

The Softwood Forest Products Buyer

www.softwoodbuyer.com

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May/June 2014

NELMA Celebrates 81st Convention

Photos By Terry Miller

Boston, MA—The Seaport Hotel, located here, recently hosted the 81st Annual Convention of the Northeastern Lumber Manufacturers Association (NELMA) with the theme: "Above Board and Online: Where Integrity Meets



Scott Brown, DiPrizio Pine Sales, Middleton, NH; Terry Miller, The Softwood Forest Products Buyer, Memphis, TN; Tonia Tibbetts, Robbins Lumber Inc., Searsmont, ME; and B Manning, Durgin & Crowell Lumber Co., New London, NH

Additional photos on pages 18 & 20

Technology." 163 attendees representing 76 companies participated in this largest yearly gathering of the northeastern lumber industry. Jeff Easterling,

Continued on page 29

WWPA Hosts Upbeat Annual Meeting

Photos By Wayne Miller

Portland, OR—The Western Wood Products Association (WWPA) welcomed more than 160 guests and members to the Embassy Suites Downtown, located here, as the association celebrated its 50th annual meeting.



Eric Schooler, Collins, Portland, OR; Rick Palmiter, Idaho Forest Group, Coeur d'Alene, ID; and John Branstetter, Vaagen Brothers Lumber Inc., Colville, WA

WWPA President and chief economist Kevin Binam opened the meeting with his presentation "Getting Back To Normal." In it, Binam was cautiously upbeat in his forecast for the industry in the coming year. He noted demand is anticipated to peak next

Additional photos on pages 10 & 12

Continued on page 29

NAWLA Members Travel To Georgia For 2014 Leadership Summit

Photos By Terry Miller

Pine Mt., GA—Approximately 208 people were in attendance at the recent North American Wholesale Lumber Association (NAWLA) Leadership Summit 2014, held here at The Lodge and Spa at Callaway Gardens.

The multi-day event provided NAWLA members and guests multiple opportunities to not only network among peers and share industry insights, but to also attend sev-



Marc Brinkmeyer, Idaho Forest Group, Coeur d'Alene, ID; Pat Harris, Simpson Lumber Co., Tacoma, WA; and Alden Robbins, Robbins Lumber Inc., Searsmont, ME

eral informational sessions with expert guest speakers.

Guest speakers included Don Kayne, of Canfor; Kimmo Jarvinen, EOS; Jon Biotti, Charlesbank Capital Partners; Gustavo Grodnitzky, Leadership and Organizational Development Consultant; Marc Brinkmeyer, Idaho Forest Group; Jack Koraleski, Union Pacific Corp.; Peter Alexander, BMC; and Curt Stevens, Louisiana Pacific.



Rick and Lillian Ekstein, Weston Forest Products Inc., Mississauga, ON; and Bob Owens, Owens Forest Products LLC, Duluth, MN

Additional photos on pages 12, 14 & 16

Continued on page 44

NRLA/LBM Expo Grows For 120th Year

Photos By Terry Miller

Boston, MA—The John B. Hynes Memorial Convention Center, located here, was the site of the 120th Lumber and Building Material Expo (LBM) 2014, hosted by the Northeastern Retail Lumber Association (NRLA).

Four thousand attendees representing 27 states and two countries gathered for the event.



Matt Duprey, Hancock Lumber Co., Casco, ME; Fred Seeger, Herzog Supply Co., Kingston, NY; Erin Plummer, Hancock Lumber Co.; Bob Keener, Russin Lumber Corp., Montgomery, NY; and Jim Haas, California Redwood Co., Eureka, CA

Additional photos on pages 16 & 18

This year's Expo covered 100,000+ square feet of exhibit space and highlighted the newest products/services in the industry in the first-ever New Product Showcase area.

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Who's Who in Softwoods



Trina V. Francesconi is wholesale sales representative for **Sandy Neck Traders**, located in South Dennis, MA. Sandy Neck Traders is a national wholesaler of 15 million board feet of Softwood lumber per year in primarily Eastern White Pine, Red and White Cedar and Incense Cedar. The company stocks Knotty and Clear Pine and Cedar for manufacturers and retailers. Offering very mixed loads that can include Pine, Cedar, flooring and stone. Sandy Neck also sources Redwood, Doug Fir and antique timbers. Francesconi started with Sandy Neck Traders in 2005.

TRINA FRANCESCO

Though new to the forest products in-

Continued on page 28

Tami Kessler has recently been appointed to serve as executive director of **The Southern Forest Products Association (SFPA)**.

The Southern Forest Products Association was founded in 1915 as the Southern Pine Association. Today, SFPA is recognized as one of the foremost trade organizations in the forest products industry and represents Southern Pine lumber manufacturers from Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Arkansas, Oklahoma and Texas.

"I look forward to working with SFPA

Continued on page 29



TAMI KESSLER



KRIS LEWIS

Kris Lewis is a product manager for **C&D Lumber Co.**, located in Riddle, OR.

C&D is a family-owned sawmill producing 60 million board feet per year of Douglas Fir, Incense Cedar and Port Orford Cedar. All species are offered in a variety of grades and textures, with most Cedar products offered kiln-dried. Products include rough, exposed timbers, decking, patterns and fencing.

