

CWP -

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the country who aspire to using FSC certified materials. He contracts with over 30 independent truckers to deliver product across the country, east to west as far as Denver, Colo.

Thoughts of legacy show up in the considerations of long-term thinkers such as Haugen. "Our culture doesn't think that way. Most everything is decided in short term measure."

Vision, combined with entrepreneurialism, a 25-year history in the lumber industry and a concern for the environment and you have the inception of Certified Wood Products, Inc.

A lone voice at the time, Haugen sold his millwork company to implement his principle-centered startup, a concept that had been incubating since the 1980s.

His interest in the natural world was rooted in an agricultural background, having grown up in a rural Minnesotan farming community near Northfield. In college he started out as a biology major. Wanting more opportunities than teaching or research, he merged the practical with his ideals, enrolled in the college of natural resources in forestry, and obtained a degree in forest products marketing. He worked in the field and then went into business for himself.

Immersed in the industry, he was aware of the conflict between environmentalists and the West Coast sawmills and plywood mills, habituated in sourcing timber from public land. Sales were getting tied up in the court system, as various environmental groups used the judiciary system to block the exchange of timbers between the companies and the federal government. It became apparent to Haugen, that the argument was framed wrong. "The real question is not if you harvest, but how. And that question wasn't being addressed."

Haugen wasn't condemning the whole industry he's a part of, rather acknowledging room for improvement. "There has been some good and sustainable forest management practices going on for a long time. But it's not about how much wood fiber you grow, rather how well you do it. For example, here in Minnesota, Aspen grows quickly. So rapidly renewable, it was being harvested aggressively, which is great for pulp or oriented strand board mills. But what was coming back was a monoculture of Aspen. Other species need to be part of it or biodiversity suffers."

The earnest discussion of “how” that began in the 1990s got Haugen’s attention. In 1993, the Forest Stewardship Council, a voluntary global organization was formed, successfully bringing together the environmental community, industry, social groups and the timber industry to talk about how to steward forests, framing the debate in healthier way than before.

The discussion became not just about forest management, explained Haugen. It's a fabric of lumber, wildlife, soil, water, and societal factors. "If logging in rain forests of Brazil, Bolivia, Indonesia, Uruguay, you have to be concerned about indigenous people's rights, not exploit the resource, leaving the local community with nothing. FSC addresses and monitors that issue. It's not a perfect system, but FSC is really making a great effort to be as perfect a system as they can."

By adhering to a number of the FSC's 10 principles and 57 criteria, companies become members and are eligible for LEEDS points and benefits. "I felt the FSC management model was

the best model at the time and still is," confirmed Haugen. And it's in line with his world view.

FSC is still a small part of the market, said Haugen, but increasing. "I'm encouraged by that, pleased, and excited to be part of the larger narrative."

Haugen was free to flex his entrepreneurial muscle when he did because his wife of 30 years was gainfully employed in a job she enjoyed. After he'd had the company up and running for a few years, she chided him, asking if it was a business or hobby. "It took a few years to figure out if it would work. You can make value-based decisions but they also have to make economic sense."

Growth was gradual, as Haugen lined up clientele and slowly built the company up enough to buy land, build a 20,000-square-foot warehouse and as of today, have the help of five employees.

The wood products that come through the doors comply with the same set of standards and criteria as CWP, itself Forest Stewardship Council chain of custody certified through SmartWood, a program of the Rainforest Alliance.

Committed to making a difference in

the forest industry, Haugen, through his company, links up responsible users with responsible producers, his mission, to facilitate and reward excellent forest management.

Operations and behaviors at the CWP shop expand continuously to as green a level as possible, which dictates reusing or recycling whatever is acceptable, working with as many FSC certified companies as he can find. He purchases FSC certified paper and prints on both sides before recycling it. Some companies use banding made from recycled plastic pop bottles. That and the lumber unit wraps, he makes sure, are reused when breaking lumber units apart to mix different quantities, or if metal, recycles them. "We don't even have a dumpster," he maintained. With skylights in the warehouse, not a light needs to be turned on in the summertime. His resolve in how he operates his business is plain and simple. "We're not looking to sell it. We're just looking to walk our talk."

For more information, visit the company online at www.certified-wood.net, or call 320-963-1500.

PACWEST -

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has been importing tropical hardwoods. "We're bringing in apitong from Malaysia and Indonesia, ipe and tigerwood decking from Brazil as well as South American Pine finger-jointed clears and primed moldings" business partner Bill McGovern explained. "The import part of our business has grown quite substantially during the last several years. "Traditionally we've always been in the heavy timber business, marketing to timber frame manufacturers, etc. Since that business has been adversely affected by the housing market, we're diversifying and offering different products," partner Joe Nealon said. "Historically we've always been involved in the log home industry. We manufacture a complete line of D-log and wall log patterns as well as siding and components.

We also produce dowels and lathe-turned logs (constant diameter) in Pine, Spruce, Douglas Fir and Cedar. These are utilized for exposed log trusses, deck supports and exposed columns in casinos, lodges and a vari-

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PACWEST -
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ety of construction forms. PacWest offers this material both treated and un-treated for indoor or outdoor use. PacWest also represents Woodguard™, a manufacturer of plastic coated borate-treated lumber, used in fencing, playground components, patio covers, outdoor products and organic agricultural processing aids. “Woodguard has recently obtained organic certification and because the product (borate treated lumber), is plastic coated whether it’s in a round or rectangular lumber form—there is nothing toxic about it compared to other treated lumber products,” Mike Betz, another partner, who heads up the Woodguard department said. “We recently revamped the website because we wanted to highlight the new organic aspect of the product.” We’ve been involved with Woodguard for over two years as their exclusive sales and marketing agent,” Betz added. The organic certification is new and it took us a while to accomplish.” PacWest received a letter from the Washington State Department of

Agriculture (WSDA) qualifying Woodguard as an organic processing aid. Partner Dave Betz recently went on a trip within Washington to visit a blueberry grower who is using all Woodguard posts throughout his 70 acres. “Aside from the organic nature, the idea that you can dispose of these line posts into a normal landfill is a real advantage because it doesn’t have the high cost of disposal, like most treated lumber does,” Betz noted. More information on these products can be found at www.woodguard.com. The combined experience of PacWest’s staff focuses directly on their clients’ needs for specialty items and manufacturing services. In their capacity as wholesale agents and problem-solvers, they utilize knowledge and resources to provide a full range of products for retailers and distribution yards as well as industrial and commercial users. Established in 1985, PacWest has offices in Lakewood, Washington and in Lake Oswego, Oregon. With eight experienced traders the firm possesses expertise in a wide variety of specialties from railroad and mining specifications to agricultural crating and vineyard posts as well as the full array

of commodity lumber products. In addition, PacWest is proud to support the efforts of responsible forest stewardship and possesses an FSC Chain of Custody Certification. “We carry inventory at approximately 20 locations in North America,” Nealon said. “I can think of four different inventory locations where we maintain product to support specific projects that require ‘just-in-time’ delivery. Most of the other locations contain in-process inventory where products are undergoing some form of value-added manufacturing including drying, sorting, treating, etc.” An important part of the business is the agricultural segment. “Steve Wearne works out of our Portland office,” Nealon explained. “He has over twenty five years of experience focusing primarily on agricultural sales including everything from tree props, grape stakes, tomato stakes, hop poles, and various other components. He also provides treated wooden horse fencing as well as jump rails for the equestrian industry. His business has been very consistent throughout the downturn in the overall economy.” Also at the Portland office are key personnel Pat Murphy and Chris Sallee. Murphy has 38 years experi-

