kiln Cap. - 400,000 BF

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Sales - Jeremy Rentschler, Roy Rentschler
Marketing Areas - International, National
Products - Mouldings, Cabinet Doors, Edge Glued Panels, S4S Products, Hardwood Dimension, Ready-to-Assemble Component Parts, Blanks, Cabinet Parts, Cut Stock, Doors, Door Parts, Furniture Parts, Moulded Parts
Species - Northern & Appalachian Hardwoods, Poplar, Red Oak, Ash, Hickory, Hard Maple, Cherry, Walnut, Alder, White Soft Maple, White Oak
Machining Capabilities - Sanding, Shaping, Tenoning, Water Based Finishing Capabilities

Inter-Continental Hardwoods, Inc. (Inside Front Cover)

6841 Malpass Corner Road
P.O. Drawer 119, Currie, NC 28435
Tel: (910)283-9960
Fax: (910)283-9964
Web Site - www.ichardwoods.com
E-Mail - info@ichardwoods.com
Sales - Jim Mills, Lenny Shibley, Fred Coffrin
Marketing Areas - National, International
Products - Squares, Dimension, Flooring, Machined Products, Lumber
Species - Bloodwood, Lacewood, Jatoba, Iroko, Ipe, Goncalo Alves, Spanish Cedar, Morado, European Beech, Bubinga, Anigre, Cumaru, Afrormosia, Teak, Zebrawood, Genuine Mahogany, Sipo Utile, African Mahogany, Santos Mahogany, Purpleheart, Peruvian Walnut, Sapele, Padauk, Mansonia, Makore, Wenge
Machining Capabilities - Distribution/Concentration
Yard, 5 Dry Kilns, 3 Warehouses, Pre-Dryers, Green/Dry Chain, Sawmills in Gabon, Congo - Ghana, Offices in Africa, Asia, Europe, South America

Jay-Gee Wood Products Co., Inc. (Page 5)
28W206 Commercial Avenue, Barrington, IL 60010
Tel: (847)381-7200
Fax: (847)381-0078

Web Site - www.jaygeewood.com
E-Mail - pfreund@jaygeewood.com
Sales - Peter C. Freund
Marketing Areas - International, National
Products - Cutting Boards, Blanks, Edge-Glued Panels, RTA Furniture Parts, Mouldings, Kitchen Items, Desk Accessories, Flooring, Laminated Squares, Clocks, Plaques, Flat Panels, Picture Frames
Species - Ash, Walnut, Hard Maple, Soft Maple, Red Oak, Poplar, Cherry, All North American Hardwoods
Machining Capabilities - Full Finish Capabilities, Boring, Routing, Sanding, Shaping, Finishing, Cut-to-Size, Color & Grain Matching, CNC Machining

Lebanon Oak Flooring Co. LLC (Page 1)
215 Taylor Ave., P.O. Box 669, Lebanon, KY 40033-0669
Tel: (270)692-2128
Fax: (270)692-2128

Web Site - www.lebanonoak.com
E-mail - lebanonoakflooring@windstream.net
Sales - Robert L. Goodin, Richard T. Goodin
Lumber Sales - Richard T. Goodin, Charles R. Goodin
Marketing Areas - National
Products - Mouldings, Furniture, Kitchen Dimension Parts, Panels, Panels Edge-Glued, Stair Treads, Risers, Railing, Blanks, 5/16 sq. Edged Flooring, Strips & Plank, 3/8 x 1 1/2, 2", 1/2 x 1 1/2, 2 1/4, 3/4 x 2 1/4, 3 1/4, Drawer Sides, Tongue & Groove Flooring
Species - Walnut, Red Oak, White Oak, Maple, Hickory, Cherry, Ash
Machining Capabilities - Finger Jointing, Sanding
Dry Kiln Cap. - 270,000' (4 Kilns) per week
Dry Storage Cap. - 5-600,000'

MJB Wood Group, Inc. (Page 17)
14780 SW Osprey Dr. #325, Beaverton, OR 97007
Tel: (503)521-9663
Fax: (503)521-9664

