

The Softwood Buyer  
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# The Softwood Forest Products Buyer

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Vol. 26 No. 4 The Softwood Industry's only newspaper.....now reaching 39,108 firms (20,000 per issue)

July/August 2011

## New Chairman Named At NAWLA Annual Conference; Boston Hosts Regional

By Terry and Wayne Miller

**Portland, Ore.**—Chris Beveridge, with Skana Forest Products, was elected as the new Chairman of the North American Wholesale Lumber Association (NAWLA) as announced at the Annual Conference at The Benson Hotel

recently. Also newly elected as an officer was Mike Phillips, of Hampton Lumber Sales, as the Second Vice-Chairman. Mike Mordell, UFP Purchasing, Inc., moved up to First Vice Chairman.

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Paul D. Owen, Vanport International Inc., Portland, Ore.; Dave Andersen, Hampton Lumber Sales, Portland, Ore.; and Jim Rodway, Patrick Lumber Co., Portland, Ore.



Bob Lattanzi, Hood Distribution, North Billerica, Mass.; Larry Huot, DiPrizio Pine Sales, Middleton, N.H.; Dan Paige, Sandy Neck Traders, South Dennis, Mass.; and Win Smith, Limington Lumber Ltd., East Baldwin, Maine, at the NAWLA Boston Regional Meeting.

## USDA Approves Softwood Lumber Check-off Program

**Washington, D.C.**—The U.S. Department of Agriculture (USDA) announced recently that domestic manufacturers and importers of Softwood lumber have voted to approve the formation of a Softwood lumber research and promotion program. Softwood lumber is used in products like flooring, siding and framing materials.

USDA's Agricultural Marketing Service (AMS) held a referendum from May 23 to June 10, 2011, to determine whether to implement the Softwood Lumber Research Promotion, Consumer Education and Industry Information Order. In the final tally, 67 percent of voters, representing 80 percent of the volume of Softwood lumber manufactured by those voting on the referendum, supported implementing a new program. Because the program received a majority of the votes and volume by those voting, the referendum passes.

Research and promotion programs help to expand, maintain and develop markets for individual commodities in the United States and abroad. These self-help programs are administered by board members, who have been selected by the U.S. Secretary of Agriculture, and are funded through industry member assessments. Research and promotion programs allow commodity groups to conduct promotion, market and production research, and new product development for the benefit of their industries.

For more information about research and promotion programs, visit [www.ams.usda.gov/FVPromotion](http://www.ams.usda.gov/FVPromotion).

## Boston Hosts 78th Annual NELMA Convention

Photos by Terry Miller

**Boston, Mass.**—The Northeastern lumber industry gathered here recently for the 78th Annual Convention of the Northeastern Lumber Manufacturers Association (NELMA).

More than 178 members and guests of the Association took part in this year's meeting, conducted at the Marriott Long Wharf Hotel. The Convention kicked off with the opening session where NELMA Chairman

Additional photos on pages 12 & 14

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Adam Cairncross, Megan Manning and B Manning, Durgin & Crowell Lumber Co., New London, N.H.; and Jim Robbins, Robbins Lumber Inc., Searsport, Maine



Dave Zappone, Timber Trading Group, Worcester, Mass.; Chuck Gaede, Durgin & Crowell Lumber Co., New London, N.H.; Jack Bowen, Hancock Lumber, Casco, Maine; and Tim Seale and Steve Teixeira, Timber Trading Group

## Who's Who In Softwoods



**CHRIS BAILEY**

**Chris Bailey** is a sales manager for the **Collins Cos.** He oversees the West Coast lumber sales team. Collins Cos. offers 4/4 through 8/4 kiln dried dimension and industrial lumber in Ponderosa

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**MICHAEL BETZ**

**Michael Betz** recently became a business partner of **Pacific Western Lumber Inc.**, headquartered in Lakewood, Wash. Prior to PacWest, Betz served as vice president of sales and mar-

Continued on page 19



**WALTER HAYDUK**

**Walter Hayduk** is marketing director for **Nordic Engineered Wood** located in Montreal, Que. Nordic manufactures 140 million linear feet I-Joist capacity, 50 million board feet of glued

Continued on page 22



**CLIFFORD PAULSON**

**Clifford "Butch" Paulson** is purchasing manager for **Saunatec Inc.**, located in Cokato, Minn. Saunatec manufactures a complete line of saunas, steambath products and infrared heat therapy rooms.

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**HERMAN SANCHEZ**

**Herman Sanchez III** is a field representative for **Pennsylvania Lumbermens Mutual (PLM)**, based in San Antonio, Texas. Established in 1895, Pennsylvania Lumbermens Mutual Insurance provides

Continued on page 22



**CHRIS STITCHER**

**Chris Stitche** is general manager of **Golden Eagle Log Homes** in Wisconsin Rapids, Wis. The company purchases approximately 100,000 board feet of Eastern White Pine, Southern Yellow Pine, Hemlock,

Continued on page 22

## 2010 APA Safety and Health Award Winners Announced

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

LP, Nashville, Tenn., and Canfor-LP OSB Limited Partnership, Fort St. John, B.C., won Safest Company Awards in their respective categories in the 2010 Safety and Health Awards Program sponsored annually by APA for the structural wood panel and engineered wood products industry. LP earned top honors among companies with four or more mills with a 2010 average Weighted Incident Rate (WIR) of 1.20. Canfor-LP won its award in the category for companies with three or fewer mills. The company posted a perfect 0.00 WIR for 2010.

Georgia-Pacific's plywood mill in Camden, Texas, earned the coveted Innovation in Safety Award in the competition. The Georgia-Pacific plant took the innovation prize for developing and implementing a unique program called STARS Card Program. The acronym STARS stands for Stop, Think, And React Safely. During the four years the STARS Program has been in place, the facility-wide incident rate has decreased from 2.12 to .33.