The Softwood Forest Products Buyer
ence in the forest products industry and has served as division manager for PacWest for approximately five years. Sallee has 30 years experience and has also been with PacWest five years. Joe Nealon, Mike Betz, Dan Priestersbach and Bill McGovern are the owners of PacWest and they work primarily from the firm’s headquarters in Lakewood, Wash. The Administrative Staff includes: Tracy Hallock, Linda Haeckel, Ladena Larson, and Martha Kellcy. For more information visit www.pacwestlumber.com.

OREGON-CANADIAN -
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based in Manchester, England. Obviously we grew and expanded and were able to make a success at it,” Holm explained. “Our species have expanded from the original days of mostly Douglas Fir and a little bit of Hemlock to a substantial amount of Hemlock, a substantial amount of Cedar, and some hardwoods, all of which supplement our Douglas Fir production,” Holm continued. “Today there are some other competitors out there but no one else has the inventory, equipment or the personnel to do all the market services that we can provide.” Holm attributes his successes to a multitude of things. “The key elements in our success have been and still are: quality, knowledgeable people, an old-fashioned traditional attitude about what kind of business we do and who we do it with and strength in our relationships with our sawmills. “We’ve had a number of excellent employees over the years, many of whom have gone on to run their own businesses,” he said. “We have always operated our company in a relatively open communication system where we try to share with everybody how things need to be done. From the basic standards and ethics we want—to how we evaluate, how we manage, what we want to do, communication plays a huge role in our business. “The most important factor is to have sawmill relationships that allow you to have the right raw material and as sawmills have changed from bigger log to smaller log, the number of mills that would cut or develop Clear lumber has reduced substantially. We’ve developed a system that is devoted to consistency and quality. There are several other remanufacturers, some of whom own their own material, some who work for others and do an excellent job. But they’re doing work for other people. Our priorities are different, we’re in a situation where we’re able to control what goes on and who we work with.” A significant statement of longevity in an era of challenging economic struggles, Oregon-Canadian recently made an investment of \$2.5 million in updating and improving their operation. Holm’s son Mike said, “Continuous improvement is something we strive for. If we can find a piece of equipment, that will make us more efficient, and save a few dollars—that’s what we invest in. We recently installed a new fuel-fired boiler system so that we can utilize our own wood waste to heat our dry kilns versus using natural gas.” With about 6 million board feet of Softwood lumber on the ground about 80 percent of Oregon-Canadian’s products are sold in North America.



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OREGON-CANADIAN -

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“One of the things we’ve done to adjust to the economic conditions of today is we added two major product lines to become a more valuable supplier to our customers,” Mike noted. “Along with a few tropical species, our Doug Fir and Hemlock, we’ve now added a full line of Western Red Cedar Clears and a line of kiln dried timbers.”

And as the needs of the market change, Oregon-Canadian modifies its operating methods to accommodate their customers. We used to run on 4-6 week order files, and rarely would we have more than one customer per truckload. We now will have several trucks per week that may have as many as 4-5 customers per truck.” Mike continued. “It is a little more expensive but we’ve managed to adapt and continue to be of service to our customers and we always will.”

Oregon-Canadian primarily serves wholesale distribution and industrial accounts. “We also do business with the big boxes—not a lot but it is a component of our business,” Wayne Holm said. “I think you have to have multiple components in order to be able to adapt and change in times like these.”

The firm sources its products primarily from the Pacific Northwest. “Most of our raw material comes from Northern California through Canada,” Wayne said.

When asked what he believes kept Oregon-Canadian Forest Products in business all of these years, he said, “Timing has a lot to do with everything. The growth and expansion of our company came at a time when other sawmills were downsizing and our company was known as the place people could ship their lumber to and get a better value for it than in the commodity markets. Every single year our business has changed on some level. Whether it’s the product mix we carry, different species—we’ve done things differently every year.

“The major contributing elements of managing any business are having good people who have the intelligence and personalities that fit with the general program.”

Oregon-Canadian Forest Products Inc. is a member of the North American Wholesale Lumber Association (NAWLA), International Wood Products Association (IWPA), National Wood Flooring Association (NWFA) and the Western Wood Products Association (WWPA).

Oregon-Canadian Forest Products also supports responsible forest management. To demonstrate this, the firm has maintained Forest Stewardship Council (FSC) Chain-of-Custody certification since 2001. For more information visit www.ocfp.com.

MIDWEST TRENDS -

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high concern over the next few years.” With orders logged three months in advance, an Iowa supplier said, “Things are looking good for the time at hand, but we’re concerned about the time period after that. For now, I believe we’re going to do well this summer. Estimating is steady and there is a lot of business out there to get.”

He also noted that he expects lumber and panel prices will maintain with no

major increases or decreases. As for the remaining six months in 2011, he said, “That’s a five dollar question. We’ve gone through things these last 24 months that I’ve never seen during my 30 years in this business. It’s difficult to gauge what will happen next.”

Demand for construction-related products was flat in recent weeks, although there were a few reports of an uptick in demand related to remodeling, commercial construction and multifamily housing activity. Sources expect conditions to remain unchanged or improve slightly this year.

Manufacturers reported that growth in orders and sales picked up slightly. Demand was particularly strong from Asia and inventories were at or near desired levels. Most expect demand to continue to increase at the current rate or at a slightly faster pace over the next six months.

According to the Federal Reserve’s Beige Book, consumers in the Midwest have scaled back consumption of gasoline and diesel due to high prices. Refinery utilization rates have declined from 88 to 85 percent and margins are weak.

Severe winter weather earlier in the year had an adverse effect on sales

activity at the retail level. Sales were flat to slightly higher compared with weeks prior. Discount retailers have seen year-over-year sales growth in the mid-to-high single digits, although about half of the increase in sales is due to higher gasoline prices. The retail environment remains competitive but the outlook is for continued moderate growth in sales. Sources remain modestly optimistic and expect sales to rise marginally this year.

