

The Softwood Buyer  
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# The Softwood Forest Products Buyer

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Vol. 27 No. 1 The Softwood Industry's only newspaper....now reaching 39,725 firms (20,000 per issue) January/February 2012

## NAWLA Traders Market® Celebrates Increased Attendance

**Las Vegas, Nev.**—The 2011 North American Wholesale Lumber Association (NAWLA) Traders Market®, held here at the Mirage Resort & Casino, was an unqualified success, said representatives of the host organization. The event brought together almost 1,300 lumber buyers and sellers to the premier lumber tradeshow in North America. Despite the current eco-

*Photos By Terry and Wayne Miller*  
nomic conditions, overall attendance increased 11% from 2010.

"The response to our first show in Las Vegas was phenomenal," said Gary Vitale, NAWLA President/CEO. "The attendance was the highest since 2008 and over 97% of the attendees said their overall impression of the show was

*Additional photos on pages 12, 14, 16 & 18*

*Continued on page 9*



Andis Yu, Artemis International Forest Products, Richmond, B.C.; Alden Robbins, Robbins Lumber Inc., Searsmont, Maine; Joseph Galvin, Horstmeier Lumber Co., Baltimore, Md.; Jim Robbins, Robbins Lumber Inc.; and David Galvin, Horstmeier Lumber Co.



Chris Retherford and Merry and Ralph Schmidt, Lazy S Lumber Inc./Columbia Cedar, Kettle Falls, Wash.; Jimmy Epperson, Cedar Creek, Statesville, N.C.; and Tony Maben and Todd Fox, Lazy S Lumber Inc./Columbia Cedar

## WRCLA Seminar Welcomes Members And Guests

**Las Vegas, Nev.**—The Mirage Resort & Casino was the site of the recent seminar hosted by the Western Red Cedar Lumber Association (WRCLA), held in conjunction with the 2011 NAWLA Traders Market.

The WRCLA hosted a panel discussion on the topic: The Evolving Distribution Role: How Has It Impacted The Western Red Cedar (WRC)

Business?

Al Patey, of Paradigm Training Inc, facilitated the panel. In addition to market trend information provided, this session's panel consisted of prominent industry distribution colleagues. These experts responded to a list of pre-

*Additional photos on page 18*

*Continued on page 10*

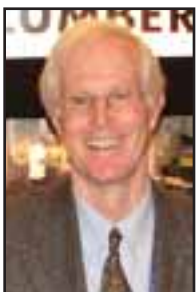


Brad Morrow, Coastal Forest Products, Bedford, N.H.; Ron Enyeart, Enyeart Cedar Products, Portland, Ore.; Matt Yates, Capital Lumber Co., Tacoma, Wash.; Bob Dewald, Reid and Wright Inc., Broomfield, Colo.; Bob Hanson, Weekes Forest Products, St. Paul, Minn.; Patrick Sinclair, Forest Products Supply Co., St. Louis, Mo.; and Jack Draper, WRCLA, Vancouver, B.C.



Darren Barker and Marc Belzil, West Bay Forest Products, Blaine, Wash.; and Michael Mitten, Gilbert Smith Forest Products Ltd., Barriere, B.C.; and Scott Knutson, Sprenger Midwest Inc., Sioux Falls, S.D.

## Softwood Forecasts For 2012



**Dan Paige**  
Sandy Neck Traders  
Harwich, Maine

We are forecasting a 10 to 12 percent increase in 2012 based on customer growth in one segment of our customer group, and the addition of 1 to 2 people in our office.

2010 was a better finish for us than 2011. We had double digit increases the last three months of 2010. The last 3 months of 2011 are down compared to 2010.

2012 will continue the just-in-time inventory management philosophy that resulted in all members of the supply chain – mill, wholesaler and cus-

*Continued on page 10*

**Erol Deren**  
Idaho Forest Group  
Coeur d'Alene, Idaho

Idaho Forest Group business forecast 2012 includes a 10 percent increase in volume due to producer attrition and a slow housing recovery. We anticipate little change in lumber pricing.

2011 ended slightly worse than 2010 for us.

In regard to potential problems in the wood industry in general for 2012, we anticipate relatively low consumption, as well as a margin squeeze between log costs and lumber pricing. Trucking

*Continued on page 10*



**Alden Robbins**  
Robbins Lumber Co.  
Searsmont, Maine

I would expect 2012 to follow the same route as 2011. I can't see anything changing on the housing front, and there are a number of global variables that could seriously threaten any chance of a quicker recovery.

Election years tend to leave people scratching their heads, with one side highlighting how bad things are, with the incumbents trying to prove we are on the right path. I am not banking on any steady increase in business till at least 2013, and being a sawmiller, I am about as

*Continued on page 10*





## Who's Who In Softwoods



**JAMES ABBOTT III**

**James Abbott III** is national accounts sales manager for **Boise Cascade Engineered Wood Products**, located in Lansdale, Pa. Boise Cascade Engineered Wood Products manufactures and markets engi-

Continued on page 24



**STEPHEN BENNETT**

**Stephen Bennett** is owner of **Ultrabuilt Play Systems**, located in Nova, Ohio. Ultrabuilt Play Systems manufactures children's wooden play sets from pressure treated MCA Pine (No. 1 KDAT 19%, 2x4, 2x6, 4x4, 1x4 and

Continued on page 24



**BRYAN LUNDSTROM**

**Bryan Lundstrom** is responsible for sales and marketing at **Mid Valley Lumber Specialties Ltd.**, based in Aldergrove, B.C. Mid Valley Lumber Specialties produces fencing, boards, dimen-

Continued on page 35



**BRAD MEHL**

**Brad Mehl** is lumber trader for **Patrick Lumber Co.**, located in Portland, Ore. Patrick Lumber offers Douglas-Fir, Hemlock, Alaskan Yellow, Incense, Port-Orford, and Western Red Cedar, Alder, Sugar and Ponderosa

Continued on page 35



**DANIEL PAIGE**

**Daniel Paige** is General Manager for **Sandy Neck Traders**, based in South Dennis, Mass. Sandy Neck Traders sells Eastern White Pine boards, patterns, beams and Extra Wide Pine Flooring, as well

Continued on page 25



**P. KEVIN PORTER**

**P. Kevin Porter** is outside salesman for **Hood Distribution-McQuesten Group** located in Milton, Vt. Hood Distribution purchases in excess of 10 million board feet of Eastern White Pine; Incense Cedar;

Continued on page 25

## NAHB Predictions For Home Starts

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

Even though mortgage rates are near 4.0 percent and home values compared to income are favorable, tight lending policies and weak consumer confidence have kept buyers away from the housing market this year. In addition, many potential buyers are struggling to sell their current homes. As a result, single-family starts are expected to be 420,000 in 2011 compared to 471,000 last year. However, single-family permits are trending up and APA's single-family forecast for 2012 is 440,000 starts. The single-family forecast relies on pent-up demand in just enough local markets to put more builders back to work.

Multifamily starts and permits are trending up and 175,000 starts are expected in 2011 compared to 116,000 last year. The forecast is for 190,000 multifamily starts in 2012. The multifamily forecast relies on a continuing demand for rental units as more people get back to work and as many households turn from doubling up to "moving out."

The National Association of Home Builders (NAHB) is predicting that home prices will decline only another three percent before hitting bottom in early 2012. They say that prices have already begun to move up in some markets. NAHB is predicting a 15 per-

cent increase in housing starts next year to 681,000 units with 495,000 single-family and 186,000 multifamily.

Another U.S. recession, triggered by the European debt crisis, has been predicted by some economists and this could delay the housing recovery. However, the first report on third quarter GDP growth was a welcome 2.4 percent and some are predicting growth of over three percent in the fourth quarter. In addition, housing could benefit from the newly revised Home Affordability Refinance Program which could provide refinancing to nearly 1.3 million borrowers and potentially decrease the odds of those people entering the foreclosure pipeline. The program would cut about two percentage points off mortgages. This program is designed to assist underwater owners as well as those seeking conventional refinancing. It could help many stay in their homes or provide extra spending money to stimulate the economy. Contact: Craig Adair at [craig.adair@apawood.org](mailto:craig.adair@apawood.org)

untary agreements," said Kenneth Gradia, chairman of the National Carriers' Conference Committee, which bargains on behalf of the railroads. "In a tough economy, these agreements offer a terrific deal for rail employees. They lock in well-above market wage increases of more than 20 percent over six years, far exceeding recent union settlements in other industries."

### Senate, House Wilderness Actions

Both the Senate Energy and Natural Resources Committee and the House Natural Resources Committee recently took steps to advance or consider wilderness proposals, many of which have seen very little action in recent years.

The Senate Energy and Natural Resources Committee chaired by Jeff Bingaman (D-NM) approved by voice vote a package of wilderness, national parks, energy and infrastructure bills and moved them onto the full Senate for later consideration. It was the first action by the Committee to advance additional wilderness areas during this Congress.

Even though the bills passed easily, two Committee members not present for the markup Senators Mike Lee (R-UT) and Rand Paul (R-KY), pledged not to support each bill carte blanche when they reach the Senate floor.

The Committee is expected to take up another round of land bills later, which undoubtedly will be more controversial. These will likely include among others, allowing an Alaskan native corporation to acquire lands from the Tongass National Forest outside of the area covered in their long-term agreement with the U.S. Government.

Representative Rob Bishop, chairman of the House National Parks, Forests and Public Lands Subcommittee, held a hearing to review six bills which would designate new wilderness areas, and heard a proposal from Representative Jason Chaffetz (R-UT) that would require the

Department of Interior to sell 3.3 million acres located in Utah to the highest bidder.

Following the hearing Chairman Bishop said that the wilderness proposals, which totaled about 125,000 acres, and included the Devil's Staircase in Oregon and the expansion of the Alpine Lakes wilderness in Washington State, would not be packaged into a comprehensive omnibus public lands bill, but rather each bill would be examined on its own merits.

This was the first hearing in which the Committee considered wilderness proposals this session and Congress has not passed any wilderness bills for the past two-and-a-half years.

### Wilderness Proposal

Secretary of Interior Ken Salazar, recently issued a report to Congress that proposed 18 backcountry areas in nine states as either national conservation or wilderness areas on lands managed primarily by the Department of Interior as part of his "America's Great Outdoors" effort. According to the Secretary these areas have significant local and bipartisan Congressional support for classification into a protective status. Bob Abbey, BLM Director justified the proposal for additional wilderness areas by outlining that his agency oversees 245 million acres and currently only 8.7 million acres of those lands or 3.5 percent are in wilderness status.

Some of the areas designated for the special listings include: California; Idaho; Montana; and Washington. Congress will still have to act on any of these proposed areas, and the House has been very reluctant to approve any new wilderness areas during this session.



## THE WASHINGTON SCENE

### Railroad Strike Averted

The threat of a costly national railroad strike during the busy holiday season was recently averted after the freight rail industry settled labor disputes with two of its unions and agreed to extend talks with a third.

Without the agreements, the railway unions could have begun striking. Retailers warned that a rail strike would cost businesses and consumers \$2 billion a day.