Lewis has worked for C&D since 1989 and has been involved in sales for the company since 1996. Her current responsibilities include sales, managing production

Continued on page 30

Cory Dalos is a sales representative for **Idaho Timber**, located in Boise, ID.

Idaho Timber LLC manufactures Ponderosa Pine/Lodgepole Pine 1x2 through 1x12, No. 2 and 3/proprietary grades, Cedar 1x2 through 1x12, No. 3, fencing grades. Cedar split rail fencing is offered through the Idaho Cedar Sales location in Troy, ID.

Idaho Timber LLC carries dimension lumber in SPF, Hem Fir/Doug Fir and Southern Yellow Pine; common boards in ESLP, Ponderosa Pine and Western Red Cedar. Additional abilities offered by the firm include pat-

Continued on page 30



CORY DALOS



SCOTT LINDSAY

Scott Lindsay is a sales representative at **Skana Forest Products Ltd.**, located in Vernon, BC.

Skana Forest Products is a wholesaler and manufacturer specializing in a wide range of products including framing lumber, MSR, No. 3 and Economy, finger-joint lumber, plywood, agricultural stakes and furring strips. The company markets to North America as a wholesaler of SPF, Pine, Western Red Cedar and Plywood. Western Red Cedar products offered include Clear Finish, Clear T&G and Clear Bevel Siding.

Skana offers highly mixed, just-in-time shipments of specialty Western Red Cedar products.

Continued on page 30

Kevin Townsend is a lumber trader for **Diorio Forest Products Inc.**, located in Ashland, VA.

Diorio Forest Products is a lumber wholesaler handling Eastern White Pine, Ponderosa Pine, Southern Yellow Pine, Douglas Fir, Eastern Hemlock, Western Red Cedar and Sugar Pine. Sizes available include 4/4 through 12/4, 1x's, 4x4 through 12x12, 4x4 through 12x4 timbers. Grades range from Appearance, Industrial, Standard No. 3, Premium No. 2 to Select and Better and C and Better, with drying options including: Green, kiln-dried and heat treated.

Townsend joined Diorio Forest Prod-

Continued on page 30



KEVIN TOWNSEND

ICC and APA Present Wall Bracing Seminars

For more APA News and Information, go to www.apawood.org

The International Code Council (ICC) and APA, in partnership with the Ohio Board of Building Standards, are offering a series of 2012 IRC Wood Wall Bracing Seminars in locations across Ohio in March and April. Presented by Bob Clark, APA Senior Engineered Wood Specialist, and Sandra Hyde, ICC Staff Engineer, the six-hour seminars offer a comprehensive, practical explanation of the 2012 IRC Wood Wall Bracing requirements.

The seminars kicked off in Columbus and Dayton on March 4 and 5, with an attendance approaching 400 over the first two days. Attendees included building officials and inspectors, plan reviewers, builders, designers, and engineers. The curriculum focused upon wind requirements and clarification of the application of wall bracing provisions specified in the IRC. Other topics of special interest to the audience included simplified wall bracing and a preview of the new APA Wall Line Bracing Calculator, expected to be released in mid-2014. Additional seminars were held in Akron and Cincinnati March 20 and 21. The seminar was also presented in Cleveland and Toledo on April 10 and 11.

Educational programs presented by experts from ICC and APA are held periodically across North America to assist code officials, design professionals and builders in understanding correct application of the IRC. Contact:

tom.kositzky@apawood.org

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Industry Needs Infusion of Young Blood

By Rick Ekstein
2014 Chairman North American Wholesale Lumber Association (NAWLA)
Rolling Meadows, Ill.
www.nawla.org

Like many of you, I often lie awake in the middle of the night thinking about business. Fortunately there are a lot less worries in the past year than in the previous several years, but the one that still concerns me is the lack of young blood, and especially the lack of young women in our industry. I am sure that if most of you look around your own companies, and those of your suppliers, you are noticing a lot of grey haired men!

While there is nothing wrong with a room full of wise old guys, the industry needs a shot of new blood.

Our Industry is very incestuous. Whether it is at the production level, mill management, sales, or in the CEO suite, the same faces seem to circulate from company to company.

New people from outside our industry are needed. We need fresh perspectives. We need people who will push us to greater services levels than "shipment week of..." We need bright young men and women who will force us to use more technology, and who understand the roles of Social Media.

I recently participated in a NAWLA Wood Basics course in Mississippi, where after touring a working forest, a young man said, "planting and harvesting trees is no different than harvesting corn – just with a 20-year harvest cycle as op-

Continued on page 36



RICK EKSTEIN

Assessing SLB's Impact

By Marc Brinkmeyer
Chairman, Softwood Lumber Board
Chairman, Idaho Forest Group



MARC BRINKMEYER

In this article I would like to report on the investments that the SLB has made to date. I am excited by our programs' rapid progress and the impacts they have achieved in such a short time. I am also particularly proud of the diverse range of foci among our projects, from those that have an immediate impact on our business, such as WoodWorks, to those that literally take our industry to new heights, such as our tall wood building initiative.