WEST COAST TRENDS -

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“Right now there is still no Western Red Cedar inventory out in the field. Everyone is just hanging on, carrying as little as they can get by with. So far there is no serious buying going on; it’s all hand to mouth. Until we get more curtailments from mills or until there is more demand, we see things remaining slow. At our two sawmill locations and our reman plant we are running at maybe 60 to 70 percent capacity. For us, log availability is not the issue, though they are too high priced. Export markets are helping

somewhat in taking up the slack. One of the issues we have to deal with now is freight constantly rising in price. Freight rates have gone up four to five percent in the last couple of months, putting another squeeze on profits.”

Steve Wearne and Pat Murphy in the Lake Oswego, Ore., office branch of Pacific Western Lumber, agreed, “Business is very inconsistent now. People are unsure of fuel costs, there are oversupply issues, some of which are connected to late spring weather holding things up in parts of the country. Rising freight rates is a whole new challenge and profit margins have not moved up. Finding business now is like being with your kids at the beach and looking for sea shells. You have to turn over a lot more rocks these days to find what you want.” Murphy said, “I just talked with a customer in Ft. Bragg, Calif., and he said he is getting more bids and inquiries, but sales are about the same as last year. Weather is still holding things up in many areas of the country. What he said about getting more quotes is something I am hearing a lot. So far it hasn’t turned into more business. Here in Oregon we

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Western Business Trends



By Terry Miller
Associate Editor

The Western region reported spotty business conditions in recent weeks. However, some say the pace is

starting to pick up with offshore sales on the rise.

A Montana Softwood lumber supplier said prices are mixed due to an effort to move product promptly. He also mentioned receiving a sizeable order of Spruce/Pine/Fir (SPF) for a shipment into China. "Orders of SPF have picked up considerably," he explained. "Most of what is being ordered is for the export market."

He also noted that because of the increase in export demand, prices are higher in all markets. "We're in a position where we can offer quick shipments and that's what customers are looking for right now."

As with many others in the region, the contact noted transportation problems are affecting every sector of the Softwood lumber industry. "Fuel prices continue to raise right along with trucking rates," he said. "A shortage of truckers is largely to blame for the increase in rates. They've got us where they want us."

Overall the source is expecting the remainder of 2011 to be better than 2010. "We're at a better place now than we were this time last year. I don't see conditions getting any worse that's for certain."

A Western Red Cedar supplier in Colorado had quite a different take on current market conditions. "Japan's aftermath has distracted market segments across the nation," he explained. "Transportation issues are widespread. The lack of urgency at the retail level makes the issue more frustrating than hindering to suppliers."

However he did say some key items were in such demand supply is beginning to tighten. "Stud trims and narrow dimension lumber have been getting tighter."

As for increases in the cost of transportation he said, "Rate increases, fuel surcharges and a multitude of

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Northeast Business Trends



By Sue Putnam
Editorial Director

Contacts in the Northeastern region seem to still be struggling somewhat with lingering effects of winter weather.

"We have shortages in the supply chain right now," a Softwood producer out of Connecticut said. "I expect things will flow better now that the ground is dry and the loggers have better access to the logs."

As for pricing the source said current log prices might sway timberland owners who have delayed harvests due to poor market conditions to begin harvesting again. "The storms that we had over the winter stretched across North America causing bottlenecks in transportation. There were a few days where shipping by rail or truck was next to impossible, the trans-

The Softwood Forest Products Buyer

portation industry was at a standstill.”

The Spruce/Pine/Fir (SPF) supplier noted that if sales activity stays as slow in the coming months as it has been in recent weeks, sellers would start to feel pressure from their lenders to turn inventories into cash.

When asked if he thought the housing industry would make its way back to 1 million starts during his career, the source said, "If you look at the entire picture, and the situation we are in today as a result of what people consider the 'housing boom,' you could say that we never should have been there with housing in the first place. Banks had reduced the criteria so low that what we ended up with are many who either would never be able to afford the homes they were building or who had no intention of paying the loans off. With the state of the economy in recent years and the end results of so many loans gone bad, can we really use that number as a bar? I don't believe so."

He mentioned his inventory levels are average, neither high nor low considering the supply issues and somewhat stagnant movement of the market. For the months ahead he said, "I'm certainly hoping for a better ending to 2011 than the beginning. With the weather changing, we should pick up at any time now."

A Massachusetts Eastern White Pine supplier agreed that the effects of the winter storms have carried into the spring, but said it is very unlikely it will continue into the peak building season. "Some distribution yards closed down during those storms," he explained. "But the product that has been built up till now shouldn't still be backed up by that time. I don't think it will be a factor. There are some back ups right now at the mill level that's causing warehouse wood to mix with sawmill wood, which ends in a flat market that should be rising right now."

He explained that while business is slow for many around him, his particular operation is doing well because of their diverse product offerings. "Our finger-joint primed Pine is still doing well along with other products. The key to staying ahead of a game like this is to have more to offer than the next guy."

Housing markets across the Northeast have been generally stable, with the lower end of the market generally performing a bit better than the higher end, and re-sales performing better than new home sales. An analyst on New Jersey's housing industry reported that market conditions remain weak: despite some up tick in resale transactions, the spring season, thus far, has been unusually slow. Sales and construction of new homes remain at exceptionally weak levels.

Reports from business contacts in the area suggest some broad-based improvement in the labor market. According to a major New York City employment agency, his company has seen a marked pickup in hiring activity and describes it as the best month in a number of years. On the supply side, this contact notes that there are fewer candidates looking, and that more employed people are making moves. More generally, firms in both manufacturing and other sectors of the industry report a further pickup in both hiring activity and general business conditions. Sources remain optimistic about the near term outlook. A trucking-industry contact reports that shipping activity has picked up steadily in recent months, but that firms face rising costs from both rising energy prices and more stringent federal regulations.

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Ontario/Quebec
Business Trends



By Michelle Keller
Associate Editor

Purveyors of Softwood lumber say they are facing a mixed bag of challenges as they head into the third quarter of 2011. Everything from the economy to the weather to the environment itself seems to be throwing up roadblocks as mills and wholesalers struggle to recover from a series of very lean years.

A number of wholesalers and mill operators predicted that further production reductions will be necessary if there is to be a sustainable improvement.

"It's been getting progressively worse because of a lack of demand," one Ontario wholesaler said of the market. "I think if it weren't for China propping up the market, it would be an absolute disaster."

He noted that his operation, which focuses on SPF, has seen demand for Softwood decline by 70 percent over the past few years. Tragically, he said, the earthquake and tsunami that devastated Japan could ultimately prove a boon for the market, depending on how quickly that nation will be able to begin its recovery efforts.