The National Railway Labor Conference, which represents the railroads in bargaining talks, said its negotiators would try to reach an agreement with the final union before February 8, 2012.

The agreements with the

Brotherhood of Locomotive Engineers and Trainmen and the American Train Dispatchers Association came just hours after Republican House leaders said they would move to vote on emergency legislation to prevent a work stoppage.

The group of more than 30 railroads — including Union Pacific Corp., CSX Corp. and Burlington Northern Santa Fe — has been trying for more than a year to reach collective bargaining agreements with 13 unions representing about 132,000 workers.

With the help of federal mediators, the railroads have now settled with 12 of the 13 unions in the current bargaining round. The only unsettled union is the Brotherhood of Maintenance of Way Employees, which has about 25,000 workers.

"Everyone wins when we reach vol-



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# NEWVIEW OKLAHOMA Turns An Insightful Vision Into Pine Product

By Clare Adrian



Employees of NewView Oklahoma turn 200,000 board feet of No.1 or Better Southern Yellow Pine into 30,000 plus wood chocks per year.

Wheel chocks are a consumable item as they get broken and weathered, so production is steady at New View.

**Oklahoma City, Okla.**—The highly skilled workforce at NewView Oklahoma that processes Southern Yellow Pine into chocks to keep grounded aircraft in place for the U.S.

Military knows the value of a safe secure mooring. Some 87% of the company's employees are visually impaired in varying degrees. "It's a matter of training and machine

modification," said Thomas Larson, communications and community outreach specialist for the company, which is the leading employer of the blind and vision impaired in

Oklahoma, and the only private agency offering specialized services for people living with vision loss.

Accounts payable/payroll manager, Christian Gorshing, has been purchasing upwards of 200,000 board feet of certified Southern Yellow Pine annually, No. 1 or Better to produce 30,000 plus units of product in recent years.

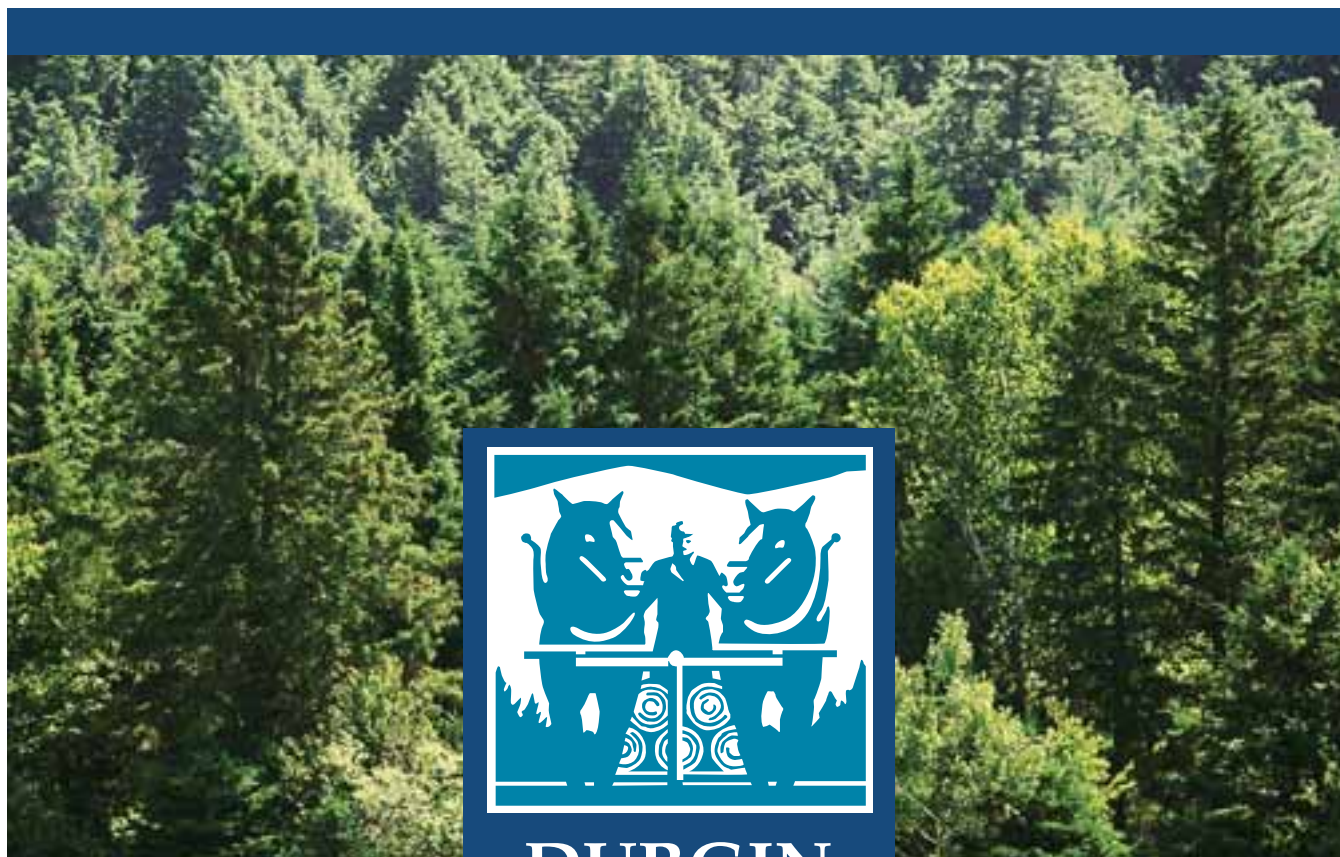
Formerly known as the Oklahoma League for the Blind, the mission of New View remains the same, which is to empower people who are blind and vision impaired to achieve their maximum level of independence through employment, rehabilitation and community outreach, a substantiated goal since 1949. Top priority for the original six founding board of directors, blind themselves, was promoting independence through in-house job training for dependably contracted jobs, which was successfully secured and maintained with government and private industries.



From the first government contract to manufacture rubber door mats from old automobile tire strips to another long-term partnership formed in 1956 with Tinker Air Force Base sorting jet engine parts, the company's reputation for excellence has attracted a bevy of diverse contracts over the years from wooden ladder manufacturing, to parking meter repair, creating in-flight dining packets, assembling telephone terminal blocks and rebuilding jet engine parts for Tinker Field.

The current wheel chock contract was secured with Vance Air Force Base in Enid, Oklahoma in the 70s, and today NewView Oklahoma is the primary supplier of wheel chocks for the U.S. Military airplanes through the Defense Finance and Accounting Services, shipping them to bases worldwide. Other commercial con-

Continued on page 25



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# FOSTER LUMBER—Serving Customers To The Fullest Extent

By Bridget McCreary



Dave Jones, president of Foster Lumber Co.



Vallejo Contractor and sales manager Bob Wheat (left) shown here with customers.



The firm stocks Douglas Fir in 1x2 through 6x12. In dimensional lumber, the company stocks #2 and better treated, Douglas Fir in sizes 2x4 through 6x12. Other products include edge- and end-glued Radiata Pine that's treated with preservative and then pre-primed for customers, and a full line of Redwood lumber in multiple grades and in sizes ranging from 1x2 through 8x8.



Foster's lumber is grown on 100 percent solar energy.



One of Foster Lumber's customers Bruce Tucker, Tucker Construction photographed here with Bob Wheat.

**Vallejo, Calif.**—Ever since Foster Lumber opened its doors in 1920 the company has been focused on exceeding customer expectations, even if it means going out of its way to get the job done. "Customers can ask us to do anything," said Dave Jones, president of the firm, which has locations in Vallejo and Fairfield, Calif. "This company was built on the formation of long-term partnerships with customers. If we can do it, we'll get it done."

With 25 employees, Foster Lumber carries a wide range of lumber, including Douglas Fir; a Redwood line (for fencing, decking, interior trim and siding); Pine boards; dimensional, treated lumber; OSB; plywood; some domestic and exotic hardwoods; and a line of molding, trim, doors and windows. It also sells reinforced steel and roofing products, sheetrock and concrete.

One of Foster Lumber's mainstays is #2 and better Douglas Fir, which is standard framing material in California. The firm stocks that particular species in 1x2 through 6x12. In dimensional lumber, the company stocks #2 and better treated, Douglas Fir in sizes 2 x 4 through 6 x 1 2 . Other products include edge- and end-glued Radiata Pine that's treated with preservative and then pre-primed for customers, and a full line of Redwood lumber in multiple grades and in sizes ranging from 1x2 through 8x8.

Until the last few years, Foster Lumber procured 80 percent of its green Douglas Fir from Northern California. The company uses about 3.4 million board feet of lumber and 1.9 million square feet of panel products annually, with the majority of that lumber originating in Central and Southern Oregon, and purchased from sawmills, distributors and plywood plants.

The economic recession hasn't made that proposition any easier for Foster Lumber, a full-service, fully stocked lumber company whose corporate motto is, "What you want, Where you want it, When you need it." Aside from the fact that customers are more discerning and frugal than ever, Foster Lumber's main yard happens to be located in the city of Vallejo – the largest city in the U.S. to have declared itself officially bankrupt.

The city filed for bankruptcy in 2008, blaming exorbitant salaries and benefits for Vallejo firefighters and police officers for its woes. The stigma attached with such a widespread financial failure has taken its toll on local businesses, and on the city's ability to attract investment dollars. To combat the challenge, Foster Lumber has turned to a customer-centric mission that has kept the company going strong for nearly 100 years.

"We've fine-tuned our services in order to provide even greater value to our customers, whether they are based locally, or in other parts of the state," said Jones. "We've decided to get even better at what we do best: giving the customers exactly what

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# APA Presents Busy Agenda At Annual Meeting



Tim and Debbie Lewis, Murphy Plywood, Rogue River, Ore.; and Kevin and Stacy Daugherty, Swanson Group Inc., Glendale, Ore.



Don Grim, Hood Industries, Hattiesburg, Miss.; and Dave Gagnon, Samuel Strapping Systems, Woodbridge, Ill.



Cathy Slater, Weyerhaeuser, Federal Way, Wash.; and Tom Temple, Potlatch Corp., Spokane, Wash.



Jim Walsh and David Smith, Rosboro, Springfield, Ore.



Martin Murphy, Raute Canada Ltd., Delta, Canada; Teresa and Jim Thompson, Plum Creek, Seattle, Wash.; and Bruce Alexander, Raute Canada Ltd.



Kelly Devlin, APA, Tacoma, Wash.; Tom Temple, Potlatch Corp., Spokane, Wash.; and Marilyn Thompson, APA

**New Orleans, La.**—More than 300 members, spouses, and guests of the APA-The Engineered Wood Association and The Engineered Wood Technology Association (EWTA) registered to attend the Association's recent annual meeting at The Roosevelt Hotel.

Mary Matalin, former presidential advisor and contributor to CNN, I gave the keynote address to the general session. Matalin is a political veteran who served as deputy campaign manager on President George H. W. Bush's 1992 re-election bid and who was later assistant to President George W. Bush and counselor to Vice President Dick Cheney. Matalin is currently a political contributor for CNN where she regularly brings her outspoken views on Congress, the Obama Administration and the 2012 elections.