Eighty-eight APA member structural wood panel and engineered wood product facilities in the U.S., Canada and abroad participated in the 2010 program. A total of 25 mills representing 10 APA member companies—Abitibi-LP Engineered Wood, Inc.; Anthony Forest Products Co.; Anthony EACOM Inc.; Calvert Company, Inc.; Canfor-LP OSB Limited Partnership; Georgia-Pacific Wood Products, LLC; LP; Norbord; Rosboro; and Stark

Truss Company, Inc.—earned awards in various competition categories of the 2010 program. Some of the mills were multiple award winners.

All major product categories produced by APA's membership were represented among the winning mills, including oriented strandboard, plywood, glulam timber, wood I-joists and structural composite lumber. For a complete listing of the 2010 winners, visit the [Safety and Health section](#) on the APA website. *Contact: John Hopp*

### APA Participates in Tornado Damage Assessments

Damage observations conducted by APA after the April tornados in Eastern North Carolina and the powerful EF-4 and EF-5 storms that struck Tuscaloosa, Ala., in April found that a lack of attention to detail along the uplift load-path often leads to weakness on the route through which high-wind forces must travel within the framing and into the foundation.

The investigation by APA Engineered Wood Specialist Bryan Reading focused on the performance of homes constructed within the last 10 years. The most common roof-to-wall framing failures were attributed to the use of toe-nailed connections, still prescriptively allowed in many non-hurricane areas. In addition, many homes observed were poorly anchored to the foundations. This was especially true in Alabama where nails were used, instead of anchor

Continued on page 23

Merrigan recently unveiled a plan that will help woodland owners, farmers, and ranchers enhance productivity, profitability and environmental stewardship by using the practice of agroforestry. Agroforestry intentionally combines agriculture and forestry to create integrated and sustainable land-use systems that take advantage of the interactive benefits from combining trees and shrubs with crops and/or livestock.

Merrigan unveiled the USDA Agroforestry Strategic Framework during the North American Agroforestry Conference, in Athens, Ga. The framework is the USDA guide to advance agroforestry knowledge, practices and assistance that lays the roadmap to influence the long-term health and sustainability of all lands for future generations.

"Agroforestry does not sacrifice farmland for forests or forests for farmland," Merrigan said. "Rather, agroforestry is the marriage of disciplines that, in the end, will protect our natural resources, benefit our communities and allow for the development of other sources of income for farmers, ranchers and woodland owners. Agroforestry can enhance values for any landowner."

An example of agroforestry, managed forest canopies in a woodland area can protect a range of crops grown for food, landscaping, and medicinal use — plants such as shiitake mushrooms, ramps, ginseng, goldenseal, curly willow and Galax. Likewise, farmers and ranchers who plant pine trees on land used for livestock and forage production can add to their profits by selling Pine straw and high-value saw logs.

"The foundation of agroforestry is putting trees to work in conservation and

production systems. Agroforestry begins with placing the right plant, in the right place, for the right purpose," said Andy Mason of the U.S. Forest Service and leader of the Interagency Agroforestry Team that developed the framework with input from diverse stakeholders. "This framework will help USDA focus its efforts on developing the highest priority science and tools while expanding its educational, training, and partnership activities so that America's farmers, ranchers and woodland owners have the greatest opportunity to consider agroforestry for their operation."

For more information visit [www.usda.gov](http://www.usda.gov).

### AFRC Meeting Recap

The American Forest Resource Council (AFRC) recently held its annual meeting. According to sources the timing of the meeting was good considering the key issues facing the forest products industry and the public forest management agencies.

Influential members of the Northwest Delegation highlighted the program: Doc Hastings (R-Wash.), Peter DeFazio (D-Ore.), Kurt Schrader (D-Ore.), and Jamie Herrera Beutler (R-Wash.).

Dr. Peter Goldmark, Washington Commissioner of Public Lands, spoke at the Council's luncheon. His presentation addressed the program that he oversees which includes the management of over three million acres of forests, grazing and agriculture lands, and commercial real estate. Dr. Goldmark spoke on opportunities for his department such as the new plan for the Olympic Experimental State Forest as well as challenges such as

Continued on page 23



### AWC Statement on Request for EPA to Stay Non-Hazardous Rule

The American Wood Council, based in Washington, issued the following statement regarding the request of industry coalition for the Environmental Protection Agency (EPA) to stay the Non-Hazardous Secondary Materials rule.

"The Non-Hazardous Secondary Materials (NHSM) rule is what determines whether a source is regulated under Boiler MACT as a fuel or under the Commercial and Industrial Solid Waste Incinerator (CISWI) rule as a solid waste. Having just stayed those two rules, we believe it is prudent to stay the NHSM rule as well.

"The Non-Hazardous Secondary

## THE WASHINGTON SCENE

Materials rule has issues that must be addressed in tandem with the other two rules, as it currently would classify many biomass residuals such as resonated wood as solid waste under CISWI. This creates huge costs as businesses shift to less-environmentally friendly fuel options, and has environmental impacts resulting from land filling these biomass materials.

"This NHSM rule should be stayed as well, as it intertwined with the Boiler MACT and CISWI rules that have now been stayed—it defines under which of these a given source would be regulated. We will continue working with EPA on these matters."

### USDA Deputy Unveils Agroforestry Plan

USDA Deputy Secretary Kathleen

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# HOLLAND LOG & CEDAR HOMES Posts Positive Numbers Despite Challenges

By Bridget McCrea



Holland Log & Cedar Homes employs seven people and runs 8 a.m. to 5 p.m. shifts, five days a week in a 19,000-square-foot facility



The firm sells 10 to 24 log home packages to individual homeowners, and sells the balance of its products to builders of high-end, conventional, residential homes and cottages.