"Short of Japan needing hundreds of millions of feet and China sustaining its demand, I think we are looking at

production curtailment," he said, adding that the level of demand from China could shift at any point. "If Russia reduces its tariffs on rough lumber going to China, the demand for lumber we have had up to now will be questionable. There is a lot of anticipation about what China is going to do. We need to acknowledge it is not sustainable."

At the same time, he said, there has been little indication that the housing market in North America will rebound robustly in the near future.

"My expectations are terrible, to put it mildly," he said.

The log buyer at a Quebec mill said that although she is concerned about the current balance of product and demand, she remains optimistic.

"The [Softwood logs] are in great demand, and there are more and more mills to compete with," she said. "The prices are competitive, and it is hard to purchase raw materials."

Fortunately, she said, her company has maintained good relationships with area loggers over the years, helping to ensure a steady supply. Still, with competition increasing, it is becoming harder and harder to obtain the logs as well as to keep prices contained.

At the same time, she said, the biggest concern she is hearing from all areas of the industry involves the price of petrol.

"Everyone's hoping for the best," she said. "We've seen better years, and we've seen worse years. But right now we're waiting for the cost of fuel to go down. It's cutting into our profits. We've had to bring our prices down to cover the cost."

She said some companies, especially transporters, are losing money on

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South/Southeast
Business Trends



By Gary Miller
Managing Editor

Some Softwood lumber suppliers in the Southeast reported heavy purchasing in recent weeks, cooled by a short burst of more winter weather. "It just depends on the item," a source in Georgia said. "Southern Yellow Pine prices have fallen, especially on 2x10 and 2x12's."

"It's beginning to feel like we're in for a very long haul," he said in reference to when prices may improve. "Price runs earlier this year are due to the wet winter weather conditions, but we're heading into milder temps now and prices aren't coming off. I think we need to hit at least 800,000 housing starts before a noticeable change occurs. I don't see any movement in the wider widths until new housing comes back, and it's anybody's guess when that will be."

Escalating fuel costs, surcharges and rail rates are having an impact on the contact's operation. However, he did note an improvement for industrial grade pricing. "Prices for most every width of No. 3 and No. 4 grades have seen an increase." He said that the difference in the pricing is stemming from increased demand and a "somewhat short supply of those grades."

When asked what he expects from

the remainder of 2011, the supplier said, "We're looking to break even, if that's what you mean. Compared to the last couple of years—we'll take that."

In North Carolina a Softwood supplier said business has been consistent for his sawmill but the same can't be said for everybody in his region. "It varies from mill to mill," he explained. "Some of the treaters and other distributors we talk with have built up inventories anticipating seasonal business. Right now they're still waiting for lumber to flow better out of their yards."

He said many people are focused on the increased fuel rates and surcharges for the export market and believe that area is only going to get worse due to Japan's aftermath. "Demand for product will increase as Japan rebuilds which will ultimately cause a jump in transportation costs."

He also noted on the domestic side, as produce markets move into season, transportation costs will increase. However, he said that this issue is standard for the time of year. "Traditionally we expect these increases in the spring and summer months, so we're prepared."

The contact expects the other half of 2011 to be mediocre. "We expect to finish out a little better than last year, but we won't know until we get there," he said.

A Florida lumber supplier said finance restrictions are the only thing standing in between his operation and increased business. "There are plenty who want to build right now. Whether it's remodeling or new construction, the plans are out there," he said. "Mostly it's financing that is keeping those projects from happening."

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WEST COAST TRENDS -
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have only had two days with 60 degree temperatures this year—and here it is mid April! Normally people would be playing golf by now, but not with this weather!

One sawmill sales rep in the central Coast region said, “In the last couple of weeks we have seen a little more activity from customers and an increase in calls. Our order file is okay and we are running our mill full time. Freight is a challenge for us and for our customers, too. It takes a bite out of everything.”

Darren Duchi, head of sales for Siskiyou Forest Products, Anderson, Calif., said, “We sell into Europe and Australia, New Zealand and a few other areas around the globe. Our weakening dollar is getting us more attention from offshore buyers. When the Euro went on a big run last week, we immediately got some calls from buyers to place orders for our export products. If the dollar continues to fall, it will mean an increase in export sales for us and others. It is shaping up to be a difficult 2011. So far things within the U.S. are fairly stagnant. There is less supply of Cedar and everyone we talk with is out of logs. We may see a supply driven Cedar market soon. Our business is made up of a variety of products including two coat exterior prime material, clear finger-joint Cedar or Redwood, and S4S or S1S2E, and pattern stock. So far demand for our products has kept us on a two shift schedule, but we are seeing a fairly flat order file at the end of this first quarter.”

CHINA WEBINAR -
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rate of 10 to 15 percent per year to 2015, so the import gap could be up to double what is currently forecast.

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other cost pressures are making it difficult. We're doubling down on our resilience towards price cuts as a result.

“Demand on our industrial markets has been steady. Prices are firm and it's an easier market than the premium's, regardless of the pickup in demand for Japan's temporary housing and rebuilding needs,” he said.

In Idaho, a source said stud grade Western SPF improved greatly as production is in line with demand and prices are firm. “We have order files two weeks out currently,” he explained. “That's a very positive sign that we're heading in the right direction.”

The contact said most green Fir mills that he is in contact with are reporting steady sales with mostly unchanged prices. “Some of us that were booked through the end of the month reached for higher levels, and others kept their quotes unchanged and continued selling.”

“Western Red Cedar is about 25 percent ahead of where it was last year.” Noting earlier weather issues in logging areas, he said supply issues are having a “trickle down” effect. “We're

finally starting to feel the effects of the winter on our supplies,” he said. “We had a good inventory, so it took a while to get here.”

Reaching near the halfway mark of 2011, the source said he expects business conditions to stay the same with modest gains over 2010.

Many mills in the Western region and throughout Canada reported that railroads were falling short of delivering all the cars they needed to load. Escalating fuel costs and a shortage of truckers driving rates higher are a couple of major concerns for many.

ONTARIO/QUEBEC TRENDS -
Continued from page 25

an almost daily basis. She predicted that if fuel prices dropped, or even stabilized, “we'd see a big difference all around.”

“Our inventory has been moving, not as much as we would hope for, but it has been moving,” she said, adding that she remains hopeful about improvement in the market over the next year. “It's hard to say. We'd have to see at that point in time. We're hoping for the best like everybody else.”

The account manager at an Ontario mill expressed a similar sentiment, and said her company has been working to diversify to keep the business in the black.

“We haven't sold anything over the border,” she said, referring to the United States. “So we have focused on local contractors...which has been good for us.”

The process of retooling the mill's business model has taken a toll on the company, but she said the effort has

proven worthwhile.

“We've completely changed the way we do business and we had a few years in the red, but we're back in the black,” she said about the Softwood aspect of the business. “The hardwood has completely fallen out; we've got a yard full of logs.”