The SLB's programmatic approach is to align precisely with the decision making processes of specifiers and consumers of Softwood lumber. In doing so, we are able to reach architects, designers, builders, and other building professionals early and often with messages and demonstrations of the comparative advantages of wood, and ultimately to help them select and apply wood and wood products to achieve their desired results in the non-residential, low and mid-rise, and residential market segments.

Thus by design, the American Wood Council's (AWC) targeted research efforts identify and create opportunities for increasing wood applications, including expanding wood's scope in industry standards and building codes. The re-ThinkWood pro-wood communications platform uses creative and high-quality communication pieces to generate awareness and build interest among

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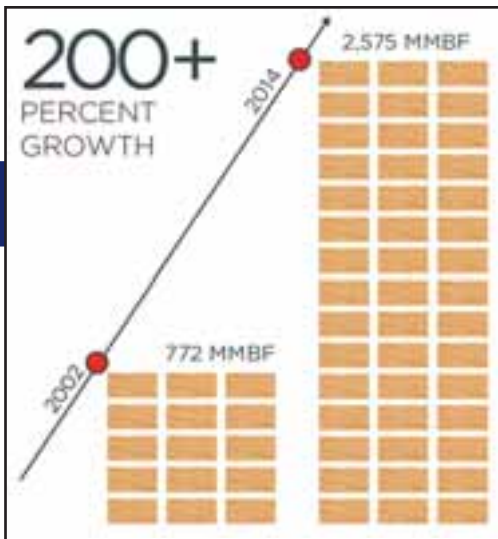
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Stable Steady Growth Strategy Supports Interfor's Promise To Deliver Quality Products



Interfor, Vancouver, BC, has grown over 200% in capacity in 12 years.

Interfor, Vancouver, BC, has grown over 200% in capacity in 12 years, providing lumber for every aspect of home construction.

Within the last year, Interfor's total annual lumber capacity has jumped to 2.6 billion board feet through the acquisition of sawmills in Georgia, making it the newest member of North America's top five lumber companies.

The Georgia purchases added 900 million board feet a year of Southern Yellow Pine capacity to Interfor's already diverse product mix. It also made Interfor the



Interfor can provide lumber for every aspect of home construction.



The Adams Lake mill, in the BC Southern Interior was rebuilt in 2012.



Interfor's manufacturing facilities are in four distinct regions.

Vancouver, BC—One of the most well known names in lumber products, Interfor, is now one of the largest and most diverse lumber suppliers in North America.

largest lumber producer in Georgia.

"We are stable, we are steady, and we have a growth strategy that will support our customer promise to deliver quality products 'on spec, on time, every time'," said Steven Hofer, Interfor's senior vice president,

sales and marketing. But the Interfor story is not just about growth.

"Besides strategic growth, we have made sure we can offer our customers choice including the broadest range of lumber products in the business," said Hofer. "That means you can come to Interfor for every structural lumber product of a house."

To deliver a complete range of quality structural lumber products takes a reliable, sustainable fiber supply and mills equipped to efficiently convert logs into lumber. Interfor's fiber comes from four strategic wood baskets, the US Pacific Northwest, the British Columbia Coast, the BC Interior and the US Southeast.



In the mid-2000s, Interfor purchased four mills in the US Pacific Northwest, including Port Angeles.

The combination of fiber supply and mill efficiency provides buyers with the certainty they need in getting the product they want on time. Making sure it has mills able to serve the lumber needs in the vast and diverse North American lumber market as well as offshore, is what Interfor's growth is all about.

The product line begins with floor joists and continues through every stage of construction to truss lumber for the roof. The lineup includes:

- Dimension, MSR and Stud lumber manufactured in Hemlock Fir, Douglas-Fir, Spruce/Pine/Fir and Southern Yellow Pine;
- Appearance lumber for products such as siding, decking and paneling and stock for windows and



Interfor has purchased six mills in Georgia over the past year, making it the largest lumber company in the state of Georgia. The Swainsboro kiln was rebuilt in 2013.

doors in species including Western Red Cedar, Hemlock, Douglas-Fir, Southern Yellow Pine, Lodgepole Pine and Ponderosa Pine. Specialty materials in the dimensions, lengths and grades customers require are also available.

Interfor also manufactures Industrial lumber in grades that are remanufactured and processed into wood packaging and crating materials. Made from Douglas Fir, Hem-Fir, SPF or Southern Yellow Pine, these products meet the highest standards for strength and stability, and ensure goods arrive safely.

The journey to a top-five lumber producer with the broadest range of lumber

products began in 1963 on British Columbia's west coast. By 2002, it was a medium-sized forest company producing 772 million board feet of lumber with mills on the BC Coast as well as a mill in the BC Southeast Interior. In 2004 the company embarked on a growth plan.



Interfor's Hammond mill on the BC Coast manufactures Western Red Cedar lumber for appearance applications.

We are stable, we are steady, and we have a growth strategy that will support our customer promise to deliver quality products 'on spec, on time, every time'."

—Steven Hofer, Interfor's senior vice president, sales and marketing

Major expansion began in the mid-2000s with the acquisition of four sawmills in the US Pacific Northwest. Those purchases almost doubled the size of the company to 1.3 billion board feet, and marked the first step outside of BC.