Web Site - www.mjwood.com
E-Mail - bmonroe@mjbwood.com
Sales - Brent Monroe
Marketing Areas - National, International
Products - Dimension, Plywood, MDF, Particleboard, Lumber/LVL, Panel Products, Mouldings & Millwork, Component Parts, Specialty Products
Species - Domestic, Imports, Red Alder, PC Poplar

Sitco Lumber Company (Page 23 & Back Cover)
2050 Kestrel Avenue, DeSoto, TX 75115
Tel: (972) 225-4283
(800) 627-4826

Fax: (972) 228-5987
Web Site - www.sitco.com
E-Mail - info@sitco.com sales@sitco.com
Sales - Jess Fulcher - j.fulcher@sitco.com
Steve McKeever - s.mckeever@sitco.com
Pudge Shatzer - p.shatzer@sitco.com
Bob Williams - b.williams@sitco.com
Marc Barany - m.barany@sitcosa.com
Jon Pappas - j.pappas@sitco.com
Tony Jackson - t.jackson@sitco.com
Kathy Mota - k.mota@sitco.com

Marketing Areas - National, International
Products - Lumber, Plywood, S2S, Hardwoods & Exotics
Species - Domestic, Exotic & Imported Hardwoods

Southland Wood Products, Inc. (Page 13)
270 Newsome Rd., Wilsonville, AL 35186

Tel: (205)669-1959
Fax: (205)669-1959
E-Mail - southlandwoodproducts@yahoo.com
Sales - Tad Lidikay
Marketing Areas - National, Regional
Products - Cabinet Parts, Furniture, Rails, Dimension, Cut Stock, Blanks, Mouldings
Species - Softwoods & Hardwoods
Machining Capabilities - Profile Grinding Machine, 6-Head Wadkin Moulder, Straight Line Ripping, Gang Ripping, Moulding
Dry Storage Cap. - 100,000 BF

Stanley Woodworking, Inc. (Page 155)
4113 White Top Rd., Middleburg, PA 17842
Tel: (570)837-6434
Fax: (570)837-1637

Web Site - www.hardwoodparts.com
E-Mail - contact.us@hardwoodparts.com
Sales - Tom Fitzgerald
Marketing Areas - National
Products - S4S Stock, Laminated Parts, Billiard & Pool Table Parts, Edge-glued Panels, Mouldings, Dimension, Squares, Stair Parts, Furniture Parts
Species - Mahogany, Red Oak, White Oak, Cherry, Maples, Ash, Hickory, Walnut, Basswood, Poplar
Machining Capabilities - Ripping, Chopsaws, Gluing, Moulding, Tenoning, Sanding, Finger Joint
Dry Storage Cap. - 1,000,000'

Thompson Forest Products Int'l (Page 2)
24-B Battleground Court (27408)
P.O. Box 9206, Greensboro, NC 27429
Tel: (336)373-1117 Fax: (336)373-1119
Web Site - www.thompsonforestproducts.com

E-Mail - billy@thompsonforestproducts.com
bob@thompsonforestproducts.com
Sales - Billy Thompson, Bob Thompson
Marketing Areas - National, International
Products - Dimension, Table Legs, Dowels, Bed Posts, CNC Shaped Parts, Components, Chair Assemblies, Mouldings, Edge Glued Panels, Turnings, Squares, Panels
Species - Hickory, Ash, Maple, Beech, Gum, Pine, Oak, Poplar, Birch
Machining Capabilities - Sanding, Tenoning, Moulding, Shaping, Routing, Boring

Valley Line Wood Products (Page 21)
2935 N. 500 W., Shipshewana, IN 46565
Tel: (260)768-7807 Cell: (574)202-5614
Fax: (260)768-3103