Holland carries an average inventory of 1 million board feet of various species, with an emphasis on Northern White Cedar and Western Red Cedar, all kiln-dried.



One way Holland Log & Cedar Homes differentiates itself in the industry is by providing customers with a concept-to-completion home package. This differs greatly from the 1980s and 1990s business strategies that were largely rooted in "log home kit" sales.



Expect to see Holland Log & Cedar Homes expand into timber and "hybrid" home construction in the near future, the latter of which is particularly compelling during a time when more consumers become "green" and environmentally conscious.

### Meeting the challenge

**Holland, Michigan**—The recession hasn't been friendly to anyone, but some areas have been hit particularly hard. In the area of Michigan where Holland Log & Cedar Homes is located, job losses and foreclosures have mounted due to declines in the automobile and related industries. "We've seen a lot of people lose their jobs and homes over the last three years," said Matt Nevins, general manager for the Holland, Mich.-based log home manufacturer. "We've really had to adjust to these changes, all the while retooling to be able to stay ahead of things."

Unlike many firms, Holland Log & Cedar Homes has been posting steady growth over the last few years. Credit some of that growth with the firm's willingness to

think outside of state — and even country — lines, and embrace projects that in the past would have seemed geographically impossible. Right now, for example, Nevins said the company recently quoted a large project for a Dubai firm. If it comes to fruition, the project will find the log home manufacturer working in four different countries over a 7-year period. "That would be huge for us," said Nevins. "We'd be looking at a minimum of 10 containers per month going overseas for the next seven years."

Nevins, along with Scott Christopher, president and Ron Krommendyk, sales manager, head up the firm, which employs seven persons and runs 8 a.m. to 5 p.m. shifts, five days a week in a 19,000-square-foot facility. The company was founded in 1982 by Jerry Schneider, who has since retired and living in a log home (built, of course, by Holland Log & Cedar Homes) in Nevada. Christopher purchased the company from Schneider in 2001, and continues to consult with the firm's founder on an "as needed" basis. "Jerry is the go-to guy when we get hung up on a technical issue," said Nevins.

Holland Log & Cedar Homes sells a wide variety of building components, including some framing lumber, exterior sheathing, interior plywood, and both rough and milled Softwoods and hardwoods. It carries an average inventory of 1 million board feet of various species, with an emphasis on Northern White Cedar and Western Red Cedar, all kiln-dried. The firm sells 10 to 24 log home packages to individual homeowners, and sells the balance of its products to builders of high-end, conventional, residential homes and cottages.

The manufacturer also uses hardwoods, which it utilizes when supplying a high volume of trim products for installation in conventional homes. Right now, for example, the firm is providing trim for a 30,000-square-foot home and its 10,000-square-foot guesthouse. "This is an area where we are just getting our feet wet," said Nevins, "starting with the four multimillion dollar homes that we're working on right now."

Holland Log & Cedar Homes purchases most of its raw materials from Michigan mills because "the orders are fulfilled a bit quicker," says Nevins. Some of those local mills are low on inventory right now, however, due to

Continued on page 23

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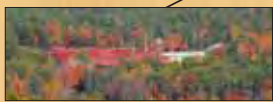
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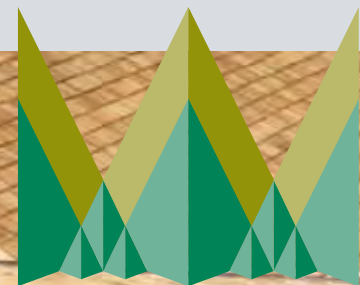
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# COLLINS Introduces Cutting Edge Sawmill Operation

By Wayne Miller



Logging Pacific Albus



Don Rice, Managing Director of Resource Management, Greenwood Resources and Lee Jimerson, Pacific Albus Product Manager, Collins Companies, in the Greenwood Tree Farm.



Galen Smith, Quality Control Supervisor and José Sanchez, Green-end Shipping Coordinator, Upper Columbia Mill.



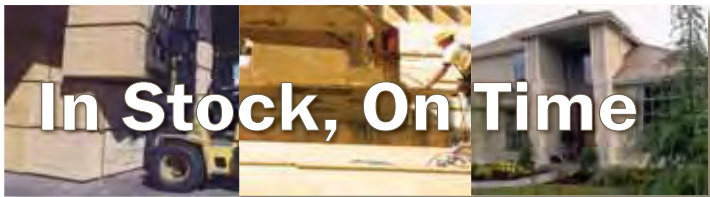
Pacific Albus ceiling grid and wall-of-wood—samples of each grade produced.