Still, challenges remain. She noted that although the company has a license to log, environmental groups discovered an endangered turtle that used the logging area as a habitat. As a result, she said, the mill was banned from any logging activity during the summer months.

“We had to bring in our entire inventory during the winter,” she said. “We had to guess what our demands would be for the entire year and pay for it up front.”

That, combined with a snowy winter and a spring that has seen high rainfalls, has made things stressful, to say the least.

“The local market, thankfully, has been good,” she said, citing the renovation business. At the same time, there are ominous signs on the horizon. “Home starts across Ontario have been down, and that's a good indicator of where things are going to go. I don't think it will be a record-breaking summer for us, and that's usually when we make our money. Hopefully, we'll ride it out.”



Continued on page 27

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ONTARIO/QUEBEC TRENDS -
Continued from page 26

That same trepidation about the housing market is apparent on the wholesale side of the business as well. One Quebec lumber trader said that while the market is roughly at the same point as it was last year, things remain tenuous.

“From what I see around, people, instead of buying a new house, are renovating,” he said. “If I had a crystal ball, I’d be rich now. But I cannot tell you what it will be like a year from now.”

Although some might see the downside of the market, some said that they remain a bit optimistic about the future of the industry. One Ontario wholesaler said he thinks that those who are willing to innovate will survive. He noted that businesses with substantial liquidity and a vision for the future will be able to ride out these difficult times and thrive in the future.

“I have been in this business for 30 years,” he said. “We need to be creative; we need something out of the box to survive. Those continuing with the status quo and expecting things to improve are in for a disappointment.”



SOUTH/SOUTHEAST TRENDS -
Continued from page 25

Regional banking contacts reported an increase in mortgage applications; most of those attributed the increase in number of applications to refinance activity and lower interest rates. The majority of bankers stated that mortgage-lending standards have increased in recent months; while a few bankers reported elevated standards remained unchanged. Small businesses related to construction and real estate in particular, described worsening credit conditions, with many indicating that they either did not receive the amount of credit requested or that they refused the offered credit because of unfavorable terms. Small businesses outside of construction and real estate reported improving credit conditions at community and regional banks.

According to a recent survey, homebuilders in the area accounted for slow growth in new home sales while buyer traffic weakened compared with late last year. The majority of homebuilders stated that construction activity was below the year-ago level. Some homebuilders noted rising material costs which they have been unable to pass through because of continued downward pressure on home prices. The outlook for sales growth over the next several months improved slightly from the last report, but the overall level of sales is expected to remain very low.

Residential brokers in the region indicated that existing home sales remained at low levels. However, some noted that sales exceeded the year earlier level, largely driven by

gains in Florida. Outside of Florida, some contacts suggested that adverse weather had dampened sales.

Nonresidential construction activity remained at low levels during recent weeks. Most commercial contractors said that the environment was little changed since the end of 2010. The majority of contacts expect construction activity to remain at low levels throughout the year.

Trucking firms in the southeast region noted both stronger demand and a firming of shipment prices; however, they also indicated that they have been facing increasing fuel costs and extremely adverse weather conditions, which have slightly affected overall activity. Trucking firms also anticipate capacity to remain tight as seasonal demand for shipments increase. Area railroad companies reported that volumes remain solid. Many railroad sources noted that higher fuel costs were successfully being passed through as surcharges.

TRADE TALK

Filler King Introduces
‘King’ Beam 3000

Homedale, Idaho—Filler King Co., based here, recently introduced its new King Beam 3000.

The structural wood product manufacturer has presented a new high-strength beam fabricated from pre-selected Douglas Fir and Southern Pine laminates. “The King Beam 3000 is unique to the construction industry

because of its strength and competitive market cost,” a company repre-



King beam 3000

sentative said. “In construction specifications, this beam meets and exceeds the capabilities of LVL and Parallam. No reduction is taken in the King Beam 3000 capacity for 7-inch wide industrial beams, unlike the required reduction of section size for its competitive products.”

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Continued on page 32



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LAT Photos - Continued from page 14



Dave Awtry, Snaveley Forest Products, Houston, Texas; Cheryl Sparks, Cedar Supply Inc., Carrollton, Texas; Chris Roberson, Cedar Supply Inc., Sherman, Texas; and Chris McCollum, Cedar Supply Inc., Carrollton, Texas



Herman Sanchez, Pennsylvania Lumbermens Mutual Insurance Co., San Antonio, Texas; and John Smith, Pennsylvania Lumbermens Mutual Insurance Co., Philadelphia, Pa.



Michael Dorman, Temple-Inland, Diboll, Texas; Randy Beck, Higginbotham Bros., Hurst, Texas; Brenda Elliott, Temple-Inland; and Ted Galbraith, Foxworth-Galbraith Lumber Co., Dallas, Texas



Mitch Frieda, ILevel By Weyerhaeuser, Carrollton, Texas; Tom Hastings, McCoy's Building Supply, San Marcos, Texas; and Chris Bailey and Don Barnes, Collins Cos., Portland, Ore.



Sales representatives for Richardson Timbers, based in Dallas, Texas are: Brian Suggs, San Antonio/Austin market; Jamie Hursh, Dallas market; and Kyle Webb and Doug Miles, Deford Lumber Co., Duncanville, Texas



Brian McCoy and Meagan McCoy Jones, McCoy's Building Supply, San Marcos, Texas; and Jarrod Brashers, Richardson Timbers, sales rep for the Houston Market, Houston, Texas



Tony Rocha, Huber Engineered Woods, Houston, Texas; Barry Brooks, Huber Engineered Woods, San Antonio, Texas; Bryan Moore, Huber Engineered Woods, Dallas, Texas; and James Drennan, Cassity Jones Lumber Co., Tyler, Texas



Robert Archer, Morton Lumber Co., Borger, Texas; and Steve Harris, Orgill Inc., San Antonio, Texas



David Yessian, Foxworth-Galbraith Lumber Co., Dallas, Texas; Frank Coble, Tamko Building Products, Dallas, Texas; and Al Cron, Boise Cascade, Dallas, Texas; and Terry Miller, The Softwood Forest Products Buyer, Memphis, Tenn.