The General Session also included the "State of the Industry" address by APA Chairman Jeff Wagner and an update from APA President Dennis Hardman.

The EWTA Info Fair exhibition was part of this year's meeting, as well as

Continued on page 33



Paul Watterson, Georgia-Pacific Wood Products LLC, Atlanta, Ga.; and Kerlin Drake, Anthony Forest Products, El Dorado, Ark.

Mary Jo Nyblad, Boise Cascade LLC, Boise, Idaho; and Mark McLean, Roseburg Forest Products, Dillard, Ore.



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# Schooler Receives Honor At PWLA Gathering

Photos By Kathy Brock



Mike Foster, (Outgoing PWLA president), Patrick Lumber Co., Portland, Ore.; Mike Zumwalt, (Incoming PWLA president), Hampton Lumber Co., Portland, Ore.; Paul Donahue, (PWLA vice president), RLD Company Inc., Vancouver, Wash.; and Reid Schooler, (PWLA secretary/treasurer), Hampton Lumber Co., Portland, Ore.



Bob Krester, Hampton Lumber Co., Portland, Ore.; Eric Schooler, PWLA Lumberman of the Year 2011, Collins Pine Co., Portland, Ore.; and Diane Schooler, Guest, Portland, Ore.



Gordon King and Mike Phillips, Hampton Lumber Co., Portland, Ore.; and Joe Nealon, Pacific Western Lumber, Lakewood, Wash.



Matt Kolar and Joe Griffith, American International Forest Products, Beaverton, Ore.; Leonard Greer, Bridgewell Resources, Portland, Ore.; and Stan McGehee, Weyerhaeuser, Federal Way, Wash.



Wayne Holm, Oregon-Canadian Forest Products, North Plains, Ore.; Loren Krebs, Disdero Lumber Co. (retired), Portland, Ore.; and Chris Close, Frank Lumber Co. Inc., Mill City, Ore.



Jerry Farley, J.H. Baxter & Co., Portland, Ore. and Mike Rowan, Bridgewell Resources, Portland, Ore.

**Portland, Ore.**—Eric Schooler, of Collins Pine Cos., Portland, Ore., was named the 2011 Lumberman of the Year at the recent Christmas luncheon at the Portland Airport Embassy Suites Hotel here, hosted by the Portland Wholesale Lumber

Continued on page 33



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Wil Kuester, Seneca Sawmill Co., Eugene, Ore.; Mark Porter and Gordon King, Hampton Lumber Co., Portland, Ore.



Kevin Paldino, Collins Pine Co., Portland, Ore.; Scott Manke, Manke Lumber Co., Tacoma, Wash.; Mike Holm, Oregon-Canadian Forest Products, North Plains, Ore.



Mike Foster, PWLA president, Patrick Lumber Co., Portland, Ore.; Davy Logue, RLD Company Inc., Chehalis, Wash.; and Don DeVisser, West Coast Lumber Inspection Bureau, Tigard, Ore.

Nate Vahl and Rodger Seid, Torgerson Forest Products Inc., Beaverton, Ore.; and Steve Snyder, Action Wood Products, Turner, Ore.



Additional photos on page 18



# DAN HARRISON Retires From CERSOSIMIO After 29 Years

By Terry Miller

**Brattleboro, Vt.**—Vice President and General Manager of Cersosimo Lumber Co., Dan Harrison, has announced his retirement.

A seasoned lumber industry representative, Harrison has over 29 years of experience in the forest products industry. Prior to Cersosimo he worked in field sales for 10 years at Caterpillar Products. He obtained a bachelor's degree of science in marine engineering from Maine Maritime Academy in 1972, became a licensed engineer for the U.S. Coast Guard and served as a commissioned officer in the U.S. Navy.

During his tenure with Cersosimo, he was involved in a new sawmill startup along with implementation of band mills in Brattleboro. Harrison served on the Hardwood Manufacturers Association's board of directors as second Vice President in 2001, first Vice President in 2002 and became President of the association in 2003. Involved with the HMA since approximately 1994, he currently serves on the executive committee. He was also on the board of directors for the Northeastern Lumber Manufacturers

Association for four years and served on the board of managers for the National Hardwood Lumber Association for six years.

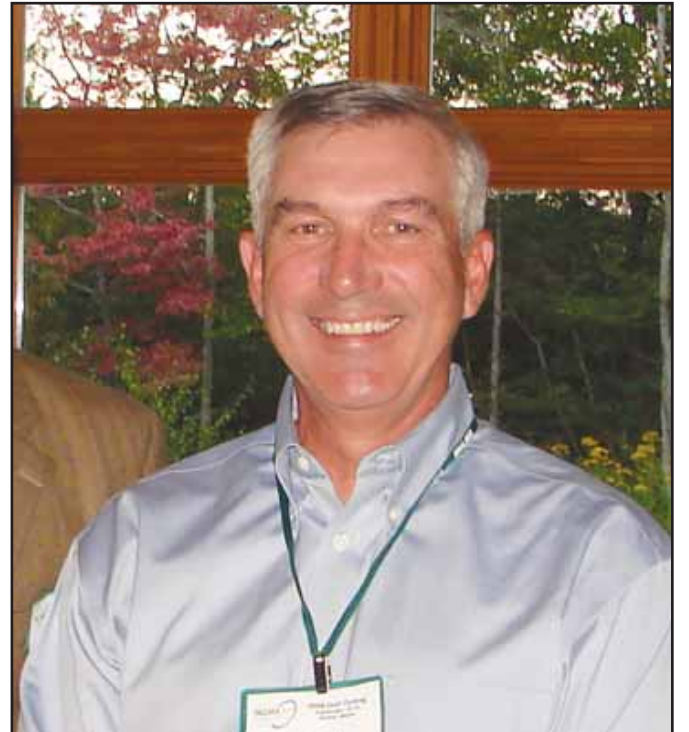
Marketing exclusively to the wholesale and distribution trade, Cersosimo Lumber annually manufactures and markets over 40 million board feet of high quality Eastern White Pine lumber and hardwoods.

Eastern White Pine products include NELMA graded S4S board Pine in 4" to 12" widths. Cersosimo also offers a wide array of NELMA pattern stock, all graded by NELMA-certified graders in their Pine Products facility. In addition, the company produces 4/4 to 8/4 random width Pine, kiln-dried to 6-8%, rough or S2S.

Hardwood species produced include red and white oak, hard and soft maple, yellow birch, northern white ash, cherry, and beech in primarily 4/4 thicknesses with some 5/4 and 8/4 sawn as the market dictates. All hardwood lumber is graded after kiln drying by their NHLA certified staff in a high production in-line grading, planing and packaging facility.

Cersosimo has been involved in the international market for a number of years and has assumed a sizable presence in the export market in recent years. For more information visit [www.cersosimolumber.com](http://www.cersosimolumber.com).

Harrison has been married to Susan for 33 years. He enjoys hunting, fishing and boating. He and his wife have traveled and hunted across the globe. Industry friends can reach him by email at [d.harrison2009@hotmail.com](mailto:d.harrison2009@hotmail.com).



Dan Harrison

**NAWLA -**  
Continued from page 1

excellent or good. Traders Market continues to be the industry leader."

The overall attendance of the show was 1,276, a significant increase over 1,149 in 2010. Also increasing was the number of countries represented at the show, with companies from 10 countries participating. As in 2010, the attendee profile was split almost evenly between manufacturers and wholesalers. There were 656 attendees from manufacturer companies and 558 from wholesale companies.

While the primary focus of Traders Market is networking on the show floor, this year's show offered attendees even more value. Industry leaders packed the Magellan Network breakfast to hear Steve Lovett and Craig Larsen discuss the Softwood check-off and global promotion efforts. The keynote speaker, Chuck Leavell, is a renowned tree farmer and the keyboardist for the Rolling Stones. He entertained a full house with his music and stories of Mick and Keith while also speaking passionately about forest stewardship. The Welcome Reception, in addition to being the place to renew friendships, gave attendees the chance to watch the dolphins perform outdoors at Siegfried & Roy's Secret Garden and Dolphin Habitat.

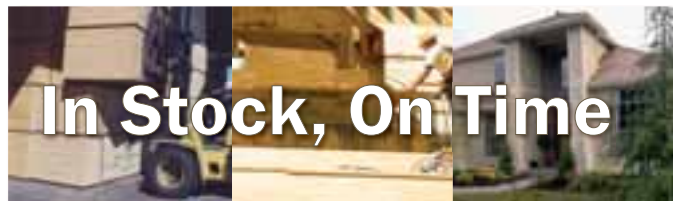
"For over 16 years, NAWLA's Traders Market® has provided the industry unparalleled networking and business opportunities," said Vitale. "Despite our past success, NAWLA is always looking to the future. This year, we had programs geared towards the next generation of leaders, including a Wood Basics Course Alumni reception and a special focus group exercise for future leaders."

Traders Market will return to Chicago in 2012 and will be held Nov. 7-9 at the Hyatt Regency Chicago. Registration is once again exclusively online.

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

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

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**NAWLA -**  
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associations in North America. For more information, please visit [www.nawla.org](http://www.nawla.org).

**WRCLA -**  
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pared questions relating to the evolving role of the distributor and how it impacts Western Red Cedar business, as well as encourage discussion about future opportunities for improving WRC's competitive position.

Among the observations shared at this seminar were these:

Even though sales of WRC have declined 30 to 40 percent, the species has retained its percentage of overall sales, and in some cases, increased in proportion to overall sales. The overall view is that Cedar is holding its position, which is positive and must be reinforced to the retail level. It was noted that retail stores are not stocking or creating demand for WRC, and this was a concern to a number of

attendees. WRCLA serves the Cedar industry, representing both manufacturers and distributors. For more information about the association, visit online at [www.wrcla.org](http://www.wrcla.org).

**SOFTWOOD FORECASTS - Paige**  
Continued from page 1

tomor – having smaller inventories onhand, and thus needing quicker replenishment. We have also seen more new potential customers seeking credit, but not qualifying.

Coupling escalating shipping costs with the increasingly frequent smaller deliveries that customers require makes controlling freight costs or even predicting them fairly difficult. We continue to use our own trucks whenever possible and look to consolidate runs.

We are building a new office building that will allow us to grow the business well into the future. We plan to add three to four sales, buying and administrative personnel in 2012 that will target new business.

**SOFTWOOD FORECASTS - Deren**  
Continued from page 1

availability is becoming increasingly tight.

Some new services or products Idaho Forest Group has as a result of creating new ways to do business are focused on: exports, custom sizes, more specialties, distribution services and tactical production restraints.

**SOFTWOOD FORECASTS - Robbins**  
Continued from page 1

optimistic as they come!

It will be close, but I feel 2011 will end slightly better for our company. I think everyone is getting used to operating on leaner terms, and refocusing on details that were neglected during more prosperous times. We are doing less with most customers, but have increased our customer base and that has held the volume of total sales up. In times like these, it can be easier to capitalize on weaknesses in your competition. Potential customers are more eager, and have the time to lis-

The Softwood Forest Products Buyer

ten to, any advantage you might be able to bring them, whether that be better pricing, products, or turns.