More purchases of sawmills and timber in BC's prime interior wet-belt region in 2008 took the company up to 1.6 billion board feet. In 2011, having emerged from the U.S. housing downturn with a strong balance sheet, Interfor set the goal of becoming one of the world's largest lumber producers.

That new growth strategy was behind Interfor's decision in 2013 to buy Rayonier's three Georgia sawmills and later Keadle Lumber's sawmill at Thomaston, GA. Most recently, this March, Interfor purchased Tolleson's two sawmills in Perry and Preston, GA.

Since then, Interfor has announced it will open an office in Peachtree City, near Atlanta, providing Interfor's customers with a regional office and staff who are familiar with their lumber needs. Further, all of the Tolleson sales team has joined Interfor ensuring a seamless and efficient transition.

The Tolleson purchase fits well with Interfor's push to provide customers with the best quality lumber.

"The new mills are managed very well. They have an outstanding group of people and a very well-developed performance management and operating program," Hofer said. "With the addition of these two mills to the existing 13, Interfor is even better positioned to serve customers as the US housing market continues its recovery."

A commitment to operational excellence supported by a strategic growth plan means more choice, more supply and better service for customers — here in North America and around the world where Interfor products are sold.

For more information visit www.interfor.com.



Interfor's Southern Yellow Pine dimension and MSR lumber is available in a variety of lengths and sizes to fit customer needs.

Some of America's Most Historic Landmarks Have Been Specified to Use Waldun and Stave Lake Products

Many architects are now specifying **Waldun and Stave Lake** products for their projects.

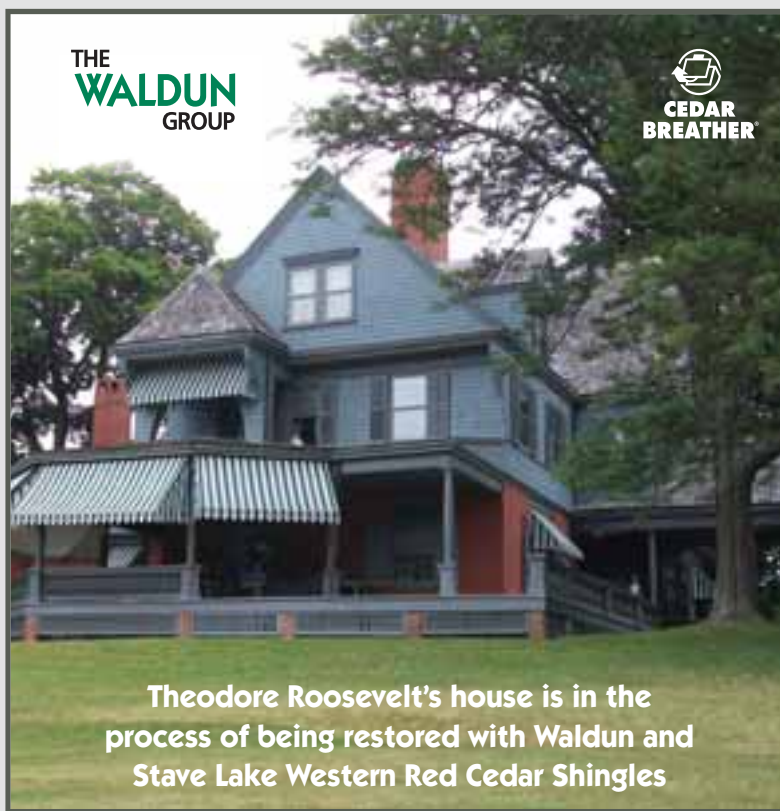


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Sagamore Hill was the home of Theodore Roosevelt, 26th President of the United States, from 1885 until his death in 1919. An interesting fact about Theodore Roosevelt is that he spent much of his time at what he called his "Summer White House" here on Long Island. The house is no doubt a historical monument. The Waldun Group is humbly grateful to be part of the restoration. **Waldun Forest Products** was specified for the roofing and **Stave Lake Cedar Mills** for the siding after other lesser quality and lower cost cedar shingles were presented.



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THE
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GROUP

The Quality of the Brady-Built Sunroom Product Is Clear As Glass

By Clare Adrian



Brady-Built Sunrooms, Auburn, MA, employs between 25 to 35 workers depending on the time of year. Part of the team includes the sunroom designers who work directly with the in-house engineers and architectural department.



Brady-Built products are fully customized, and they also have several starting point sunroom style designs to offer clients.

Auburn, MA—Ever so casually, a passenger gazing out the window of a vehicle traveling along one of the three highways circling Auburn, MA, turns to her partner and blurts out, “Honey, we should add a sunroom to the house.”

The inspiration for such an idea might arise any of up to six days a week during peak season from April through October, when flat bed trailers haul Brady-Built Sunrooms to their destined mooring for installation snug against a house prepared to receive it.

It’s a sight to behold, the glass structure, delivered in one piece, held together by curving eaves and framing in solid Southern Yellow Pine wood that’s been laminated to create just the shape and style desired.