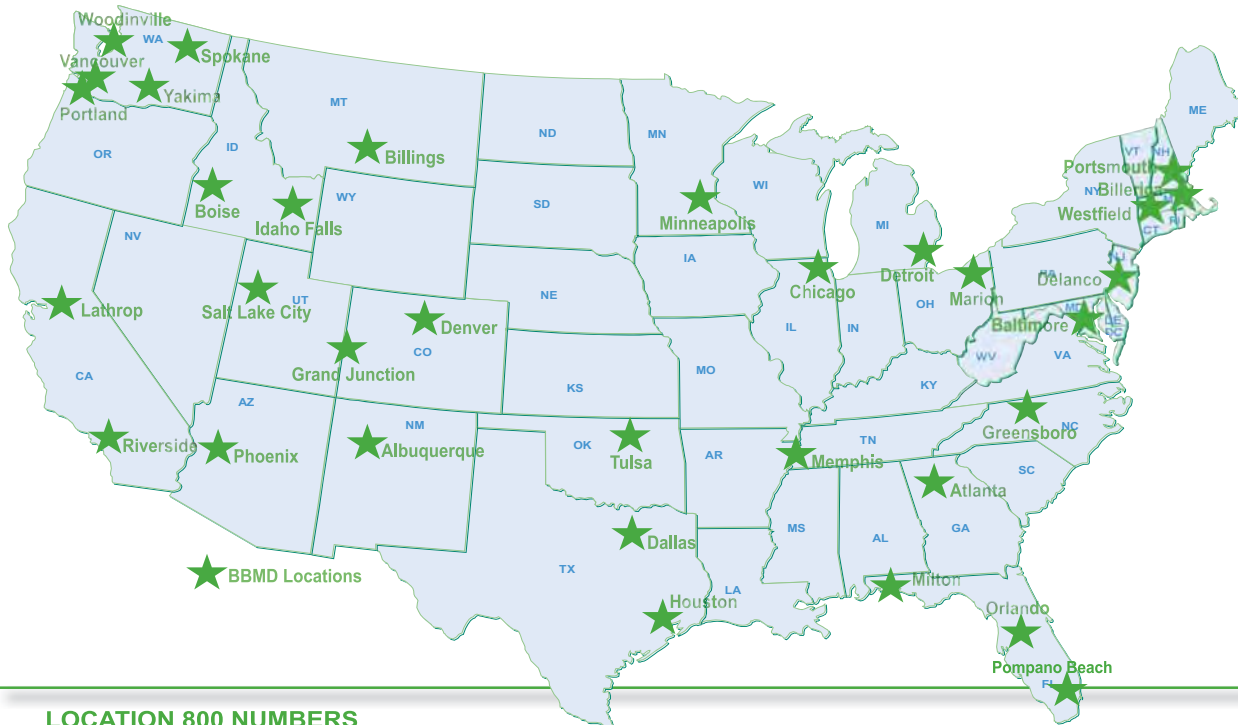
Sil Dry Kilns, loaded with Pacific Albus lumber.



Pacific Albus grading line, (from left to right) Mike Hendrickson, Isaac Buck and Ian Rose.



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**Boardman, Ore.**—The Collins Companies, a “ground floor” name in Forest Stewardship Council (FSC) certified Softwood and hardwood products, recently entered its latest venture with GreenWood Tree Farm Fund (GTFF), to produce **Pacific Albus®** lumber products.

Softwood manufacturing began at the Collins Pine Company sawmill in Chester, California in 1943 and the facility was remodeled in 2002. The 94,000-acre Collins Almanor Forest is located in the Sierra Nevada Mountains of California. This facility produces Ponderosa Pine, White Fir, Incense Cedar, Sugar Pine and Douglas Fir. Equipment at this location includes a sawmill, planer, dry kilns and is operated by electric power cogeneration. Products available include: specialty lumber products; pre-rip lumber products; rough kiln-dried lumber; surfaced kiln-dried lumber; and dimension.

Collins also manufactures Softwoods from its 90,000-acre Lakeview Forest in southern Oregon and northeastern California. Managed on an uneven-age, sustained yield basis. Manufacturing began at this facility in 1945. Equipment at this facility includes a sawmill, planer and dry kilns. With production at 65 million board feet annually, the operation produces Ponderosa Pine, White Fir, Incense Cedar and Lodgepole Pine. Products available include: appearance and industrial grade lumber; specialty lumber products and dimension.

A hardwood species ideal for multiple uses including moulding and millwork, cut stock, cabinet and furniture applications, and edge-glued panels, Pacific Albus is plantation grown on the Boardman Tree Farm in Boardman, Ore., three hours east of

Continued on page 23

Tray sorter—gentle on the lumber after surfacing and during packaging.



# Environmental Product Declarations Hold Potential as Standardized Comparison

**WRCLA supports EPDs as the industrial equivalent to the nutrition label on a cereal box**



Wood siding is a board-type weatherproof product applied to a building as a final surfacing for exterior walls. Western Red Cedar siding is produced in various dimensions and different profiles (shapes) including bevel, board and batten, tongue and groove, and channel.



Wood decking is a board-type product horizontally applied in a load-carrying capacity and as the final surfacing for an outdoor flat surface attached to a house and typically elevated above the ground.

**Vancouver, B.C.**—Demand for responsible production and use of building materials among environmentally conscious specifiers and end users has Environmental Product Declarations (EPDs) gaining acceptance as a means of sorting through the maze of competing marketing claims.

EPDs, commonly used in select European countries; compare cradle-to-grave environmental impacts assessments of a product or service to help architects, builders and consumers fully understand the implications of building products they specify and use, an important Earth Day 2011 consideration. Results of those Life Cycle Assessments (LCA), a systematic evaluation of environmental impact, feed EPDs to make a standardized comparison. Many experts believe EPDs are gaining favor in the U.S., and will help differentiate competing environmental performance claims by product manufacturers.

Dr. Jim Bowyer, director of responsible materials programs for Dovetail Partners and a leading expert on EPDs, says, "Environmental Product Declarations represent the industrial version of the nutrition label found on today's cereal box. They allow for straightforward comparison of product attributes, but in an environmental sense."

A movement among a few European countries considering requiring EPDs is driving potential for widespread acceptance.

"The prospect of leading European nations requiring EPDs for access to those markets has many materials producers beginning to think very seriously about getting on board," Bowyer adds.

Among the areas compared in building product EPDs are raw material acquisition; energy use and efficiency; content of materials and chemical substances; emissions to the air, soil and water; and waste generation.

"As the design community and clients demand the most environmentally responsible solutions, science-based, holistic comparisons are more essential than ever," said Marcy Wong, LEED AP certified principal with San Francisco firm Marcy Wong Donn Logan Architects. "Life cycle analyses and EPDs will offer independent measurements that environmentally-conscious architects, engineers and owners can trust."