The problems we foresee in the wood industry in general for 2012 include: lack of market would be the biggest issue, but we have been dealing with this for a few years now. Instability in the Middle East, especially with what is going on with Iran, could lead to spikes in energy prices, which is always a big concern for our industry. Regionally, we have seen a tremendous amount of consolidation of retailers, larger companies are buying up smaller independents, which can require shifts in how you go to market. Shipping has not been so bad for us. We saw a period in late spring where trucks were a little scarce, but we have some good local providers who we can depend on so that helps. More and more of our customers end up dealing with their own freight nowadays, so that removes some of these issues as well. The trucking industry as a whole has seen a tremendous amount of consolidation in the last couple of years, which could lead to greater issues when business does pick up. We do very little with rail.

We have made significant investments in areas which allow us to service our customers better. We have put in a new spray line in our coatings factory, which increases our production, and gives us more flexibility to do more products and makes a better looking product. We have increased the size and scope of our re-man operations, with automated racking systems and more depth in our custom milling operations. We have added another full time truck and trailer to facilitate faster delivery times. We have worked on designing a new solid board slat wall system, to help utilize shorts, and to tap into new markets.

**Carlos Furtado**  
Sawarne Lumber Co.  
Richmond, B.C.



We think 2012 will be a little better than 2011 and we're basically forecasting a 10 percent increase in our business, which we think is achievable. The reason for this is because we think that we've pretty well reached bottom; there's only one way to go and that's to go up.

The lack of housing starts is the main problem we see ahead in 2012, and just basically the recession. They've just been hard hit, and it's all over the world and it will take some time to get over it, so we think that the start of it will probably happen in 2012 and will get better from then on.

In regard to shipping challenges, over-the-road truck shipments are fairly tough to get. You usually have to wait a week or so before you can get a truck, but van shipping and car shipping hasn't been a problem.



**Kenny Bernstein**  
Mid-State Lumber  
Branchburg, N.J.

We believe 2012 will run very similar to 2011. We do not see any improvement in the economy, specifically the housing market, construction market or the credit market, and the continued regulation over building here in the mid-Atlantic and

Continued on page 11

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**SOFTWOOD FORECASTS - Bernstein**

Continued from page 10

Northeast will remain strict, so, between the regulations and credit and overall housing inventories, I think we're in for as tough a go as 2011.

In regard to the existence of demand for lumber on a quicker basis supply, yes, just-in-time replenishment inventories are playing a larger and larger role. We see dealers pushing down cash flows, putting a cap on their own cash flows, and their credit has been stringent, so inventories in the pipeline throughout 2012 I think are going to diminish.

On the positive side, we had the ability this year to open up new accounts and go into newer areas, just because of those same reasons where there are credit crunches out there and low inventories among the wholesalers as well as the retailers.

In regard to shipping, I think that's tied into the energy costs, I think we'll definitely see oil and electric costs going up next year.

New services or products that we have now as a result of trying to create new ways to do business during these challenging times include: adding everyday service to the states of Connecticut and Rhode Island, for example. We've also added a couple of new product lines. One is Royal Building Products and Tamco Evergreen Decking.

**Greg Ryback  
Trinity Forest  
Industries, Inc.  
Hurst, Texas**



We do believe that 2012 will be better than 2011. We cater to the higher end portion of the business and that was hit pretty hard during the recession but the general Texas economy is doing better than the rest of the country and there is an in-migration of corporations to the plus of about 8,000 a month into the state of Texas. Some of that is falling in the Houston area, with petro-chemicals; some is falling in Austin, San Antonio and north Texas – all the markets that we serve.

Challenges we foresee in the wood industry in general for 2012 are related to supply. Again, we're in the higher end of the business and because of attrition in our industry and cutbacks at the sawmills and a desire to cut other species, rather than the ones that we specialize in, is creating a pretty tough situation right now in getting certain products that we supply to the market.

Inventory levels are very low or non-existent in the higher return items, and in commodities the inventory levels are probably the same, but low grade inventory and commodities are about the same.

The cost of shipping is getting to be out of control, both in inbound trucks and outbound. There is a shortage of trucks and people that want to go into certain markets. Some truckers just won't go there because they can't get out of there.

We've certainly tried to look for opportunities in new products and match them with the existing market and competition and things like that. We haven't been real successful. We have expanded our manufacturing reach, and we are also a secondary manufacturer and we have some specialty woods that we are booking and running, and that segment of our business is doing very well.



**Ron Enyeart  
Enyeart Cedar  
Portland, Ore.**

For the year 2012 we expect our overall sales to be trending up. That is a prediction and the reason I say that is our 2011 sales have improved over 2010 and we expect it to continue as a few more new homes are being built and sales of new homes are starting to pick up. I don't know if that's a correct statement or not, it seems like they're starting to pick up.

I would say we've already seen 10 percent increase this year over last. I can only speak for ourselves.

Our sales are tied pretty much to the new homes, the new Cedar, the remodeling industry that uses Cedar decking, siding, fencing and timbers for trellises and arbors. Also, the industrial applications that we do sell is probably up, again, over last year.

I think the cost of shipping is certainly higher than a year ago and it probably will continue to be an issue because the lack of truckers on the road and the lack of qualified drivers to drive the trucks will create shipping issues for our materials. That is a

given. We anticipate more difficulty and availability and the upward pricing of freight as our business improves.

We're doing exactly what we did during the good times and that is, sell reasonably prompt shipments of highly mixed loads but we got pretty good at that when times were good and now that's the business model that really works when times are not as brisk as they used to be.

Clearly we're in a market where you could make less errors or recover from making mistakes and that's what we constantly talk about when we buy wood we want to be pretty sure it's sellable and in a reasonable short amount of time. We cannot make mistakes and recover like we used to when the volumes were moving at a more brisk pace. So that's something that's always on my mind: not be making mistakes in our buying.

**Bill Adams  
Cedar Creek  
Broken Arrow, Okla.**

We think 2012 will be flat in the first half and up moderately in the second half of the year. You know it's an election year, so there'll be a little bit more optimism hopefully and we do see some signs of some bank softening or thawing if you want to use that term, of

credit terms for construction loans for builders. Now they're allowing them to build spec homes where they weren't a year ago. There's a little bit of that going on, but not much. So that kind of stuff makes us a little bit more optimistic. There are reduced quantities of unsold homes, in terms of the total number which any kind of uptick will likely create some more construction compared to where we are this year. So there are several bellwether pieces of information that are pointing to a modest increase. We still have all the foreclosures to work with and work through. That will take probably a couple to three years to get through them all.

But in the meantime, inventories of unsold new homes are going to decline some more and that should increase activity somewhat. You know, job creation, if we get the unemployment rate down even half a point will create some jobs and all of the prognosticators are pointing to like an 8.8 or 8.7 unemployment rate, which, as bad as it is, it's better than where we are now.



Continued on page 22



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Hank Dunnick, Resource Communications Inc., Grand Rapids, Mich.; Suzanne Hearn, Forest2Market, Charlotte, N.C.; and Gary Vitale, NAWLA, Rolling Meadows, Ill.



Chris Beveridge, Skana Forest Products Ltd., Richmond, B.C.; Lori Needham, Canadian National Railroad, Prince George, B.C.; Kent Beveridge, Skana Forest Products Ltd.; and Kevin Gorski, NorSask Forest Products, Meadow Lake, Sask.



Patrick Hanulak, PPG Machine Applied Coatings, Pittsburgh, Pa.; Tony Jenkins, Northern Priming & Prestain, Kersey, Colo.; and Craig Combs, PPG Machine Applied Coatings, Medford, Ore.



Mickey Brown, Roseburg Forest Products Co., Roseburg, Ore.; Tom Merkert, Capital Forest Products Inc., Annapolis, Md.; Alden Robbins, Robbins Lumber Inc., Searsmont, Maine; and Robert Hoffman, Capital Forest Products Inc.



Allen Peters and Don Graver, UFP Purchasing Inc., Windsor, Colo.; John Branstetter, Vaagen Bros. Lumber Inc., Colville, Wash.; and Adrian Murphy, UFP Purchasing



Aaron Babcock, Tampa International, Tampa, Fla.; and Natalie Macias, Fernanda Vale Garcia, and Craig Larsen, Softwood Export Council, Portland, Ore.



Michel Mizrach and Juan Carlos Quintana, Natural Trade Ltd., North Vancouver, B.C.; David Hanson, Snider Industries, Marshall, Texas; and Carlos Villavicencio, Natural Trade Ltd.



Steve Killgore, Roseburg Forest Products Co., Roseburg, Ore.; Mark Huff and Sarah Huff, Huff Lumber Co., Santa Fe Springs, Calif.; Kevin Childs and James Zurcher, Gulf Coast Shelter Inc., Daphne, Ala.; and Mark McLean, Roseburg Forest Products Co.



Matt Pedrone, Cabot, Newburyport, Mass.; Mark Carter, Edmund A. Allen Lumber Co., Mokenca, Ill.; and Jim Tittle, Cabot, Lemont, Ill.



Cary Williams, Sherwood Lumber Corp., Portland, Ore.; Ahren Spilker, Idaho Forest Group, Coeur d'Alene, Idaho; and Jerry Lawson, Carl Diebold Lumber Co., Troutdale, Ore.



Rick Palmiter, Idaho Forest Group, Coeur d'Alene, Idaho; Mark Dutton, Viking Forest Products, Minneapolis, Minn.; Garth Williams, Idaho Forest Group; Craig Hamanishi, INTL FCStone, Winnipeg, Manitoba; and Bruce McKean, INTL FCStone, Castle Rock, Colo.



Tyson Palmer, Pacific Western Wood Works Ltd., Delta, B.C.; Jack Dalton, Mid-State Lumber Corp., Branchburg, N.J.; Dennis Wight, Pacific Western Wood Works Ltd.; Jack Alley, OrePac Building Products, Wilsonville, Ore.; and Joe Petree, OrePac Building Products, Tacoma, Wash.



Mark Grube, Zip-O-Log Mills Inc., Eugene, Ore.; Bob Dewald, Reid and Wright Inc., Broomfield, Colo.; and Mary Jo Nyblad, Boise Cascade LLC, Boise Idaho



Mike Betz, Pacific Western Lumber, Lakewood, Wash.; Rick Palmiter, Idaho Forest Group, Coeur d'Alene, Idaho; and Bill McGovern, Pacific Western Lumber



Chris Retherford, Lazy S Lumber Inc./Columbia Cedar, Kettle Falls, Wash.; Robert LePage, C.J. Link Lumber Co., Warren, Mich.; and Ralph and Merry Schmidt and Tony Maben, Lazy S Lumber Inc./Columbia Cedar



Archie Rafter, Dean Fedoruk and Sam Satosono, Andersen Pacific Forest Products, Maple Ridge, B.C.; and Vince Bulic, Yaletown Lumber Industries Ltd., Burnaby, B.C.



Chris Fitzgerald, Seaboard International, Nashua, N.H.; Dan Paige, Sandy Neck Traders, South Dennis, Mass.; and Win Smith, Limington Lumber, East Baldwin, Maine



Dillon Forbes, Coastal Plywood Co., Havana, Fla.; Nick Fitzgerald, Universal Forest Products Purchasing Inc., Union City, Ga.; and Tracy Smith and Jim Olson, Coastal Forest Products, Chapman, Ala.