Besides observing the craftsmanship and production process, visitors of Brady-Built Sunrooms discover an efficient and environmentally-conscious operation. First off, the more than 100,000 board feet of lumber ordered annually comes from sawmills that work with tree farms in the Midwest and Southern States, known to replant and not take trees from the wild, to be eco-friendly in every way. The company recycles all sawdust so that none gets thrown out, selling it to companies who use it to manufacture other products or to paper mills. Brady-Built also changed over to using an eco-friendly glue formula, switched to energy efficient light bulbs throughout the factory to save energy, and on the road, combines trips, schedules projects in close proximity, and maintains vehicles in top running condition to limit gas consumption as much as possible.

The majority of customers that do succumb to the potential to enjoy an open view of nature from the comfort

the building market after 2006 and as of 2012 is seeing its growth pattern turn-around. “The company has experienced the disadvantages and advantages of

going through the economic downturns in a time when others haven’t survived and have gone out of business,” Kieler remarked. “That we made it through is testimony to the quality of the product we build and to the determination of fantastic employees to make it work.”

That several employees continue on with the company, some up to 26 years, added Kieler, demonstrates their satisfaction with working conditions and their pride in being associated with the company. “We recognize each person’s talent, reward people for the good job well done, remember birthdays and anniversaries, have cookouts and parties and socialize as a company, take the entire company on fishing trips, have lots of perks other companies have done away with to increase the bottom line. Whereas, we think the best assets are the employees and want to keep them.”

The number of employees fluctuates between 25 to 35 workers, depending on the time of year. Part of the team includes the sunroom designers who work directly with and liaison between the in-house engineers and architectural department. Though the product is fully customized, they have several starting point sunroom style designs to offer clients. The original style that Peter Brady developed was the curved eave style room, followed by the straight eave style, easily adaptable to the many New England Victorian homes, a more hip style

and two story model of it, as well as the newest garden style and a branch into conservatories.

Concurrently, the team works with the customer to blend the chosen design with the look of the house and individual tastes which can veer into uncharted territories, remarked Kieler. “Because of our reputation for unlimited customization capabilities we get wild and crazy jobs no one wants to do. Someone brings a picture and says, ‘Make it look like that,’ or they have a look in mind that other companies they talked to can’t achieve—and we can.”

Recent wood-framed glass enclosures include a record size one—32’ X 66’—built around a pool that other companies wouldn’t attempt, a three-story high enclosed staircase for exposure to sunlight when walking on the stairs, and a building off of a customer’s parent’s living room that became a mammoth exotic bird cage.

If a little partner persuading is needed or customers simply want a firsthand look at the manufacturing process, a company representative arranges a tour for them of the 25,000 square-foot facility where lumber is loaded in at one end of the long production room and finished product is stored at the other end, inside and out, in a 15,000-square-foot area dedicated to storage of completed rooms,

Continued on page 37



Once lumber is cut to the prescribed sizes, it’s processed through to lamination and beam construction, to assembly and finishing, unique to each job.

“Because of our reputation for unlimited customization capabilities we get wild and crazy jobs no one wants to do. Someone brings a picture and says, ‘Make it look like that,’ or they have a look in mind that other companies they talked to can’t achieve— and we can.”

—Company Board Member Kevin Kieler, Brady-Built Sunrooms, Auburn, MA



Prospective buyers can feast their eyes on Brady-Built Sunrooms at up to 30 home shows every year throughout New England, Eastern New York State, and Pennsylvania.

of their chosen locale in the New England area and beyond, are the empty nesters, followed by many double income childless couples, and thirdly, the commercial market. Conveniently juxtaposed at the nexus of highways 20, 90 and 290, Brady-Built is located two to three miles from several major cities

and on the way to the far reaches of the market spread in the north from Portland, MN, south to Pennsylvania and New Jersey and west to New York State.

“Usually we have 12 to 15 completed built-to-order rooms on site awaiting shipment,” said President and General Manager Marco Gabrielli. Larger rooms are shipped in two or more pieces and assembled on-site. Occasionally rooms are shipped in kit form for final assembly at the job site.

It’s not hard to be sold on the product. It wasn’t for company board member Kevin Kieler. Enthralled with the product after building a room for a Brady-Built board member and adding one on to his own house, he sold his custom home construction business to join the company in 1998. He is one of the five board members that currently run the company. The succession originated with Peter Brady, who founded the company in 1977. Mario Gabrielli, who was running the manufacturing operations, bought the business and assets from Brady in 1999. When Gabrielli passed away in 2010, his son, Marco, succeeded him as president.

Brady-Built Sunrooms absorbed a steady stream of customers until the decline in



Only No. 1 Select or Better Yellow Pine 2X4’s are used to build frames.

Barrel Enterprises Is Making It Their Business to Help Customers “Forget about Business”

By Michelle Keller



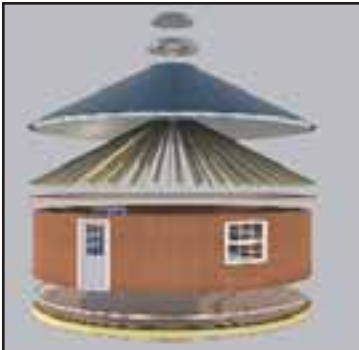
The Stargazer by Barrel Enterprises, Sauna, Cellar, and Tub Inc., comes with the floor pre-assembled and the 6-foot acrylic bubble ready to sit on top of the sauna. This see-through bubble allows for viewing of the stars and moon while in the sauna.