Naturally sustainable products, like wood, tend to fair well amid environmental scrutiny. The proliferation of eco-labels and resulting market con-

fusion about the sustainability of competing building products has spurred Western Red Cedar Lumber

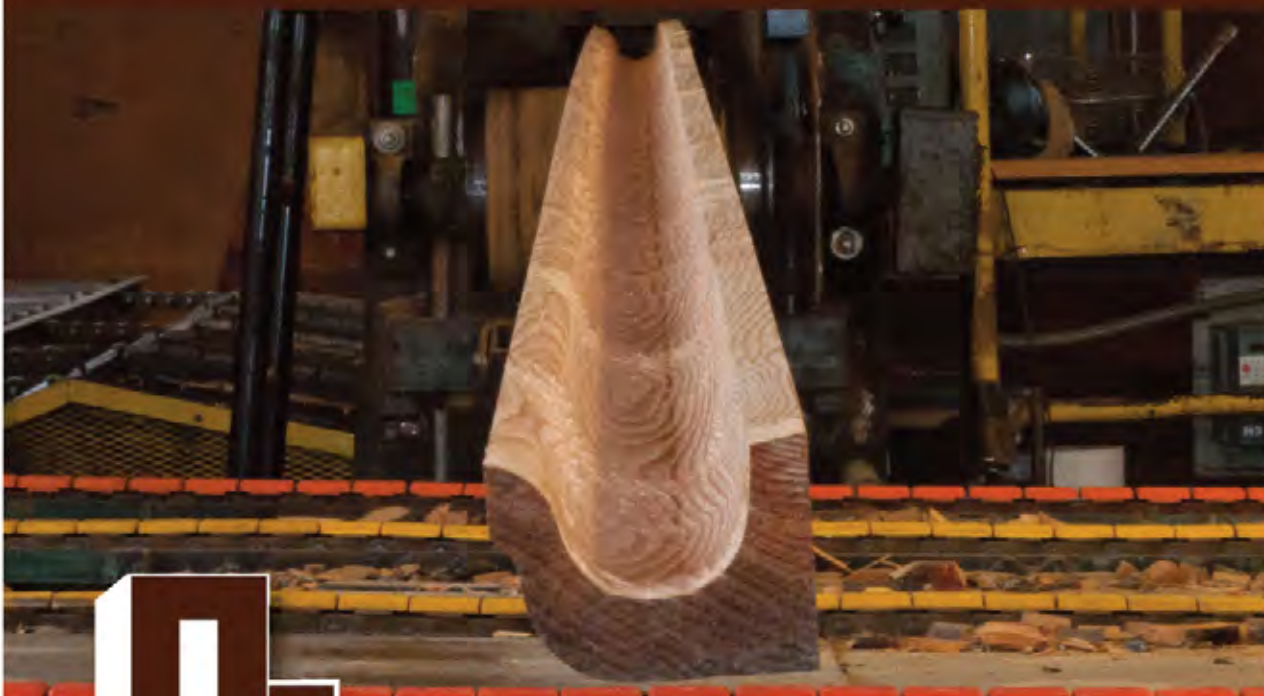
Association support of EPDs as an ideal solution.

In late 2009, WRCLA commissioned

an independent, science-based LCA comparing its product to competitive,

Continued on page 26

**Leaders of high-end specialty wood products.  
For those who demand the best.**



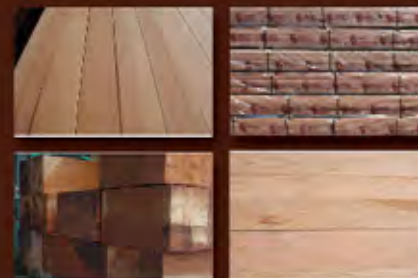
Above: Douglas Fir 4x5 Boston gutter, available up to 40' in three sizes and two profiles.



**OREGON-CANADIAN  
FOREST PRODUCTS**

Oregon-Canadian Forest Products produces over 2 million board feet per month of high quality Douglas Fir, Hemlock and Western Red Cedar at our North Plains, Oregon facility.

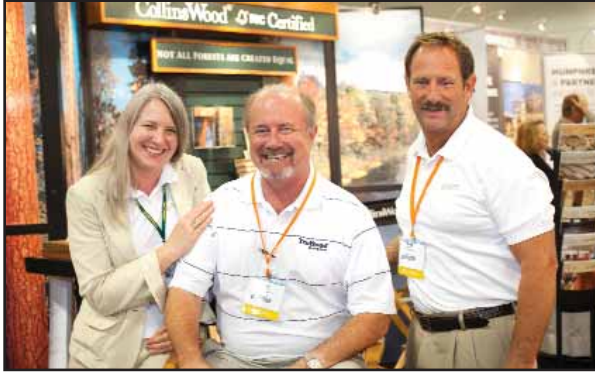
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# SAN FRANCISCO WELCOMES PCBC

Photos By Charles Gesell



Cameron Waner, Don Barnes and Brian Hurdle, Collins Cos., Portland, Ore.



Matt LeTeudresse, Roger Farnand, Ron Gurss, Joseph Martinez, seated, Tom Hoffman and Tom Hart, Boise Cascade LLC, Boise, Idaho



Mike Pidlisecky and Brett Collins, WOODTONE, Everett, Wash.



Cindy Amistoso, and Allen Musser, Sierra Pacific Windows, Fremont, Calif.



Michael Sivucha, Daniele Williamson and James Schaefer, Tolko, Vernon, B.C.



David Crandall and Bob Sloper, Cedar Valley-Quattro Timber, Hollister, Calif.

Additional photos on page 14



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**San Francisco, Calif.**—This region's largest display of building products was recently displayed at the Moscone Center, located here, during the Pacific Coast Builders Conference (PCBC).

Speakers and booth displays were featured as well as a collection of exhibit floor pavilions, outdoor gardens and three unique show homes.