Matt Yates, Capital Lumber Co., Tacoma, Wash.; Brad Flitton, Western Forest Products Inc., Vancouver, B.C.; Guy Burrell, Western Forest Products Inc., Surrey, B.C.; Bill McGovern, Pacific Western Lumber, Lakewood, Wash.; and Russ Nixon, Western Forest Products Inc., Vancouver, B.C.



Kevin Hynes, Hancock Lumber, Casco, Maine; Carl McKenzie, U.S. Lumber Group, Duluth, Ga.; Matt Duprey, Hancock Lumber, and Lawrence Newton, U.S. Lumber Group



Wayne Miller, The Softwood Forest Products Buyer, Memphis, Tenn.; Mark Herms, Herms Lumber Sales, Fullerton, Calif.; Romel Bezerra, InterSomma, Pembroke Pines, Fla.; and Oliver Reck, Global Business Consultants, Houston, Texas



Curtis Walker, Thomas Faris, and Kirk Nagy, The Waldun Group, Maple Ridge, B.C.



Tom Ellis, Detroit Forest Products Inc., Westland, Mich.; Mike Colgan, Steve Hollingworth and Greg Bischof, Teton West Lumber Inc., Cheyenne, Wyo.; and Dale Mantay, Detroit Forest Products Inc.

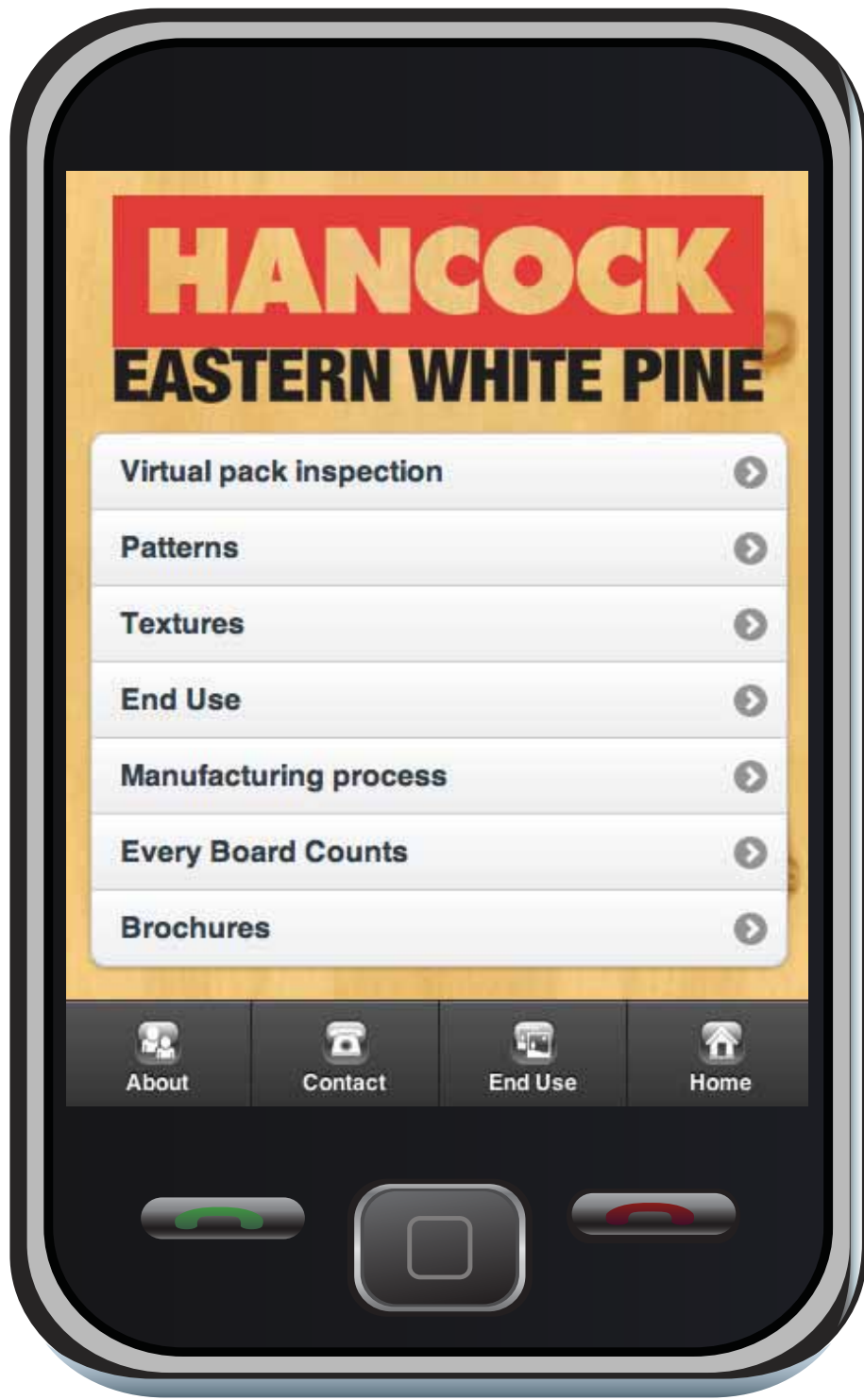


Gunnar Brinck, Tumac Lumber Co., Clackamas, Ore.; Bruce Kulzer, Hood Distribution, Hattiesburg, Miss.; John Junod, Hood Distribution, North Billerica, Mass.; and Chris Macfarlane, Hood Distribution, Milton, Vt.

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Chris Bailey and Eric Schooler, Collins Cos., Portland, Ore.; and Mike Holm, Oregon-Canadian Forest Products, North Plains, Ore.



Josh Dean, Collins Cos., Portland, Ore.; Bob Jank, XL Company, Lake Oswego, Ore.; and Alyson Kingsley, Wade Mosby and Kevin Paldino, Collins Cos.



Bob Seldon, Falcon Lumber Ltd., Toronto, Ont.; Sam Mowat, Progressive Solutions Inc., Vernon, B.C.; and Russ Maximuik, Progressive Solutions Inc., Richmond, B.C.



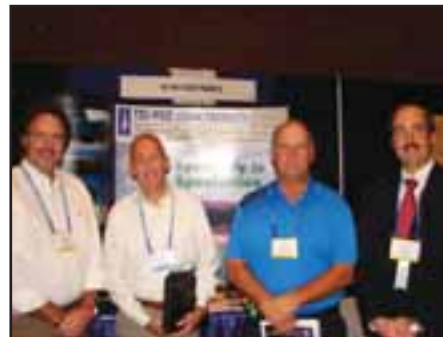
Dick Jones, The Teal-Jones Group, Surrey, B.C.; James O'Grady, Goodfellow Inc., Delson, Que.; Courtney Watkins, S&W Forest Products, Maple Ridge, B.C.; Tom Haker and Brendan Colyer, The Teal-Jones Group; and Mathieu Laflamme, Boscus Canada Inc., Pointe Claire, Que.; and Kelly Smith, The Teal-Jones Group



Mike Booth, Mike Pidlisecky and Les Timar, Woodtone, Chilliwack, B.C.



Derk Stewart, Tripp Lumber Co. Inc., Missoula, Mont.; Buck Hutchison, Hutchison Lumber & Building Products, Adams City, Colo.; and Dave Tripp, Tripp Lumber Co. Inc.



Terry Baker, Tri-Pro™ Forest Products, Oldtown, Idaho; Vincent Micale, Warren Trask Co., Stoughton, Mass.; Ron Cluster, Tri-Pro Forest Products; and Steve Firko, Pennsylvania Lumbermens Mutual Insurance Co., Philadelphia, Pa.



Dan Paige, Sandy Neck Traders, South Dennis, Mass.; and Chuck Gaede, Peter Crowell and B Manning, Durgin & Crowell Lumber Co., New London, N.H.



Jeremiah Kerley and Harris Gant, East Coast Mouldings Inc., North Wilkesboro, N.C.; and Peter Crowell, Durgin & Crowell Lumber Co., New London, N.H.



B Manning, Durgin & Crowell Lumber Co., New London, N.H.; Tom Merkert, Capital Forest Products Inc., Annapolis, Md.; Tonia Tibbetts, Robbins Lumber Inc., Searsport, Maine; Ken Bernstein, Mid-State Lumber Corp., Branchburg, N.J.; Peter Crowell, Durgin & Crowell Lumber Co., New London, N.H.; and Robert Hoffman, Capital Forest Products Inc.



Brock Lenon, Idaho Timber Corp., Boise, Idaho; Frank Peaslee, Plum Creek, Meridian, Idaho; and Dennis Badesheim and George Goates, Idaho Timber Corp.



Karl Hallstrom, Zip-O-Log Mills Inc., Eugene, Ore.; Bob Dewald, Reid and Wright Inc., Broomfield, Colo.; and Joe Honochick, Zip-O-Log Mills Inc.



David Warford, U.S. Lumber Group, Duluth, Ga.; and Mike Holm, Scott Driskill, Eddie Smalling and John Grove, Oregon-Canadian Forest Products, North Plains, Ore.



Bruce Jones, Rosboro, Springfield, Ore.; Erik Hopperstad, Weekes Forest Products, Fargo, N.D.; Doug Colson, Eastern Engineered Wood Products, Bethlehem, Pa.; and Jim Walsh and David Smith, Rosboro



Mike Mordell, UFP Purchasing Inc., Union City, Ga.; Liz Ritz, Hood Distribution, North Billerica, Mass.; and Mark Junkins, McShan Lumber Co., McShan, Ala.



Bill McGrath, Brian Benson and Mike Stevens, Neiman Enterprises Inc., Hulett, Wyo.; and Dennis Wachs, Neiman Reed Lumber Co., Panorama City, Calif.



Colin Parsons, Chris Schofer and Dirk Kunze, Wynndel Box & Lumber, Wynndel, B.C.



Josh and Wendy Dean, Eric Schooler, Wade Mosby, Collins Cos. Inc., Portland, Ore.; and Jacques Vailancourt, ForesTel LLC, Portland, Ore.



Rob Brown, Western Lumber Co., Medford, Ore.; and Glenda and Kevin Paldino and Wendy Dean, Collins Cos., Portland, Ore.



Clark Wiens, Bill Adams, and Jim Shalvoy, Cedar Creek, Broken Arrow, Okla.; and Jimmy Epperson, Cedar Creek, Statesville, N.C.



Craig Larsen, Softwood Export Council, Portland, Ore.; and Marc Moore, NELMA, Cumberland, Maine



Terry Baker, Tri-Pro™ Forest Products, Oldtown, Idaho; Joan Musch, American Int'l. Forest Products, Portland, Ore.; Bruce Kulzer, Hood Distribution, Hattiesburg, Miss.; Ron Cluster, Tri-Pro™ Forest Products; and Chris Macfarlane, Hood Distribution, Milton, Vt.