A Barrel Enterprises' swimming pool and deck manufactured from Cedar.



The core of the Cedar Yurt log is a solid piece of EPS foam encased by solid wood. This doubles the R-Factor of a typical solid log wall, and is engineered and designed to be half the weight of a typical full log.



Barrel Enterprises manufactures campground yurts that feature 2x6 solid Cedar walls and are ready to assemble in two hours and a signature log home yurt.



(Left) Barrel Enterprises Sauna, Cellar and Tub Inc., Belleisle Creek, NB, manufactures Cedar barrel saunas and wine cellars, hot tubs, above ground wooden swimming pools, Cedar garden furniture, Cedar yurts for campgrounds and insulated log wall Cedar log homes.



(Right) The company's wooden pools, saunas, Cedar hot tubs, wine cellars in a barrel and matching barrel dog houses are created with relaxation in mind.

Belleisle Creek, NB—Surrounded by rolling hills of the Caledonia Highlands, Barrel Enterprises Sauna, Cellar and Tub Inc. manufactures Cedar barrel saunas and wine cellars, hot tubs, above ground wooden swimming pools, Cedar garden furniture, Cedar yurts for campgrounds and insulated log wall Cedar log homes.

The company purchases approximately 500,000 board feet annually of Western Red Cedar (Rough, KD, 12 to 15 percent moisture content, 7/4 x 6 random, odd and even lengths, STK 2 sides).

Owner and Chief Visionary Officer Dave Byers said the company was established in 1978. “We opened offices in Alberta, British Columbia, Nova Scotia and New Brunswick,” he explained. “Today we have dealers throughout Europe, Japan, Australia, New Zealand and North America.”

Byers indicated part of the company's key to remaining successful is because of the niche markets they serve. Unique ‘one-of-a-kind’ saunas and wine cellars is only part of the product offerings available at Barrel Enterprises. “We manufacture products that make it easy to escape the chore of daily life. Our wooden pools, saunas, Cedar hot tubs, wine cellars in a barrel and our matching barrel dog houses are created with relaxation in mind.”

A testament to the company slogan “We’re In Business to Help You Forget About Business,” Byers said he also promotes a stress-free zone in the work environment.

Situated on 8 acres, Barrel Enterprises operates from a 34,000-square-foot facility. Including Byers, key personnel are: Sig Nordal, chief financial officer, Robert Thompson, plant manager and Trina Fillmore, office administrator.

Barrel Enterprises' products come in a remarkable assortment of shapes and sizes. The company's newest product in their sauna line is shaped like its name, an ‘Ice Cream Cone’. Features of this sauna include stained glass inlays and hand carved or standard door pulls.

The ‘Stargazer’ barrel sauna doubles

Continued on page 37

When a global supplier with a world-class line of wood products introduces

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Interfor is one of the world's largest lumber producers.

With annual capacity of 2.6 billion board feet we have the broadest range of products in the business — now including 880 million board feet of Southern Yellow Pine offerings, from the heart of Georgia. That means more choice, more supply and all backed by our promise to build value for our customers every step of the way.

Find out more at interfor.com



Is It Time To Change?

By Stephanie Rodrigue
YOUR Marketing Dept.
Asheville, NC



When I started writing this article, it was about computer software. As I prepared to write this piece, I read a lot of technical information and talked with a lot of people – software salespeople and software users. The one thing that resonated above all else... “why should I change?” This theme continued to come up time and time again. So, as much as the integrated software options available are an amazing tool that can move your sawmill, dimension plant or distribution yard leaps and bounds above the competition, the one thing you have to address first (insert brutal honesty here) is – IS IT TIME TO CHANGE?

Is It Time for Your Company to Change?

Technology changes in the blink of an eye. Believe it or not, the iPhone has only been around for six years. Do you remember the not so distant past when you stopped at a pay phone, opened up the phone book and called ahead to make an appointment at the next mill you were stopping to do business with? Now just ask Siri where the closest mill is while directions, a phone number and a website are pulled up on your phone in under a minute. The information available at our fingertips is immense, probably more information than you can imagine.

When is the last time you changed anything about how you are tracking your inventory? Measuring yields and profit margins? Estimating lead-times? Invoicing? Mike Finn, Vice President of SEEMAC put it this way, “Accuracy and timeliness of information are priorities for our customers. But each year, I could tell



Stephanie Rodrigue



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that our leading edge, mid-1970s era software was growing more out of step with the times and our business needs.” Does this sound a little too close to home?

“The greatest danger in times of turbulence is not the turbulence – it is to act with yesterday’s logic.” – Peter Drucker

Are you using yesterday’s logic and yesterday’s technology? Many will argue that counting boards hasn’t changed so why should the software used to track it. But take a step back. What has changed is, well, everything else – your profit margin, the product your customer specifies, how fast your customer wants delivery, how large (and small) your order has gotten and the quality required to get the order. With the added pressure from every side on what profit you make, how can technology advances continue to be ignored?

“Well, These Software Systems Just Don’t Know Lumber.”