Three general session keynote speakers were present as well as the West Coast Green Salon Series, an interactive hub where some of the world's leading experts on green building and sustainability shared best practices, case studies and market strategies for changing the way to build.

J. Walker Smith, one of America's foremost analysts of consumer trends, was among the scheduled speakers. His presentation shared that only 27 percent of Americans have a positive view of the past decade, compared to 56 percent for both the 80s and the 90s. However, consumers are looking to the future with some optimism. Smith's findings reported that a little over half the population described themselves as optimistic and 60 percent believe the 2010s will be better than the 2000s.

PCBC is a community of builders and manufacturers, building scientists and architects, environmental engineers and landscape companies, working together to advance the art and science of community building. Started in 1959 as the Pacific Coast Builders Conference, PCBC brings together people creating better communities, imagining and building places to live. PCBC is held each summer here. It features hundreds of exhibiting companies displaying the latest products and service innovations, and three days of executive conferences, forums, workshops and speakers.

For more information, visit online at [www.pcbc.com](http://www.pcbc.com).





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NAWLA Portland Photos - Continued from page 1



Janet Phillips and Dave Andersen, Hampton Lumber Sales, Portland, Ore.; Marnie and Chris Beveridge, Skana Forest Products Ltd., Richmond, B. C.



Thomas and Ethel Rice, Conner Industries Inc., Fort Worth, Texas; and Traci and Mike Mordell, Universal Forest Products Purchasing Inc., Windsor, Colo.



Gordon King, Hampton Lumber (retired/also winner of the Mulrooney Award), Portland, Ore.; Mike Phillips, Hampton Lumber Sales; and Mark Denner, Rosboro, Springfield, Ore.



Craig Johnston, Forest City Trading Group, Portland, Ore.; Tom LeVere, Weekes Forest Products, St. Paul, Minn.; and Jon Anderson, Random Lengths Publications, Eugene, Ore.



Kevin Ketchum, NAWLA, Rolling Meadows, Ill.; Natalie Macias, Softwood Export Council, Portland, Ore.; and Dan Semsak, Pacific Woodtech Corp., Burlington, Wash.



Jim Robbins, Robbins Lumber, Inc., Searsmont, Maine; and Rick and Lillian Ekstein, Weston Forest Products Inc., Mississauga, Ontario, at the Portland NAWLA Annual Conference.



Greg Bell, Guest Speaker, Portland, Ore.; Scott Elston, Forest City Trading Group, Portland, Ore.; and Mike Phillips, Hampton Lumber Sales, Portland, Ore.



T. R. Cauthorn, Rabel Roberts and Dave Visse, Hampton Lumber Sales, Portland, Ore.



Marcus Mueller, Hampton Lumber Sales, Portland, Ore.; Mark Inglis, Rain Forest Lumber Co., Lake Oswego, Ore.; Mary Lou Carlson, Middle Atlantic Wholesale, Baltimore, Md.; and Bryan Payne, Western International Forest Products, Beaverton, Ore.



Jim Adams, Blasen & Blasen Lumber Co., Portland, Ore.; Phil and Mary Jane Duke, Lumberman Wholesale, Nashville, Tenn.



Dan Semsak, Pacific Woodtech Corp., Burlington, Wash.; Tom LeVere, Weekes Forest Products, St. Paul, Minn.; and Kathleen and Jeffrey Norman, Norman Distribution, Medford, Ore.



Bruce Dausavage, Malheur/Ochoco Lumber Co., Prineville, Ore.; Gordon King, Hampton Lumber (retired), Portland, Ore.; Thomas Rice, Conner Industries Inc., Fort Worth, Texas



Jerry Lawson, Dave Smith and Jim Patrick, Carl Diebold Lumber Co., Troutdale, Ore.; and Jim McGinnis, The McGinnis Company Inc., Meridian, Miss.



Brad Morrow, Coastal Forest Products, Bedford, N.H.; Harvey Hetfeld, Precision Lumber Co., Vancouver, Wash.; Pat Colgan, Teton West Lumber, Cheyenne, Wyo.; and Buck Hutchison, Hutchison Lumber & Building Products, Adams City, Colo.



Allen Peters and Mike Mordell, Universal Forest Products Purchasing Inc., Windsor, Colo.; Jim and Ann Robbins, Robbins Lumber Inc., Searsmont, Maine

Additional photos on page 12

## RETAIL REVIEW

### Building Products Inc. Distributes Curtner's Ozark Paneling

**Council Bluffs, Iowa**—Building Products Inc. (BPI), located here, recently began distributing Curtner Lumber's Ozark Natural Paneling. BPI specializes in wood products and Tom Sporrer, Panel Products Manager, said Ozark Natural Paneling is a nice fit for the BPI market area. "It's a unique product that is perfect for family rooms, offices and cabins," he said. Sporrer sees the market for the paneling being split between commercial and residential, with an emphasis on weekend getaway homes. "Consumers are not taking the big vacations like they used to, but they do like to get away from it all on the weekends." Ozark Natural Paneling is targeted for remodelers, builders or do-it-yourselfers. Commercial applications include ski lodges, resorts, restaurants and office buildings. For additional purchasing or product information, visit Curtner's website at [www.ozarknaturalpaneling.com](http://www.ozarknaturalpaneling.com). For more information about BPI Council Bluffs, Iowa, call 712-366-2521 or 1-800-472-5840 or visit [www.building-productsinc.com](http://www.building-productsinc.com).