Patrick Hanulak, PPG Machine Applied Coatings, Pittsburgh, Pa.; Craig Combs, PPG Machine Applied Coatings, Medford, Ore.; and Doug Riordan, PPG Machine Applied Coatings, Des Moines, Iowa



Bryan Lundstrom and Al Fortune, Mid Valley Lumber Specialties Ltd., Aldergrove, B.C.

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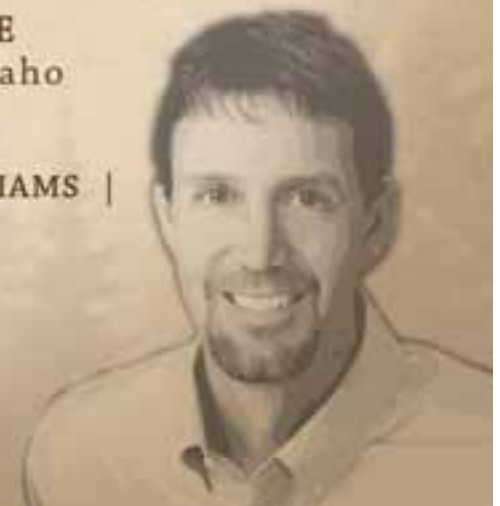
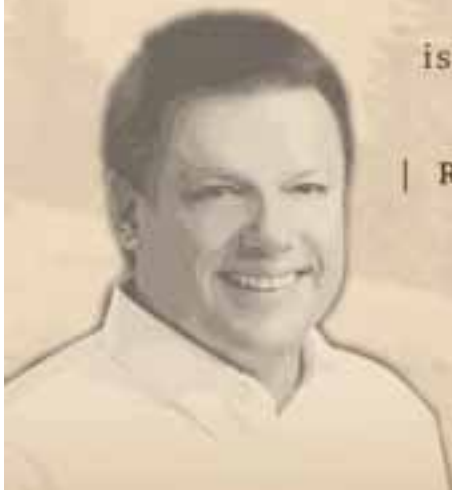
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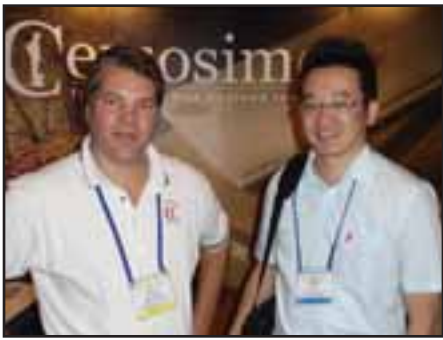


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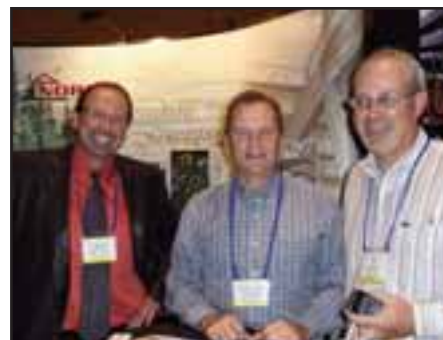
NAWLA Photos - Continued from page 14



Jeff Hardy, Cersosimo Lumber Co. Inc., Brattleboro, Vt.; and Andis Yu, Artemis International Forest Products, Richmond, B.C.



Gary Arthur and Robert Sandve, Haida Forest Products Ltd., Burnaby, B.C.; and Richard Paci, American Lumber Co., Walden, N.Y.



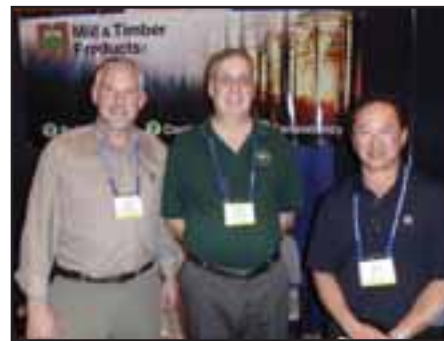
Andrew Dingman, Nordic Engineered Wood, Atlanta, Ga.; Jean-Marc DuBois, Nordic Engineered Wood, Albany, N.Y.; and Jim Enright, Murphy Co., Eugene, Ore.



Carlos Furtado, Sawarne Lumber Co. Ltd., Richmond, B.C.; Mike McInnes, SourceWood Partners, Park City, Kansas; and Ryan Furtado, Sawarne Lumber Co. Ltd.



Ted Ellis, Idaho Timber Corp., Boise, Idaho; Bob Jahns, Bennett Lumber Products Inc., Princeton, Idaho; George Goates, Idaho Timber Corp., Boise, Idaho; and Bruce McKean, INTL FCStone, Denver, Colo.



Keith Hess and Beryn Power, Mill and Timber Products Ltd., Surrey, B.C.; and Mike Chong, Probyn Group, New Westminster, B.C.



Matt Campbell and Bob Maurer, Swanson Group, Glendale, Ore.; Keith Alsop, Olympic Industries Inc., North Vancouver, B.C.; and Kevin Daugherty, Swanson Group



Jim Hassenstab and Brandon Rink, DMSI, Omaha, Neb.; Bethany West, Capital Lumber Co., Phoenix, Ariz.; and Monte Jensen, DMSI



Mike Holm, Oregon-Canadian Forest Products, North Plains, Ore.; Gary Maulin, McFarland Cascade, Tacoma, Wash.; Brad Morrow, Coastal Forest Products, Bedford, N.H.; and John Grove and Scott Driskill, Oregon-Canadian Forest Products



Kellie Schroeder, Wood Mldg. & Millwork Producers Assoc., Woodland, Calif.; Terry Neal, ISIS Wood Product Solutions, Surrey, B.C.; and Melissa Leal, Wood Mldg. & Millwork Producers Assoc.



Tim Lewis and John Murphy Jr., Murphy Co., Eugene, Ore.; and Dave McNeil, Taiga Building Products, Toronto, Ont.



Steve Firko, Pennsylvania Lumbermens Mutual Insurance Co., Philadelphia, Pa.; and Greg Kruse, Kruse Enterprises LLC, Albuquerque, N.M.



Tom Haker, Jason Cedergreen and Brendan Colyer, The Teal-Jones Group, Surrey, B.C.; and Brian Helem, Power Wood Corp., Surrey, B.C.



Bruce DeLaurier, Skana Forest Products Ltd., Kansas City, Mo.; Jeff Lalonde, Iron Mountain Trading Inc., Vernon, B.C.; and Roger Lambert, Diane Tutush and Scott Lindsay, Skana Forest Products Ltd., Richmond, B.C.



Dave Cunningham, Dave Heldoorn, Laurie Creech and Don Spiers, Simpson Lumber Co., Tacoma, Wash.; Ron Zega, International Beam, Virginia Beach, Va.; and Douglas Reed, Simpson Lumber Co.



Dennis Badesheim, Brock Lenon and Chris McSwain, Idaho Timber Corp., Boise, Idaho



Buck Hutchison, Hutchison Lumber & Building Products, Adams City, Colo.; Jim Vandegrift, Bennett Lumber Products, Princeton, Idaho; Beth Banks and Kris Lamke, Boise Cascade, Boise, Idaho; and Bob Jahns, Bennett Lumber Products



David Cox, Richmond International Forest Products, Glen Allen, Va.; Jenelle Parker and Debra Wilton-Pinski, Boise Cascade Wood Products, Boise, Idaho; and Chris Vaughan and Scott Crenshaw, Richmond International Forest Products



Darren Barker, Kyle Jones, Don Dorazio and Chad Findlay, West Bay Forest Products, Vancouver, Wash.



Mark Carter, Edmund A. Allen Lumber Co., Mokenca, Ill.; and Curtis Walker and Thomas Faris, The Waldun Group, Maple Ridge, B.C.



Christopher Webb and Donna Allen, Anthony Forest Products, El Dorado, Ark.; David Cox, Richmond International Forest Products, Glen Allen, Va.; and James Zurcher and Kevin Childs, Gulf Coast Shelter Inc., Daphne, Ala.



Jason Marks, Empire Building Materials, Missoula, Mont.; Bob Mai, Potlatch Corp., Spokane, Wash.; Aaron Babcock, Tampa International, Tampa, Fla.; Barbara Couch and Matt Kelly, Potlatch Corp.; and John Pasqualetto, Jones Wholesale Lumber Co., Lynwood, Calif.



Tyson Palmer and Dennis Wight, Pacific Western Wood Works Ltd., Delta, B.C.; and Douglas Barton, J. Gibson McIlvain Co., White Marsh, Md.



Terry Miller, The Softwood Forest Products Buyer, Memphis, Tenn.; Brett Johnson, Dakeryn Industries Ltd., North Vancouver, B.C.; and Jack Henderson, Bridgewell Resources, Tigard, Ore.; and Ray Stewart, Dakeryn Industries Ltd., North Vancouver, B.C.

Additional photos on page 18



## RETAIL REVIEW

### Cherokee Home Center Opens

**Cherokee, N.C.**—Until recently, residents of Cherokee needing home improvement supplies had to drive to Sylva or Franklin, N.C.

The Cherokee Home Center held a grand opening recently of its 12,000 square foot facility. The company employs four people and carries a large assortment of building materials, supplies and appliances.

"We're very proud to have the opportunity to create Cherokee Home Center for the Cooper family," said Allen Newland of Haywood Builders Supply who helped create the store. "With today's economic downfalls, it's a great feeling to be a part of a new start-up business. We feel it is a much-needed service that will help the whole community of Cherokee in many ways for many years to come." For more information visit [www.cherokeehomecenter.net](http://www.cherokeehomecenter.net).

### Woodford Lumber and Home Adds Drive-Thru

**Clear Lake, Iowa**—Woodford Lumber and Home recently remodeled by adding a drive-thru lumberyard and a Benjamin Moore Signature paint center.

Established in 1869, Woodford Lumber and Home offers cabinets; countertops; decks and fencing; doors; fireplaces; millwork; roofing; siding; windows and more. For more information visit [www.woodfordlumber.com](http://www.woodfordlumber.com).

### Sutherlands Lumber Opens in N. Topeka

**Topeka, Kan.**—Sutherlands home improvement store has opened its doors here. The store boasts an indoor lumberyard and an outdoor section along with paint, cabinets, tools, appliances and more.

Store manager Doug Casto said he's had a positive response. He says as soon as people saw activity around the location, they stopped to ask what business was opening. Once they learned, he said, they would ask when they would be open. He also mentioned people seemed excited for Sutherlands to open its doors. For more information visit [www.sutherlands.com](http://www.sutherlands.com).

### Len-Co Lumber Co. Purchases 60,000 SF Facility

**Buffalo, N.Y.**—Lumber dealer Len-Co Lumber Corp. recently paid \$2.95 million for a 60,000-square-foot property in the Town of Tonawanda, N.Y., according to an article in the Buffalo News.

Len-Co's new location, its third, is a former Premier Wines flagship store. Len-Co operates stores in Buffalo and Williamsville, N.Y.

The family owned and operated pro dealer had been searching for a third location for about five years, the newspaper reported. It expects to open the Tonawanda location by spring. For more information visit [www.lencobuffalo.com](http://www.lencobuffalo.com).