I admit it, I’ve said it. Most of the inventory control systems that are out there have been retrofitted to try to address lumber. Lumber is different. It’s unique. This is a good thing – until you need software to track it. There are very few software products out there that are truly designed for the lumber industry. These will create value when they are used. Efficiency trickles into every aspect of your business. When it’s there, it shows. It leads to better employees, improved customer satisfaction and right down to a better bottom line.

So, is it time to take a hard look at your software systems?

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As SEEMAC Vice President, Mike Finn explained it - “The bottom line

Continued on page 38

NAWLA Hosts Portland Regional

Photos By Wayne Miller



Joe La Berge, Collins, Portland, OR; Rick Boothman, Idaho Pacific Lumber Co. Inc., Boise, ID; Cameron Waner, Collins; and Ken Teneffoss, RISI/Crow's Publications, Scappoose, OR



Chris Knowles, Oregon State University, Corvallis, OR; Jim Adams, Blasen & Blasen Lumber Corp., Portland, OR; David Stallcop, Vanport International Inc., Boring, OR; and Frank Forward, Blasen & Blasen Lumber Corp.



Gordon King, Hampton Lumber Sales, Portland, OR; Josh Dean, Collins, Portland, OR; and Wil Kuester, Allweather Wood LLC, Washougal, WA



Eric Schooler, Collins, Portland, OR; Wayne Miller, Import/Export Wood Purchasing News, Memphis, TN; and Dave Perry, Exterior Wood Inc., Washougal, WA



Leslie Southwick, C&D Lumber, Riddle, OR; Bob Mai, Potlatch Corp., Spokane, WA; and Kris Lewis, C&D Lumber



Scott Elston, Forest City Trading Group, Portland, OR; Aly Kingsley, Kevin Dodds and Grant Phillips, Collins, Portland, OR; and Mike Phillips, Hampton Lumber Sales, Portland, OR

Portland, OR—Guests and members of the North American Wholesale Lumber Association (NAWLA) met here recently at the Embassy Suites Downtown for a one-day associational regional meeting.

The highlight of the meeting was an industry panel of representatives who addressed various topics pertinent to today's market. The panel in-

Continued on page 38



Joseph Thomas, Union Pacific Railroad, Vancouver, WA; and Jerry Johnson, Freres Lumber Co. Inc., Lyons, OR



Kevin Dodds, Aly Kingsley and Grant Phillips, Collins, Portland, OR



David Smith, Carl Diebold Lumber Co., Troutdale, OR; Mike Holmes, Oregon-Canadian Forest Products, North Plains, OR; and Gordon King, Hampton Lumber Sales, Portland, OR

Carter Stinton, Hampton Lumber Sales, Portland, OR; David Smith, Carl Diebold Lumber Co., Troutdale, OR; Paul Owen, Vanport International Inc., Boring, OR; and Jerry Lawson, Carl Diebold Lumber Co.



Additional photos on pages 22 & 34



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WWPA PHOTOS - Continued from page 1



Rick Fortunaso, Interfor U.S. Inc., Bellingham, WA; Aaron Sulzer, Sierra Pacific Industries, Anderson, CA; and Chris Ketcham, Vanport International, Boring, OR



David Gully, Taylor Machine Works Inc., Louisville, MS; Gala and Rock Belton, Sierra Pacific Industries, Anderson, CA; and Donnie Woodruff, Taylor Machine Works Inc.



Terry Evans, Samuel Strapping Systems, Toronto, ON; Steve Wilson, Samuel Strapping Systems, Vancouver, WA; and Gary Pittman, Roseburg, Roseburg, OR



Butch Sager (retired), Rich Sager, Lana Sager and John Branstetter, Vaagen Brothers, Colville, WA



Ted Roberts and Cyndee Johnson, Roberts & Dybdahl Inc., Des Moines, IA; Aaron Sulzer, Sierra Pacific Industries, Anderson, CA; and Janet Corbett, Warm Springs Forest Products Industries, Warm Springs, OR



John and Linda Shelk, Ochoco Lumber Co., Powell Butte, OR; and Shauna and Art Andrews, Malheur Lumber Co., John Day, OR



Jack Greene, Durham Forest Products, Portland, OR; Doug and Sherry Hanson, Sierra Forest Products, Terra Bella, CA; and Jim Vandegrift, Bennett Lumber Products Inc., Princeton, ID



Craig Larsen, Softwood Export Council, Portland, OR; Russ Hobbs, Plum Creek Manufacturing, Columbia Falls, MT; and Janet Corbett, Warm Springs Forest Products Industries, Warm Springs, OR



Michael Pritikin, Stock Building Supply, Raleigh, NC; Grant Philips, Collins, Portland OR; Sabrina Bloss, Stock Building Supply; Scott Elston, Forest City Trading Group LLC, Portland, OR; and Curt Nichols, BlueLinx Corp., Atlanta, GA



Kevin Binam, WWPA, Portland, OR; Brad Hatley, C&D Lumber Co., Riddle, OR; Adrienne Binam, WWPA; and Craig Larsen, Softwood Export Council, Portland, OR



Art Andrews, Malheur Lumber Co., John Day, OR; and Robert West, Sierra Pacific Industries, Redding, CA



Gary Pittman, Roseburg, Roseburg, OR; Sally Williams, Wells Fargo Bank, Portland, OR; and Spike Bruggeman, South Coast Lumber Co., Brookings, OR