### Zeeland Lumber Introduces New Branding

**Zeeland, Mich.**—Zeeland Lumber, based here, recently unveiled its new branding. A new logo and a two-word tagline were included: "Build. Trust." Vice President of Sales and Marketing Mark VandenBosh said, "It's such a fitting tagline. Each word can stand alone, and together they represent everything we do." According to VandenBosh, the new logo reflects what Zeeland can do. A six-sided shape represents its diversification in six business units—lumber, holdings, concept showrooms, contractor services, trusses and components, along with logistics and distribution. The company's new brochure describes a "Brand New Zeeland Lumber." The company's mission states: Building trust in our industry through knowledgeable service, innovative solutions and exceptional value. "While we may remain firmly grounded in the values that founded this company, we recognize that we have grown and will continue to grow to meet the building needs of our community and region. It is our expressed hope that the new identity captures this spirit while remaining faithful to our roots," the new material states.

### Menards® Opens New Megastores

**Eau Claire, Wis.**—Menards®, headquartered here, recently opened new megastores in Bemidji, Minn., and in Marshall, Minn. Matt McKinney is general manager for Bemidji and John Miller will manage the Marshall location. Menards is a chain of home improve-

ment stores in the Midwest. The privately held company has 262 stores in 13 states.

### Habitat For Humanity Opens 10,644 Square Foot ReStore

**Topeka, Kansas**—Habitat for Humanity recently opened a 10,644 square-foot ReStore here. Andrew Paunce has been named the general manager. Other New ReStores opened recently in Waynesville, N.C.; W. Roxbury and Worcester, Mass.; and Dickson, Ind. Another opening is expected later this year in Iowa City, Ia. The operation in Knoxville, Tenn., has moved to a larger location of 23,000 square feet. Habitat for Humanity International is an ecumenical Christian ministry that welcomes to its work all people dedicated to the cause of eliminating poverty housing. Since its founding in 1976, Habitat has built, rehabilitated, repaired or improved more than 400,000 houses worldwide, providing simple, decent and affordable shelter

for more than 2 million people. For more information, or to donate or volunteer, visit [Habitat.org](http://Habitat.org).

### ProBuild Receives FSC® Certification

**Denver, Colo.**—ProBuild, headquartered here, recently received Forestry Stewardship Council (FSC®) chain-of-custody certification for 59 of its lumberyards. "We have made a commitment to become FSC certified in markets where customer demand dictates," said ProBuild CEO Bill Myrick. "We support all types of wood certification programs so that we approach sustainability in a measurable, accountable and responsible way. This is only one step in our much longer journey to green as a company." "Our customers want high-quality green products from a professional, one-stop resource," said Lisa Peterson, ProBuild's vice president of marketing and communications. "FSC provides that credible certification so

our customers know they are using responsibly harvested lumber."

ProBuild also recently acquired the assets of four-unit Colorado dealer Harbert Lumber Co. Established in 1937, Harbert Lumber has lumber yards in Grand Junction, Glenwood Springs, Aspen and Steamboat Springs, Colo. "We're very excited to join the ProBuild family," owner Gordon Harbert said. "The addition of Harbert Lumber will enable ProBuild to service the growing needs of our customers in Colorado, particularly in the mountain towns where we have not had a robust presence until now." ProBuild is a supplier of building materials to national builders, local contractors and do-it-yourselfers. The retailer carries the whole spectrum of construction products from engineered wood, gypsum, and siding to custom fabricated staircases and trim. Integrated services include panelization, truss manufacturing, gypsum installation and more.

### Mohler Lumber Celebrates 100 Years With New Look, Focus

**Canton, Ohio**—Mohler Lumber, based here, recently celebrated 100

Continued on page 13

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**NAWLA PORTLAND Photos - Continued from page 10**



Jim McGinnis, The McGinnis Co., Meridian, Miss.; Judy and Greg Ryback, Trinity Forest Industries, Inc., Hurst, Texas



Tricia Kilrain, Pennsylvania Lumbermen's Mutual Insurance, Colorado Springs, Colo.; Gary Zauner, RISI, Bedford, Mass.; and Justin Chappell, Pennsylvania Lumbermen's Mutual Insurance, Bend, Ore.



Suzanne Hearn, Forest2Market, Charlotte, N.C.; Steve Cole, Hampton Lumber Sales, Portland, Ore.; Craig Larsen, Softwood Export Council, Portland, Ore.; and Steve Schmitt, Stimson Lumber Co., Portland, Ore.

**NAWLA BOSTON Photos - Continued from page 1**



Dennis Connelly, ZeVo Technologies, Grafton, Mass.; Doug Chiasson, Irving Forest Products, St. John, N.B.; Jim Robbins, Robbins Lumber Inc., Searsmont, Maine; and Vincent Micale, Warren Trask Co., Stoughton, Mass.



John Smart, Cabot, Seabrook, N.H.; Alden Robbins, Robbins Lumber Inc., Searsmont, Maine; Marcie Perry, DiPrizio Pine Sales, Middleton, N.H.; and Doug Britton, Britton Lumber Co., Fairlee, Vt.



Terry Miller, The Softwood Forest Products Buyer, Memphis, Tenn.; Dennis Crowe, Great Northern Lumber, Grand Rapids, Mich.; Tonia Tibbetts, Robbins Lumber Inc., Searsmont, Maine; and Scott Kenney, Farm Credit of Maine, Auburn, Maine



John Rhea, Lucidyne Technologies Inc., Bossier City, La.; Bill Nocerino, Forest2Market, Charlotte, N.C.; Jim Bartelson, Blue Book Services, Carol Stream, Ill.; and Scott McGill, Boston Cedar & Millwork, Holbrook, Mass.



Dennis Crowe and Mark Currier, Great Northern Lumber, Blue Island, Ill.; Dan Paige, Sandy Neck Traders, Harwich, Mass.; and Gary Vitale, NAWLA, Rolling Meadows, Ill.



Bob Pope, USNR, Montpelier, Vt.; and Ginny Pray and Jeff Poulin, Milan Lumber Co., Milan, N.H.