### Jerry's Do It Best Relocates to Do it Better

**Minneapolis, Minn.**—Jerry's Do It Best Hardware recently moved from the Miracle Mile on Excelsior Boulevard to take over the building formerly occupied by Almsted's Supervalu Foods.

Jerry's Do It Best is a locally owned building materials and hardware store. For more information visit [www.jerrys.doitbest.com](http://www.jerrys.doitbest.com).

### Louisiana Lumber Dealer Joins CNRG

**Houma, La.**—Morrison Terrebonne Lumber Center, based here, has merged with Natchez, Miss.-based Central Network Retail Group, operator of 21 home centers, mostly under the Home Hardware name.

Doug Gregory, president of Morrison Terrebonne, has joined the CNRG board of directors.

Morrison Terrebonne will retain its name, while sister store St. Charles True

Value, St. Charles, La., is being converted to a Home Hardware Center.

Boyden Moore, president of CNRG, said Gregory and his partners (David Vice, Greg Landry and Keith Voisin) "will drive our growth along the Gulf Coast, as well as help us improve how we approach the contractor and builder business."

### Menards Breaks Ground in Chesterfield

**Eau Claire, Wis.**—Menards Building Supply, headquartered here, recently



opened a new facility in Chesterfield, Mich., and paid \$5.36 million for a store site in Miami, Ohio.

Menard's is a privately held home improvement store that has 262 locations in 13 states. For more information visit [www.menards.com](http://www.menards.com).

### Requarth Lumber Acquires Supply One Cabinets & Design

**Dayton, Ohio**—Requarth Lumber,

based here, recently acquired Supply One Cabinets & Design, also located in Dayton.

According to sources, the company will relocate the cabinet operation to its property after remodeling its former mill into a 3,500-square-foot showroom. Former Supply One president Rick Flaute will run Requarth's new cabinet division.

Requarth supplies the Greater Dayton region with lumber and a wide range of materials for construction needs. For more information about Requarth's products, services and millwork, visit [www.requarth.com](http://www.requarth.com).

### US LBM Picks Up Lyman Lumber

**Excelsior, Minn.**—BlackEagle Partners, owner of US LBM Holdings, bought at auction the Midwest operations of bankrupt Lyman Lumber Co., located here.

The \$23.75-million purchase includes Lyman's sales and distribution centers in Chanhassen, Minn., and Eau Claire, Wis.; component operations Automated Building Components, and installers Carpentry Contractors, Montrose, Minn.

Lyman becomes the eighth US LBM company retaining its trade names, loca-

tions, and workforce. Lyman vice president of operations, Dale Carlson, stays on as president of the new division.

After filing for Chapter 11 bankruptcy during the summer, Lyman expected to sell its Midwest operations to SP Asset Management, but SP was outbid by BlackEagle.

### Atlas True Hardware Acquires Yumont

**Jamaica Plain, Mass.**—Albert Meranda, owner of Atlas True Value Hardware, located in W. Roxbury, Mass., recently acquired Yumont Hardware, Jamaica Plain, Mass.

Meranda's two sons will continue to operate the W. Roxbury location and Meranda will manage the new location. Yumont's former owner Arnold Hatinan has retired. For more information visit [www.atlastruevalue.com](http://www.atlastruevalue.com).

### Allied Buys Hawaii Building Products Supplier

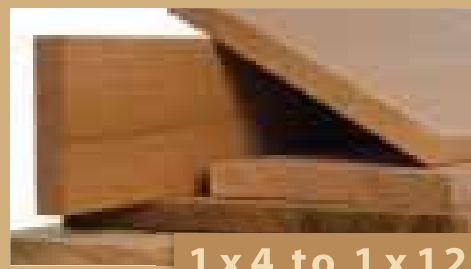
**Snohomish, Wash.**—Allied Building Products Corp., based here, has completed its acquisition of distributor Pacific Source, which supplies general contractors and homeowners throughout Hawaii.

Pacific Source was founded in 1992 by

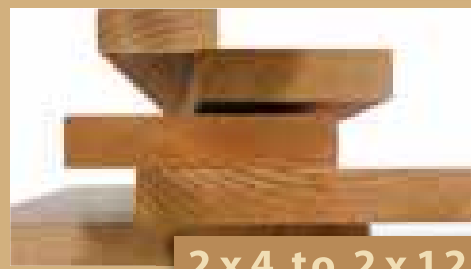
Continued on page 19

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2 x 4 to 2 x 12



5/4 x 4 to 5/4 x 12

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KD DECKING • LATTICE • 2 x 2 • 4 x 4 • 6 x 6



**NAWLA Photos - Continued from page 16**



Steve Weekes, Weekes Forest Products, St. Paul, Minn.; Joan Musch, American International Forest Products, Portland, Ore.; Tom Le Vere, Weekes Forest Products; and Doug Chiasson, Irving Forest Products Inc., St. John, N.B.



Mauricio Bravo, Weston Forest Products Inc., Mississauga, Ont.; Kris Lewis, C&D Lumber Co., Riddle, Ore.; Grant Vaughan, Richardson Timbers, Dallas, Texas; and Leslie Southwick C&D Lumber Co.



Ryan Furtado, Sawarne Lumber Co. Ltd., Richmond, B.C.; Scott Knutson and Dick Gukeisen, Springer Midwest Inc., Sioux Falls, S.D.; and Carlos Furtado, Sawarne Lumber Co. Ltd.



Berny Power, Jim Dunse and Keith Hess, Mill & Timber Products Ltd., Surrey, B.C.



Mike Jones, Western Lumber Co. Wilsonville, Ore.; Lawrence Newton, U.S. Lumber Group, Duluth, Ga.; and Patrick Burns, Patrick Lumber Co., Portland, Ore.



Tom Haker, The Teal-Jones Group, Surrey, B.C.; Richard Bartsch, Hy Mark Wood Products Inc., Spangle, Wash.; Tere Jones and Dick Jones, The Teal-Jones Group



Hatch Yagai, T&H Forest Industries Ltd., North Vancouver, B.C.; and Kirk Nagy, The Waldun Group, Maple Ridge, B.C.



Jim McGinnis, The McGinnis Lumber Co. Inc., Meridian, Miss.; Mike Phillips, Hampton Lumber Sales, Portland, Ore.; and Carlos Furtado, Sawarne Lumber Co. Ltd., Richmond, B.C.



Mark Auxier, Patrick Lumber Co., Portland, Ore.; Linda Sabrowski, Sun Mountain Lumber Inc., Deer Lodge, Mont.; Rick Palmier, Idaho Forest Group, Coeur d'Alene, Idaho; and Christine Jones, Western Lumber Co., Wilsonville, Ore.



Dale Bartsch, Hy Mark Wood Manufacturing Inc., Spangle, Wash.; Jeff Derby and Ben Meachen, Western Forest Products Inc., Vancouver, B.C.; and Edward Vila, Universal Building Specialties, Lakeland, Fla.



Chris Schofer, Wynndel Lumber Sales Ltd., Wynndel, B.C.; Dale Mantay and Tom Ellis, Detroit Forest Products Inc., Westland, Mich.; and Dirk Kunze, Wynndel Lumber Sales Ltd.



Patrick Burns, Patrick Lumber Co., Portland, Ore.; and Griffin Augustin, Kalesnikoff Lumber Co. Ltd., Castlegar, B.C.



Jack Henderson, Jeremy Asher and Gregg Wilkinson, Bridgewell Resources, Tigard, Ore.



Kevin Mersheimer, Lumbermen's Underwriting Alliance, Indianapolis, Ind.; Mike Pedersen, Probyn Group, Morton, Wash.; Todd Kion, Probyn Group, Squamish, B.C.; and Rob Doerfler, Lumbermen's Underwriting Alliance, Portland, Ore.

**PWLA Photos- Continued from page 8**



Denny O'Sullivan and Joe Raulerson, CedarSource Manufacturing Inc., Portland, Ore.; and Scott Cranfil, High Cascade Forest, Carson, Wash.



Tom Meyer, Lazy S Lumber/Columbia Cedar, Beavercreek, Ore.; James Bradfield, Pacific Wood Preserving, Sheridan, Ore.; and Mark Swin, Elk Creek Forest Products, McMinnville, Ore.



Dave Halsey, Patrick Lumber Co., Portland, Ore.; Bryan Borovec, Pacific Alaska Lumber LLC, Lakewood, Wash.; Donna Goeken, Seneca Sawmill Co., Eugene, Ore.; and Ken Reffstrup, Emerald Valley Industrial Lumber Inc., Creswell, Ore.



Mark Nizic, Oregon-Canadian Forest Products, North Plains, Ore.; Pat Murphy, Pacific Western Lumber Co., Lake Oswego, Ore.; and Kyle Renstrom, Pelican Bay Forest Products, Bend, Ore.



Reid Schooler, Hampton Lumber Co., Portland, Ore.; Eric Schooler, Collins Pine Co., Portland, Ore.; and Brant Schooler, CenturyLink, Portland, Ore.

**WRCLA Photos- Continued from page 1**



Robert Sandve, Haida Forest Products Ltd., Burnaby, B.C.; James O'Grady, Goodfellow Inc., Delson, Que.; and Gary Arthur, Haida Forest Products Ltd.



Warren Reeves, Wholesale Wood Products, Dothan, Ala.; Ralph Schmidt, Lazy S Lumber Inc./Columbia Cedar, Kettle Falls, Wash.; Ken Bernstein, Mid-State Lumber Corp., Branchburg, N.J.; and Wayne Miller, The Softwood Forest Products Buyer, Memphis, Tenn.



Scott Kassahn, OrePac Building Products, Wilsonville, Ore.; Doug Clitheroe, Interfor, Burnaby, B.C.; and Jack Alley, OrePac Building Products



Ryan Furtado, Sawarne Lumber Co. Ltd., Richmond, B.C.; Janet Wheeler, Interfor, Burnaby, B.C.; Joe Petree, OrePac Building Products, Tacoma, Wash.; and Rick Klassen, Pacific Coast Cedar Products Ltd., Maple Ridge, B.C.



Steve Boyd, Manufacturers Reserve Supply Inc., Irvington, N.J.; and Richard Bartsch, Hy Mark Wood Manufacturing Inc., Spangle, Wash.



# RETAIL REVIEW

Continued from page 17

five owners—Kim Halverson, Rob Bruce, Carol Kinison, Mark Mason, and Doug Martin—and now has branches on the Big Island of Hawaii, Kauai and Maui.

### Illinois Lumber Chains Merge

**Lincoln, Ill.**—Alexander Lumber and Hundman Lumber have agreed to merge under the Alexander name, bringing the chain to 30 locations.

Tom Hodgson, owner of Alexander Lumber, said the merger allows his company to expand into the new territories of Peoria, Fairbury and Decatur, where Hundman currently has store locations. The two companies both have stores in Lincoln, Bloomington-Normal and Champaign, Ill.

Founded in 1950, Hundman seven locations and two wholesale divisions: Decatur CounterTop and Hundman Truss & Wall Systems.

Alexander started in 1929 and has 23 locations in Wisconsin and Illinois.