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Fascia - Pro Select Knotty - No Hole - S1S2E

5/4" x 12"

Boards -D&Btr - S1S2E

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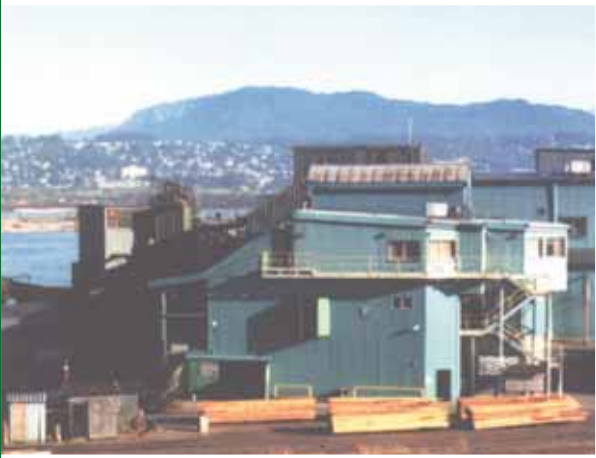


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TRADE TALK

Continued from page 27

Westervelt Breaks Ground For New Biomass Plant

Moundsville, Ala.—Westervelt Company recently broke ground on a new biomass power plant adjacent to its sawmill located here.

Currently the company burns sawdust and excess bark from its sawmill in large boilers that produce steam to heat the company's kilns.

Expected to be operational by the fall, the generating system will be a joint venture between privately owned Westervelt and Alabama Power Co., the state's largest utility company.

According to sources this will also be the state's first renewable energy project fueled by biomass.

Herbert Westervelt established Westervelt in 1884. The company is headquartered in Tuscaloosa, Ala. For more information visit www.westervelt.com.

Anthony Forest Products Announces Improvements

El Dorado, Ark.—Anthony Forest Products Co., headquartered here, announced its plans to make a significant capital investment in its sawmill facility at Urbana, in Union County, Ark. The plan includes additional primary sawmill equipment, additional dry kiln capacity and construction of a new high-speed planer mill system.

"This project will improve the facility's operating, energy and environmental efficiencies, and also provide an



Aubra Anthony

increased volume of quality lumber products for our customers," noted Aubra Anthony, President and Chief Executive Officer.

Anthony Forest is an integrated forest products business begun in 1916. It operates the Southern Pine lumber mill in Urbana, Ark.; and wood chip mills in Plain Dealing, La., and Troup, Texas. The company also operates engineered wood laminating plants in El Dorado, Ark., and Washington, Ga.

Hancock Timber Acquires 82,000 Acres From Weyerhaeuser

Boston, Mass.—Hancock Timber Resource Group, based here, recently paid \$200 million for 82,000 acres of timberlands in southwestern Washington.

This will contribute approximately \$150 million in earnings in the first quarter. The sale is part of an ongoing process to optimize the company's timberlands portfolio to ensure its ownership fits the long-term strategic needs of the company.

"The sale represents the continued efforts to strategically rebalance our timberlands," said Dan Fulton, Weyerhaeuser president and CEO. "We have a competitive advantage in growing and processing Douglas Fir, and the sale focuses our Western operations on managing that species. While the land sold is high-quality, productive timberlands it no longer fits our long-term strategic plan."

Following the sale, Weyerhaeuser will own or manage more than one

million acres of timberland in Washington and will operate in more than 20 locations, including its corporate headquarters in Federal Way. Weyerhaeuser employs nearly 3,800 people in the region. Nationwide, Weyerhaeuser will continue to own and manage more than six million acres of timberland.

"These highly productive timberlands represent an excellent investment opportunity for our clients and we're very pleased to be able to acquire them," said Dan Christensen, president of the Hancock Timber Resource Group. "This transaction is part of our ongoing effort to secure high-quality timberlands for our investors."

Weston Forest Products Announces New Executive Team

Mississauga, Ont.—Rick Ekstein, President and Chief Executive Officer of Weston Forest Products Inc., announced that he has completed his acquisition of the outstanding shares of Weston Forest Products.

During a recent company meeting, Ekstein also announced the following promotions: Steve Ekstein, Executive Vice President and Vice President of Distribution:

Ekstein joined Weston Forest Products in 1987 after completing his BA in Economics at the University of Toronto. He is now taking full responsibility for growing market share in the industrial and infrastructure sectors.

Some key people at Weston Forest

The Softwood Forest Products Buyer

Products Inc. include: Steve Rhone, who is Vice President of Operations. Rhone is a career lumberman at Weston Forest Products, having joined Weston as a general laborer in September 1987 at the age of 17. Rhone has built and maintained numerous customer and supplier relationships for Weston, many of which have lasted over 20 years and continue today; Steven Rustja, who is Vice President of Trading. In January of 2001, Rustja joined Weston Forest Products as a salesperson, bringing with him knowledge acquired from years in lumber sales and management. Rustja excelled in his position and was quickly promoted to Softwood lumber purchasing. By 2004, he was put in charge of a small sales team, which under his leadership grew into the North American Sales Group. In addition to managing his sales team, Rustja has managed to generate the most sales revenue in the company year after year; and Rob Hruby, who is Vice President of Purchasing. Hruby has been in the forest products industry since 1983. Between his second and third years of the Bachelor of Science in Forestry (B.Sc.F.) program at the University of Toronto, he was appointed assistant plant manager at the RAM Forest Products pressure-treating facility in Vandon, Ontario. He has held numerous positions in the industry, including Vice President of Purchasing at Great Lakes MSR Lumber and President of Georgian Bay Forest Products, and he has been active in the Lumber Remanufacturing Association of Ontario. Hruby has been with Weston Forest Group for 10 years.

Weston Forest Products is an integral member of the Weston Forest Group of companies. A family-owned

Continued on page 33

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TRADE TALK

Continued from page 32

and operated company, Weston has been distributing and remanufacturing Softwood, hardwood and panel products to industrial customers throughout North America since 1953.

Boise Cascade Holds Open House In Dallas and BMD Signs on Long Term and Catt Retires

Dallas, Texas—"This year's open house was another great success," a



Jeff Campbell and Tom Kosky

Boise representative said. "We had positive feedback from the customers, vendors as well as our employees. This event took a lot of time and effort to put together, but is well worth it as it presents a lot of opportunities. It gives us an opportunity to renew our current relationships and build new ones so that we can offer new product lines, continue programs we currently have and get last looks at quotes throughout the year. It also gives the vendors the opportunity to show their products and lets customers ask questions."

Cattfish and crawfish were served for dinner and door prizes were given out throughout the evening.

Boise Cascade's Building Materials Distribution (BMD) Division recently leased property to augment operations at its N.J. location. This new facility has 300,000 square feet of inside storage and approximately 20 acres of usable yard space. Rail service is also included.

The new facility will allow for expansion of the current inventory and the addition of new product lines. Bill Schellhorn, manager in Delanco, said, "The expansion and the new products to be added show our growing commitment to both our vendors and customers in the trade area. In addition, the combined operations will be more efficient and safer than our current limited space provides."

Stan Bell, President of BMD, added, "This expansion is a continuation of our expansion strategy and our strategy to provide our customers with broader and deeper product lines. We are looking forward to more of these expansions and upgrades in the near future."

The company also announced that Dale Catt, division procurement manager for BMD in Boise, Idaho will retire after 35 years with Boise Cascade.