E-Mail - valleyline@pcfreemail.com
Sales - Danny Miller - danny.valleyline@gmail.com
Marketing Areas - National
Products - Squares, Cabinet Parts, S4S Hardwood Lumber, Trim, Edge Glued Panels, Strips, Drawers, Door Parts, Furniture, Blanks, Mouldings, Face Glued Panels, Drawer Parts, Stair Parts
Species - Alder, Red Oak, White Oak, Hard Maple, Cherry, Elm, Ash, Poplar, Walnut, Others, Soft Maple
Machining Capabilities - Sanding, Moulders, Edge Gluing Equipment, Chop Saws, Planer, Rip Saw, Optimizing Chop Saw, Shaping

Wood Specialties de Mexico (Page 5)
(Subsidiary of Jay-Gee Wood Products Company, Inc.)
5811 East Dr. Ste. C, Laredo, TX 78041
Tel: (847)381-7200
Fax: (847)381-0078

Web Site - www.jaygeewood.com
E-Mail - pfreund@jaygeewood.com
Sales - Peter C. Freund
Marketing Areas - International, National
Products - Blanks, Flat Panels, Plaques, Clocks, Desk Accessories, Cutting Boards, Kitchen Items, Picture Frames, RTA Furniture, Edge Glued Panels
Species - Hard Maple, Soft Maple, Red Oak, Ash, Poplar, Pine, Cherry, Walnut
Machining Capabilities - Finishing, Boring, Routing, Sanding, Shaping

Walnut Creek Planing Ltd. (Page 33)
5778 State Route 515, Millersburg, OH 44654
Tel: (330)893-3244
(800)488-3244

Fax: (330)893-2468
E-Mail - sales@wcplaning.com
Sales - Dwight C. Kratzer, Charles Kratzer
Marketing Areas - International, National
Products - Balusters, S2S, Component Parts, Squares, Blanks, Component Parts, Surveyor Stakes, S4S, Door Stiles, Panels, Stair Treads, Custom Orders Welcome, Dowels, Chair Parts
Species - Cherry, Maple, Beech, Soft Maple, Red Oak, Poplar
Machining Capabilities - Sanding, Tenoning, Finger Jointing, Moulding, Ripping

Yoder Lumber Company, Inc. (Page 210)
4515 Berlin Twp. Rd. 367, Millersburg, OH 44654
Tel: (330)893-3121
Fax: (330)893-3031

Web Site - www.yoderlumber.com
E-Mail - sales@yoderlumber.com
Sales - Paul Dow
Marketing Areas - National, International
Products - Moulded Parts, Semi-machined Components, Moulder Blanks, Machined Components, Panels, Laminated Squares, Squares, Balusters
Species - Hard Maple, Cherry, Walnut, Soft Maple, White Oak, Beech, Poplar, Red Oak
Machining Capabilities - PET, Sanding, Gluing, Ripping, S2S, Moulding
Dry Kiln Cap. - 500,000 BF
Dry Storage Cap. - 2,500,000 BF

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FORECASTS - Clay

Continued from page 29

things to gradually get better through out the year. Nobody that I talk to is confident with their forecasting right now.

There are so many variables revolving around supply and demand that even minor changes in the market seem to instill gloom or praise.

Maintaining a proper inventory level to take advantage of an ever growing "JIT" market will be a major challenge for us in 2011. Timing market swings and having inventory when it is up and not holding when it trends down will be key.

We continuously look to improve production efficiencies, but no major improvements unless we see a sustained positive trend in the market.

Customer Service is first and foremost - you don't get too many second chances with new or old customers.

able to do so. While timber may be available for purchase, we do not think that lagging capacity will be there.

We are looking at several small (less than \$100K) projects that could improve our mill efficiency. On the service side we plan to upgrade our accounting and sales software in 2011.

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



We expect the coming year to provide new evidence that a slow but sustained recovery is finally under way, with improving prospects for both the structural wood panel and engineered wood framing product industries.

Our current forecast is for U.S. and Canadian structural wood panel (plywood and oriented strand board) production to rise nine percent in 2011, or 2.3 billion square feet (3/8" basis). That will follow a seven percent increase in 2010. Demand for engineered wood framing products is expected to rise even more dramatically, with glulam production up 38 percent, wood I-joists 31 percent, and laminated veneer lumber 17 percent.