The deal is set to close sometime in the first quarter.

### Grigg's Hardware Will Open 4th Ace Store

**Kennewick, Wash.**—Grigg's Hardware will open its fourth Ace location here early this year.

In 2005, the Grigg family opened Richland Ace Hardware and Sporting Goods on George Washington Way in Richland.

In March of 2007, the Ace Hardware on Keene Road opened with 22,000-square feet of hardware, garden, sporting goods, and much more. This store also broke Ace Hardware records when it opened. For more information visit [www.acecities.com](http://www.acecities.com).

### Marvin's Opens 28th Store in Eufaula

**Eufaula, Ala.**—Marvin's recently opened its 28th store here and is building a 35,000-square foot home center with an attached lawn and garden center and a drive-thru lumberyard in Fayetteville, Tenn., set to open in February.

In 1945, Marvin Cohn opened a hardware store in Alabama City, (now Gadsden), Alabama. For the past 60 years, Marvin's has been devoted to providing a positive work environment. According to the company website, the results of this dedication have built a successful company staffed with a "family" of hundreds of associates. For more information visit [www.marvinsbuildingmaterials.com](http://www.marvinsbuildingmaterials.com).

### Keizer and West Salem True Value Convert to Ace

**Chicago, Ill.**—True Value, headquartered here, recently announced its Keizer and West Salem, Ore. stores would convert to Ace Hardware.

True Value Company is a retailer-owned hardware cooperative with over 5,000 independent retail locations worldwide. Members of the True Value cooperative own their individual stores and operate independently of True Value Company.

A number of different retail identities are supported by True Value Company, including True Value (hardware and home center stores), Grand Rental Station, Party Central, and Taylor Rental (equipment and party rental), Induserve Supply (commercial supplies), Home & Garden Showplace (nursery and garden center stores) as well as affiliate stores that purchase from True Value Company but do not use any of the national store identities.

The co-op supports its retailers through 12 regional distribution centers and 3,000 associates. The corporate headquarters are in Chicago, Ill.

### Home Depot To Open In Grants Pass

**Grants Pass, Ore.**—Home Depot expects to open a 102,513-square-foot store at the former Timber Products mill site, located here.

A 28,086-square-foot garden center will

accompany the home center.

Home Depot is a retailer of home improvement and construction products and services. The Home Depot operates 2,248 big-box format stores across the United States (including all 50 U.S. states, the District of Columbia, Puerto Rico, the Virgin Islands and Guam), Canada (all ten provinces), Mexico and China, with a 12-store chain. The Home Depot is headquartered at the Atlanta Store Support Center in Cobb County, Georgia, in Greater Atlanta.



### Lowe's Applies to Build 143,000-square-foot In Napa

**Napa, Calif.**—Lowe's Companies Inc. recently applied to build a new 143,000 square foot store on 10 acres here.

According to state records, the retailer received approval from the city council to construct a new home center in Poway, Calif. This particular store could be opening as early as the end of this year.



Lowe's Companies, Inc. is a U.S.-based chain of retail home improvement and appliance stores. Founded in 1946 in North Wilkesboro, North Carolina, the chain now serves more than 14 million customers a week in its 1,710 stores in the United States and 20 in Canada. Expansion into Canada began in 2007, with the opening of a store in Hamilton, Ontario, in early 2008. Lowe's started the construction of two stores in the Mexican city of Monterrey officially entering the Mexican market. In 2011, Lowe's released plans to build over 150 stores in Australia over the coming 5 years.

### Aldrich Lumber Downsizes

**Billings, Mont.**—After 74 years, Aldrich Lumber has sold its operation here and is relocated to a smaller site

at the edge of town.

For more information visit [www.aldrich-lumber.com](http://www.aldrich-lumber.com).

### Mead Acquires Fullerton Stores

**Yankton, S.D.**—Fullerton Building Center has sold stores in Yankton, S.D., and Vermillion, Winner, and Norfolk, Neb., to 35-unit Mead Lumber.

Fullerton retains yards in Iowa, Minnesota and Wisconsin.

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

### All-American Closing Home Center

**Downey, Calif.**—52-year old All-American Home Center, located here, is liquidating its inventory and has closed its doors.

The closure comes after months of speculation that the home store was nearing possible bankruptcy and liquidation. Founded in 1959 by father and son Irving and Lanny Gertler, All-American began as a small corner market, selling a variety of home products and knick-knacks. In 1970, the Gertlers purchased land and built a 40,000-sq. ft. building, which expanded into a nearly 175,000-square-foot facility with more than 25 departments. Tamar Kane took over the business after her father, Lanny Gertler, died in February 2010.



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## Midwest Business Trends



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

Colder weather is gradually becoming a primary factor for mid-western Softwood suppliers. A Missouri source expects to remain in a "lull" until spring. "We're keeping a tight reign on our inventory levels and watching what we buy," he explained. "This industry is such that if you've been in it long enough, you can feel the pulse and know when to back off and when to heat up."

With NAHB housing starts forecast at 681,000 units in 2012 and 934,000 by 2013, the contact is confident better times are ahead. "We've hit bottom and I believe we're on our way back up. We still have some trials ahead and we're not going to feel the changes for quite some time, but we're headed in the right direction."

According to a supplier in Kansas who also markets to contractors and do-it-yourselfers, heat-treated lumber has become more of an issue than in years past. However, the supplier indicated that the growing demand has not only caused challenges but also created opportunity. "A year or two ago, treated lumber products was not much of an issue, now

it's a large concern," he explained. "It's created some difficulty but it's also created some great opportunities for us. One of the larger changes for our particular operation this year is that our customers are specifying heat-treatment and us providing it has resulted in a much bigger part of our operation."

When asked about his customers and/or associates comments for the year ahead, the supplier said the general trend was positive. "I can't recall anybody that I have talked with that experienced a phenomenal year in 2011. Though I talked to quite a few people who experienced worse years than last. I would say by far the great majority of my customers and wholesale competitors had a better year in 2011 than in 2010 and we anticipate it to continue this year. If we have the kind of improvement we had last year continue over the next few years we may be able to get back to what we consider good business."

"There are a lot of people who would trade places with us that aren't doing as well as we are," an Iowa source that handles Ponderosa Pine, Spruce-Pine-Fir, Doug-Fir-Larch and Southern Yellow Pine noted. "And I'm certain there are a lot of people out there doing better that we could aspire to, but year-over-year if you have a 10 percent or better improvement no matter what the year before was, that's a positive note. I see potentially good things on the horizon that 2012 will be better than 2011. We just started out and of course we'll just have to see, but I'm optimistic that things will continue to improve."

## West Coast Business Trends



**By Wayne Miller**  
Executive Editor

In mid-December suppliers on the West Coast ended 2011 with mixed emotions about the past year and for the new year. Several firms admitted that they made slim profits over the year and expressed gratitude for not only surviving another tough year, but making it through slightly in the black. As one mill spokesperson said, "If we can just hang on and break even till U.S. housing turns around, we know better times are ahead; there will be fewer suppliers trying to fill more orders and everyone who is still here will be busy and making money."

Looking ahead, most suppliers feel that there is little room for prices to weaken since so many mills have already curtailed production and many have closed forever. One supplier said, "I hate to predict this, but I do see more closures coming in the new year—at every level of supply."

A number of those reporting expressed their opinion that any U.S. economic recovery will depend on getting the current president out of office, along with senators and

The Softwood Forest Products Buyer

congressmen that seem addicted to spending tax payer dollars. A company spokesman said, "As a country we simply cannot survive spending money that we do not have; look what's happening in Europe!"

In British Columbia, **Jim Dunse, sales manager for Mill & Timber Products, Surrey, B.C.**, said, "Since the annual NAWLA Traders Market® meeting I have been on three different sales trips in the U.S., the last I just finished. I booked a lot of business. Frankly, I was surprised! One company gave me an order for 17 cars of Cedar." When asked how much that meant in dollars, he said, "Over a million and a half. The good news is that the business I booked was not just from one area. It came from the northeast, southwest, southeast, upper Midwest and from eastern Canada." Dunse said his results were a combination of low inventories in the field, prices that appear to be staying stable, and the fact that buyers realize they cannot sell from an empty yard. "We do see cases where a customer will give you an inquiry for 10 cars but actually book only four."

Dunse said that Mill & Timber has concerns about possible log shortages affecting their sawmills beginning in April or May. "We go through this worry every year. If buyers come back for a second round in April or May that could present some real supply issues. Stuff could hit the fan." He also said that currency fluctuations continue to be a challenge for all Canadian suppliers.

"Last year we actually added a staff member to deal with nothing but currency changes. It more than paid for the employee and saved us money. Just this week the Canadian dollar has dropped two points and it's down to 96 cents to the U.S. dollar."

**Al Fortune, owner of Mid-Valley Lumber, Alderbrook, B.C.**, said, "Availability? Everyone is being fairly cautious, so it is not a runaway market. However, due to restrictions on supply because of mill curtailments and closures there is not an abundance of Western Red Cedar, so prices remain steady and strong. Log prices are high and there is almost no logging going on now till spring. We are very short on old coastal logs used in making clear material. There is an abundance of 2 x 6, and 2 x 8 Cedar, but our focus is on 2 x 2, 2 x 3, 2 x 4, 1 x 4, 1 x 6, 1 x 8 and 4 x 4. In the past we supplied almost anything in Cedar, but we have narrowed our focus in the last few months. We feel good about the order file we have for Cedar going into 2012."

**Ryan Furtado in sales for Sawarne Lumber, Richmond, B.C.**, said, "We have a few Cedar bookings for January 1st forward, but things are fairly quiet. Going forward in the new year logs will be tight, especially old growth logs used for appearance timbers. Many mills are taking a longer down time than usual this year and some have basically taken off the entire month of December just to keep supply and demand in balance, and to do annual maintenance. There seems to be an abundance of tight knot Cedar, but the offerings are not as fast on clear material. The European market is soft these days, so is Australia, in fact it's slow in every world market. Only in the Vancouver area do we see consistent unchecked construction where prices on homes even in a slower market go up five percent a year. With all the economic issues we see in the U.S. and worldwide, I see more supplier casualties coming in the new year."

**Dennis Wight, head of Pacific Western Wood Works, Delta, B.C.**, said, "Regarding availability, there are some holes. The Cedar market is fairly quiet right now. Our company has had a decent year. Tyson Palmer joined us in June in sales and he has worked hard, done a great job and brought new customers and new sales to our company. We supply A & Btr. tongue and groove, clear vertical grain bevel, C & Btr. kiln dried, kiln dried decking, and lattice panels in 2 x 2, 4 x 4 and 6 x 6. We have a good product line and loyal customers. We are cautiously optimistic about the new year."

At **Skana Forest Products, Richmond, B.C.**, **Jameson Craig** has been working in sales for the past two years, having moved out of the traffic department. "My sales are mainly for Whitewood, plywood and some rig mats. The Whitewood side is very lackluster lately. Orders are trickling through the system. Buyers have been running inventories down for the year-end and ordering for delivery in the new year. Many buyers are on the sidelines. Overall supply has been adequate to satisfy our customers."

With the same company, **Tony Darling**

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