**NELMA Photos - Continued from page 1**



Sandy and Jamie Place, Eastern Forest Products, Lyndeborough, N.H.; Dan Harrison, Cersosimo Lumber Co. Inc., Brattleboro, Vt.; and Win Smith, Limington Lumber Ltd., East Baldwin, Maine



Ed Downes, Downes & Reader Hardwood Co. Inc., Stoughton, Mass.; Tonia Tibbetts, Robbins Lumber Inc., Searsmont, Maine; and Jack and Gail Hedstrom, Hedstrom Lumber, Grand Marais, Minn.



Bob Burns, HG Wood Industries, Bath, N.H.; Peter Buckley, Mill River Lumber, Clarendon, Vt.; Bob Bronkie, The Unstable Farm, East Aurora, N.Y.; Dante Diorio, Diorio Forest Products, Ashland, Va.; and Paul Lennon, Lumbermen's Underwriting Alliance, Bow, N.H.



Noah, Matt, Alison and Evan Duprey, Hancock Lumber, Casco, Maine



Brett Anderson, Irving Forest Products, St. John, N.B.; Jim Dermody, Seaboard International, Nashua, N.H.; Doug Chiasson, Irving Forest Products; and Rob Hoffman, Capital Forest Products, Annapolis, Md.



Win Smith, Limington Lumber Ltd., East Baldwin, Maine; and Julie and Rich Quitadamo, L.R. McCoy & Co., Worcester, Mass.



Hal Smith, HESCO, Pocasset, Mass.; Doug Chiasson, Irving Forest Products, St. John, N.B.; and Ron Lamell Jr., Lamell Lumber Co., Essex Junction, Vt.

*Additional photos on page 14*

# RETAIL REVIEW

Continued from page 11

years of business. According to owners Jennifer Rohrer Hamilton and Jed Rohrer, the operation is getting a new look and focus. "Mohler's started as a lumber supply business with a hardware store for convenience," said Jed Rohrer. "With the slowdown in the housing market, we have adjusted the business plan to be a hardware store with lumber for convenience."

Renovating the building included wider aisles, improved lighting and new inventory. "We have plans to update the remaining buildings one at a time," Rohrer said. "We will be adding a lawn and garden center to the main store next."

For more information visit [www.mohlerlumberco.com](http://www.mohlerlumberco.com).

### Boise Building Materials Applies For Tax Abatement

**Wayne, Mich.**—Officials at Boise Building Material Distribution, based here, recently applied for up to \$3 million in tax abatement.

The operation repackages and distributes building materials to lumber yards in Michigan and Ohio. Boise plans to expand its facilities in Wayne and add more jobs.

The company plans to invest about \$3 million and construct a new 100,000 square foot addition to its existing 38,000 square foot facility. "It's a high volume, low margin business," Jeff Wiska, branch manager of the company wrote to the city in explanation of the need for the tax abatement. "(We have) seen many competitors in the area close due to the nature of our low margin business and the inability to cover their overhead due to the economic climate."

Wiska said the company was investigating other properties in southeastern Michigan and Northern Ohio for the project, too. They have been based in Wayne for 15 years and have never contested a tax bill, he said.

The company shipped more than 16,000 orders in 2010 that accounted for \$40 million in revenue. Wiska said the business is highly dependent on the housing market, which is showing signs of improvement. He has projected an increase in business that will allow the company to retain the 31 employees in Wayne and bring in 10 to 15 more.

"We desire to continue to support the local business community, however we are requesting abatement of both Real Property and Personal Property to help us make it through the next several years of a difficult housing environment," Wiska said.

### Lowe's Opens 117,000-Square-Foot Facility

**Iwlei, Hawaii**—Lowe's recently opened a 117,000 square-foot facility here. Craig Anderson is the general manager and Craig Whitford is assistant manager. This is the chain's second store on Oahu Island.

The big box also announced its plans to continue to build a home center in Petaluma, Calif.

Founded in 1946, Lowe's has grown from a small hardware store to the second largest home improvement retailer worldwide.



Lowe's stores stock 40,000 products in 20 product categories ranging from lumber, appliances to tools, to paint and nursery products. Lowe's operates more than 1,725 stores in the United States, Canada and Mexico. For more information visit [www.lowes.com](http://www.lowes.com).

### Ace Hardware Opens New and Adds to Existing

**Spokane, Wash.**—Ace Hardware recently opened a new store in the South Hill area here.

Another grand opening was held for the chain's 8,000 square-foot facility in

S.E. Colorado Springs, Colo. This new store will be the third Ace to be opened by brothers Nick and Kirby Kuklenski.

Nearby in Longmont, Colo., another 4,300 square-feet has been added to an existing 20,000 square-foot store. This will make the Longmont store's fourth expansion in the last 10 years.

### Do It Best Store Building Begins

**Cheney, Wash.**—A 7,200-square-foot facility is currently being built here. D. Tepper Enterprises of Illinois owner of Do It Best in Champaign, Ill., will also own this new store.

Do it Best Corp. was founded in 1945 as Hardware Wholesalers, Inc. (HWI) in Fort Wayne, Ind. For more information visit [www.doitbest.com](http://www.doitbest.com).

### Big John's Building & Home Center Closing

**Glenwood Springs, Colo.**—Big John's Building & Home Center, located here, recently closed after 22 years in business.

Big John's was founded in 1988. The company was opened with a primary product line of do-it-yourself hardware and building materials. The company opened its doors in 1988 with \$200,000 of inventory increasing to \$950,000 of inventory as of the end of fiscal year 2004.

### Drake Hardware & Lumber Closes After 17 Years

**Fort Collins, Colo.**—Drake Hardware & Lumber closed its doors recently after 17 years in operation.

The private company, categorized under building materials and hardware retailer, had an annual revenue estimate of \$500,000 to \$1 million and a staff of approximately five to nine.

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