The improving outlook is based primarily on the belief that the U.S. housing market is now on a sustained recovery path. Single-family and multifamily starts are expected this year to rise by 24 percent, to 745,000 units, with manufactured home production adding another 60,000 units.

While still well below historical averages, total U.S. housing starts, includ-

ing manufactured homes, will rise under this forecast an encouraging 33 percent from the dismal low point of 604,000 units in 2009. That translates to a 17 percent increase in residential market demand for structural wood panels in 2011 and a 30 percent increase for 2010 and 2011 combined.

Modest demand growth also is forecast in each of the industry's other major domestic markets. Panel demand is expected to rise two percent in the remodeling market, four percent in the industrial market, and five percent in the nonresidential construction market. For all domestic markets combined, our outlook is for an eight percent increase in structural wood panel demand.

U.S. and Canadian structural wood panel exports are forecast to rise just four percent in 2011 following a nearly 30 percent surge in 2010. The lower gain in the coming year in large measure reflects the improving prospects for domestic demand, as do the data for offshore panel imports. U.S. and Canadian imports (excluding exchanges between the two countries) are expected to increase approximately 160 percent in 2011 as the healthier U.S. housing market in particular becomes more attractive to foreign producers.

The improving market conditions should aid mills in reaching more sustainable production-to-capacity ratios. U.S. and Canadian structural wood panel manufacturers are expected to operate in 2011 at a combined 64 percent of capacity, up from 61 percent in 2010 and just 58 percent in 2009. The plywood industry is forecast this year to run at 71 percent of capacity while the OSB segment is expected to operate at 61 percent.

In addition to the continuing hurdle of improving but still weak market demand, the industry faces an array of

regulatory challenges. Chief among these are energy code proposals that put wood construction at an unfair disadvantage, a U.S. Environmental Protection Agency (EPA) reassessment of formaldehyde exposure hazards that portends onerous new emission limits, a Boiler MACT (Maximum Achievable Control Technology) rule proposal that creates disincentives for the use of renewable energy, and the ongoing challenge to the recognition of wood products in green building standards and guidelines increasingly being adopted by government jurisdictions at all levels. These and other regulatory challenges are being addressed through alliances of wood industry associations and their members, just as many market opportunities are being pursued through joint industry efforts.

The coming year also poses many of the same challenges for APA that are faced during economic downturns by other associations and their member companies—operating more efficiently with fewer staff, identifying and focusing on core functions and services, and maintaining an organizational readiness for the better economic climate that eventually will come. To those ends, APA is currently developing a strategic rebuilding plan designed to advance member interests through maintenance of quality certification excellence, targeted market development, and technical research and support.

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

The absence of meaningful home-building activity across the country, magnified by continuing record fore-

Continued on page 32



**Chris Bailey
Western Lumber Products
Portland, Ore.**

Based on what I am hearing and reading, we expect demand to be up about 15% next year.

Our main concerns with regards to Softwood revolve around log supply. While demand may be up we do not know if we will be able to meet that much extra demand. Adding shifts to our mills is a difficult decision. Additionally even if we want to add a shift or more, we may not have the log supply avail-

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FORECASTS - Morgan

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losures and a painful employment picture, has eliminated the market for new home construction. As a result, the Southern Forest Products Association (SFPA) is taking aggressive steps

that allow our industry to undertake the best possible promotional strategy for moving forward.

SFPA is a nonprofit trade organization representing Southern Pine Lumber manufacturers. Since 1915, the association has promoted members' products for a wide variety of residential, light commercial and industrial applications.

Our industry has faced dramatic downturns before, but certainly nothing quite like the business climate of the last three years. For manufacturers, we anticipate no improvement to the profitability picture until later in 2011 or possibly not until the first quarter of 2012. Fortunately, we feel we are experiencing the market's bottom now, but our industry could be stuck in neutral for most of 2011. The final volume tally for 2009 was 11.79 billion board feet and estimates for the 2010 Southern Pine production total are right in line with that number. Forecasts for 2011 are indicating another year just under 12 billion board feet, then a slow rise begins from that level in years to come.