Cedar Creek Promotes Keene and Acquires Epperson Lumber

Milan, Tenn.—Cedar Creek Wholesale recently announced that Don Keene has been promoted to branch general manager (GM).

The company also announced it will purchase distribution company Epperson Lumber of Statesville, N.C.

Bill Adams, CEO of Cedar Creek, said, "This acquisition underscores our commitment to growing the footprint of Cedar Creek and opening new markets. We view this as a great opportunity to increase our presence

outside of our traditional mid-south markets and enter what's forecasted to be one of the best growth areas in the country."

Established in 1977, Cedar Creek is a wholesale building materials distribution company. Beginning with one yard in Tulsa, Okla., the company operates 11 distribution facilities and serves over 13 states across the Midwest and Midsouth.

WoodPro Partners With Sherwood/Bloch Lumber

Richmond, B.C.—WoodPro Software, based here, recently announced that Sherwood Lumber Corporation/Bloch Lumber Acquisitions LLC has selected WoodPro InSight to be their ERP solution. Both companies have been meeting the needs of the lumber and building products community with their 14 + sales locations and 40 + distribution centers from coast to coast. Information technology director of Sherwood Lumber/Bloch Lumber, Tod Tibbetts said, "We are confident that WoodPro will take care of our business needs with their experienced and knowledgeable staff."

WoodPro Software Inc. specializes in the development and design of integrated financial and operational management software for over 25 years. According to a representative, advanced software solutions such as WoodPro InSight, have been transforming many businesses by helping them build a sustainable competitive advantage and streamline accounting, inventory management distribution and manufacturing processes.

All-Coast Product Manager Retires After 34 Years

Cloverdale, Calif.—All-Coast Forest Products, based here, recently announced that Product Manager Thom Wright is retiring. He has been in the forest products industry for 34 years, the last 10 with All-Coast.



Thom Wright

All-Coast Forest Products was founded in 1975 by Daryl Bond as a small wholesale distributor in the southern California town of Whittier. There were five employees. Three years later, the company broke ground on 20 acres of land in the neighboring town of Chino. For more information visit www.all-coast.com.

Carl Dobler-BCWLA President Elect

Burnaby, B.C.—Carl Dobler of Tiaga Building Products, based here, has been elected president of the British Columbia Wholesale Lumber Association (BCWLA).

The BCWLA, with roots reaching back to 1946, is a Society incorporated in British Columbia, Canada, whose mission is to represent the interests of lumber wholesalers in British Columbia and to promote high standards of business conduct and integrity in the lumber wholesaling industry.

Great Southern Acquires U.S. Lumber Group Shares

Abbeville, Ala.—Great Southern Wood Preserving recently bought a minority share of Atlanta-based U.S.

Continued on page 35



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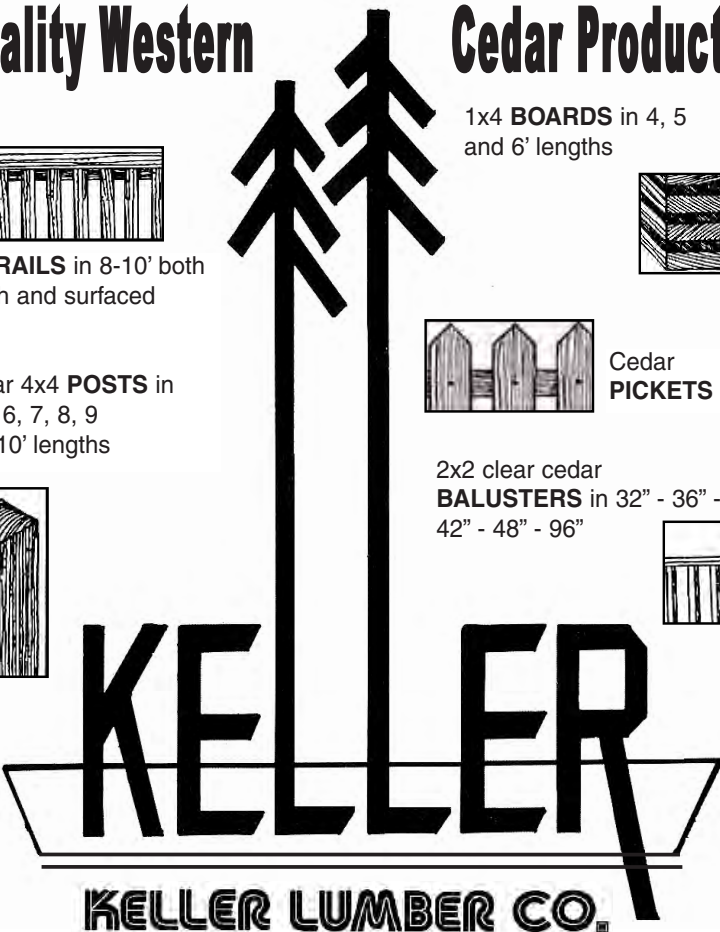
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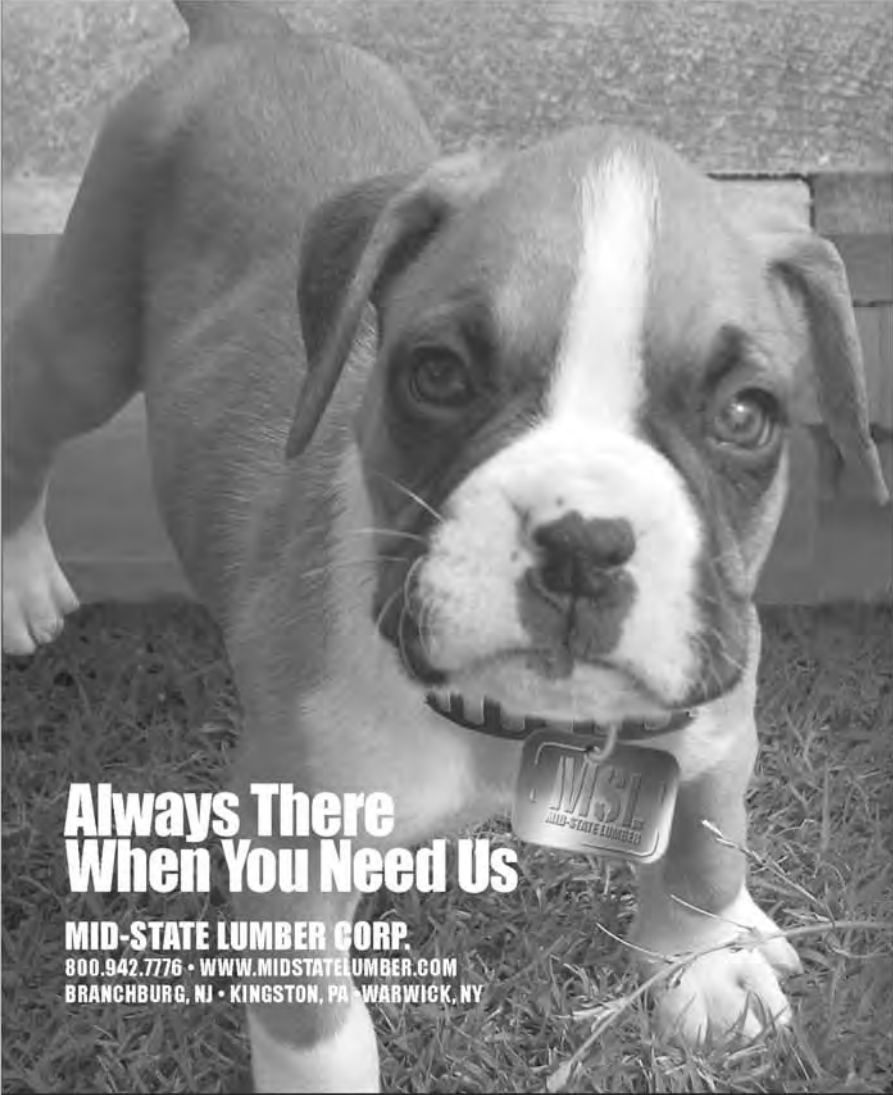
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TRADE TALK