For 2010, the most recent seasonally adjusted annual rate of single-family homes started from the National Association of Home Builders was

452,000 units. The National Association of Realtors' most recent forecast estimates 590,000 and 808,000 single-family home starts for 2011 and 2012 respectively. This compares to 1.7 million single-family home starts in 2005 when the Southern Pine lumber industry shipped 19 billion board feet. With this magnitude of a contraction in the residential construction sector, many in our industry are uncertain of when a return to historical averages will ever occur. There will be no new demand for housing until a substantial portion of the millions of homes now on the market become occupied.

Our member producers continue to apply what they learned the three previous years: how to lose less money. Companies continue to operate in survival mode. Just like last year, associations and companies are learning how to "do more with less."

Despite the poor business climate, SFPA is moving forward. Collaborating with members, our proven marketing program continues to make progress in promising target markets. Repair and remodeling markets offer some activity for room additions, decks and other outdoor improvements calling for treated lumber. Our Raised Floor Living campaign seeks to increase the raised wood floor market by 5% in each of three target markets – a performance target representing more than 2,500 home conversions or some \$5.2 million in incremental Softwood Lumber value.

Some opportunities have been uncovered in global markets, too, especially in China and the Middle East. Educating trade audiences that building with sustainable, renewable wood products – materials produced to meet rigid industry standards – remains an important objective. Our Forest Products Machinery & Equipment Exposition is being

retooled and moving to Atlanta for 2011 – August 11-12 – to showcase the newest products and services available as our industry gears up for a recovery.

As SFPA approaches its 100th year, the association continues to conduct a wide range of promotional programs, weathering every cyclical downturn. SFPA kicks off 2011 with a comprehensive strategic plan to guide activities through the recovery. The association is positioning itself for the anticipated commodity check-off program that may become a reality in 2012. Providing the necessary services to our member companies while healthier markets are on the horizon, we can assure the long-term success of our industry. Complete information about SFPA programs and services is available at www.sfpa.org.

**Gary Vitale,
President/CEO
North American
Wholesale
Lumber
Association
(NAWLA)
Rolling
Meadows, Ill.**



Sometimes progress is best measured incrementally. We are coming out of a transformative period in the lumber and building materials industry. Production capacity has been slashed. Distribution networks have disappeared. Demand has plummeted. Credit and financing remain tight, if available at all.

Historically though, business innovation comes during tough times. These challenges present opportunities that didn't exist years ago. As demand slowly increases and production remains low, the importance of the

The Softwood Forest Products Buyer

distribution channel will increase. The transition to just in time inventory will quicken creating new opportunities for wholesale distributors.

The relationship between the distributor/dealer end of the supply chain and the manufacturer will become increasingly important. Moving the right product to the right market will remain the manufacturer's biggest challenge. As demand grows for existing products, and new products and new markets are developed, the role of the wholesaler will increase.

The biggest challenge, and opportunity, to the entire supply chain remains financing. The industry will need access to credit to expand. Distributors with solid financing and working capital will be at a distinct advantage to leverage the opportunities that arise. We continue to see the role of the lumber and building materials wholesale distributor and the manufacturers they represent increase as a result of these challenges.

WHO'S WHO - Ayers

Continued from page 2

post frame construction and kits.

The company purchases 4 million board feet annually of Southern Yellow Pine in 2x4 in No. 1 and No. 2 and 2x6, 2x8 and 2x10 in MSR.

Truss Systems is a member of both the Wood Truss Council of America and the Southwestern Indiana Builders Association.

Ayers has worked in his current position 12 years, the entire time he has been with Truss Systems. This is his first job in the forest products industry. He graduated from Castle High School in Newburgh, Ind.

He and his wife of eight years, Kristy

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