Continued from page 33

Lumber Group, a lumber and building products distributor. As part of the deal, U.S. Lumber will begin distributing Great Southern's pressure-treated and kiln-dried lumber products, sold under the YellaWood brand by company leader Jimmy Rane.

A spokesman for the Abbeville, Ala., company, said that U.S. Lumber would sell the products from South Carolina through Maryland where YellaWood is not now available. U.S. Lumber will sell its specialty products to existing Great Southern dealers in the Midwest, Southwest and Caribbean.

Great Southern has 10 treating plants, including a 62-employee operation near U.S. 90 and McDonald Road in Irvington. It is currently building an 11th plant in Brookhaven, Miss.

SFPA Launched New Website

Kenner, La.—The Southern Forest Products Assoc. (SFPA) has launched a new website to serve markets for Southern Pine lumber around the world. SouthernPineGlobal.com is now online to serve international traders of Southern Yellow Pine (SYP) in nine languages.

The site provides a new business-to-business presence for its affiliated exporters. "Exporters now have a high-visibility internet domain, an online kiosk in the international marketplace for the world trade of Southern Yellow Pine," said Richard Kleiner, SFPA Director of International Market Development.

Three features help importers find sources of supply—a purchase inquiry service, product locator, and a directory listing 33 export firms. Purchase inquiries are immediately distributed to all SFPA producers, or importers may choose to find a specific exporter of SYP material using the product locator. Selections include rough export grades, dimension lumber, pressure-treated, certified wood, pallet and packaging stock, piling, poles and logs.

SFPA also welcomed Fiber Technologies Inc., Spokane, Wash., as a new member.

Established in 1990, FTI America is one of the largest forest products companies in the Northern U.S. Company president Cal Larson will represent FTI with SFPA.

For more information visit the new site at www.SouthernPineGlobal.com or www.sfpa.org.

Reeves Promoted to Vice President of Sales and Marketing

Dothan, Ala.—Wholesale Wood Products, based here, recently promoted Warren Reeves as vice president of sales and marketing.

Established in 1979, Wholesale Wood Products distributes building materials throughout the Southeast region. The company has two locations and services Alabama, Georgia, Florida, Mississippi and Tennessee.



Warren Reeves

Jackson Lumber & Millwork Adds New Warehouse

Lawrence, Mass.—Jackson Lumber & Millwork, based here, will spend approximately \$2 million to remove a 107-year-old building on its property and replace it with a 23,000 square foot steel, rack-supported warehouse.

The company's president Al Torrisi said the operation was once used to assemble doors, but was found inefficient because of the slow speed of its aging equipment.

"An old mill building is always a risk, with wooden floors and beams in a densely populated area with commercial and residences," he explained. "We are enhancing the property, safety-wise and the whole block will look nice when it's completed by late spring or early summer."

The new building will have more room for additional building material products, including tall racks for lumber, accessible by forklift.

"When the boom does come back, when we start to see the numbers again, our company will be poised and ready," he said.

OBITUARY

Everett "Mac" McAllister

Brattleboro, Vt.—Everett "Mac" McAllister died recently. McAllister was born in 1941 and worked for Cersosimo Lumber Co. for 48 years. "His skill and dedication while managing a key shipping facility earned Mac the admiration of every person he came in contact with," Cersosimo's General Manager Dan Harrison said. "He was one of those incredible people that we loved to have our customers meet knowing he would always make a great impression."

McAllister was born in Richford, Vt., on November 21, 1941, the son of Leslie and Beatrice (Ryea) McAllister. He was raised and educated in Richford, eventually moving to Brattleboro.

In his spare time he enjoyed hunting, playing softball in the greater Brattleboro Men's League, woodworking and sharing time with his family. He was an avid Boston Red Sox and New England Patriots fan. He was mechanically inclined and was known as an excellent mechanic. On February 4, 1961, in Richford he was married to Patricia Ann Paquette who survives him. Besides his wife of 50 years he leaves, two sons, Michael McAllister and wife Susan of Raleigh, N.C., and Jeffrey McAllister and wife Lori of Brattleboro; two daughters, Vicki Washburn and husband Craig of Putney and Angela McAllister Campbell and husband Mark of Brattleboro; three brothers, Garnold McAllister of Vernon, Morton McAllister of Brattleboro and Norman McAllister of Newport, Vt.; one sister, Marjorie Paquette of Brattleboro; five grandchildren, Sasha, Colby, Nicole, Miranda and Philip, and two great grandchildren, Damien and Paige. Additionally he leaves many nieces, nephews, grandnieces and grand-nephews. McAllister was predeceased by one brother, Maynard McAllister and a sister Virginia McAllister.

"People like Mac are the foundation upon which great companies are built," Harrison noted. "His legacy will be to provide inspiration for all of us for many years to come."

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JUNE

Maritime Lumber Bureau, Annual Meeting, Halifax Marriott Harbourfront Hotel, Halifax, Nova Scotia. Contact: 902-667-3889. June 15-17.

JULY

Southeastern Lumber Manufacturers Assoc. Inc., Annual Conference, Amelia Island, Fla. Contact: 770-631-6701. July 20-24.

AUGUST

Southern Forest Products Association, Annual Meeting, Atlanta, Ga. Contact: 504-443-4464. Aug. 9-10.

SFPA/Expo 2011, Georgia World Congress Center, Atlanta, Ga. Contact: 504-443-4464. Aug. 11-12.



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