Cyndee Johnson, Roberts & Dybdahl Inc., Des Moines, IA; and Laurie Creech, Simpson Lumber Co. LLC, Tacoma, WA



Wade Mosby, Collins, Portland, OR; Ron Hanson, Pelican Bay Forest Products, Bend, OR; and Dan Claridge, Thompson River Lumber Co. of Montana, Inc., Thompson Falls, MT



Chuck Roady, F.H. Stoltze Land & Lumber Co., Columbia Falls, MT; and Todd Payne and Richard Re, Seneca Sawmill Co., Eugene, OR



Terry Evans, Samuel Strapping Systems, Toronto, ON; Steve Wilson, Samuel Strapping Systems, Vancouver, WA; and Theron Allar, Samuel Strapping Systems, Tacoma, WA



Russ Tuvey and Charlie Phillips, WWPA, Portland, OR



Paul Owen, Vanport International, Boring, OR; Ronald Holen, Yakama Forest Products, White Swan, WA; Ken Tenefoss, RISI/Crow's Publications, Portland, OR; Tim Atkinson, Stimson Lumber Co., Portland, OR; and Sheldon Howell, Yakama Forest Products

Additional photos on page 12



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Paul Owen, Vanport International, Boring, OR; Bruce Dausavage, Ochoco Lumber Co., Prineville, OR; and Kirk Nichols, BlueLinx Corp., Atlanta, GA



Bob Mai, Pottlatch Corp., Spokane, WA; Chuck Roady, F.H. Stoltze Land & Lumber Co., Columbia Falls, MT; and Dan Williams, Do it Best Corp., Woodburn, OR



Rick Palmiter, Idaho Forest Group LLC, Coeur d'Alene, ID; Steve De Zwarte, Pella Corp., Pella, IA; and Ted Roberts, Roberts & Dybdahl, Inc., Des Moines, IA



Russ Vaagen, Vaagen Brothers Lumber, Colville, WA; and Paul Owen and Chris Ketcham, Vanport International, Boring, OR



Hector Dimas, Boise Cascade, Boise, ID; Craig Larsen and Natalie Macias, Softwood Export Council, Portland, OR; and Jim Vandegrift, Bennett Lumber Products Inc., Princeton, ID



Carl Eastlund, Cascade Wood Products, White City, OR; Mike Dobson, Boise Cascade, Boise, ID; Steve De Zwarte, Pella Corp., Pella, IA; Frank Pearson, Contact Industries, Clackamas, OR; and Tim Black, Bright Wood Corp., Madras, OR



Thomas Lovellen, Boise Cascade, Boise, ID; and Dave Andrea, Andersen Corp., Bayport, MN



Robert West, Sierra Pacific Industries, Redding, CA; Jeff Herscovitz, CMPC USA Inc., Atlanta, GA; Joshua Tyler, Dorris Lumber & Moulding Co., Sacramento, CA; and Mark Young, ARAUCO-USA, Atlanta, GA



Frank Pearson, Contact Industries, Clackamas, OR; John Shelk, Ochoco Lumber Co., Powell Butte, OR; Wade Mosby, Collins, Portland, OR; and Bruce Dausavage, Ochoco Lumber Co., Prineville, OR



Scott Stormoen, Columbia Vista Corp., Vancouver, WA; Pat Harris, Simpson Lumber Co. LLC, Tacoma, WA; and Bob Lewis, Columbia Vista Corp.



Chris Thoms, Blue Book Services, Carol Stream, IL; and Ken Teneffoss, RISI/Crow's Publications, Portland, OR



Kenzie Church and Mark Myhvold, Lucidyne Technologies Inc., Corvallis, OR



Wayne Miller, Softwood Forest Products Buyer, Memphis, TN; and Sam Pope, USNR, Portland, OR



Maurice Vialette, Lumbermen's Underwriting Alliance, Portland, OR; Mike Phillips, Hampton Affiliates, Portland, OR; Chris Thoms, Blue Book Services, Carol Stream, IL; and Jamie Trenter, Lumbermen's Underwriting Alliance



Von Porter, WWPA, Portland, OR; and Brooke McCaslin, Pennsylvania & Indiana Lumbermen's Mutual Insurance Co., Seattle, WA

NAWLA LEADERSHIP PHOTOS - Continued from page 1



Chris and Crystal Swanson and Steve Swanson, Swanson Group, Glendale, OR; Robert Landau, Poyry Management Consulting, Portland, OR; and Bob Lewis, Columbia Vista Corp., Vancouver, WA



Aly Kingsley, Collins, Portland, OR; and Jim and Ann Robbins, Robbins Lumber Inc., Searsport, ME



Mike Phillips, Hampton Lumber Sales, Portland, OR; Bob McSorley and Dave Adams, Pennsylvania & Indiana Lumbermen's Mutual Insurance Co., Philadelphia, PA; and P.J. Arling, Arling Lumber Inc., Cincinnati, OH

Additional photos on page 14



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Jim and Cindy McGinnis, The McGinnis Lumber Co. Inc., Meridian, MS; Dusty and Penny Hammack, Arrowhead Lumber Sales Inc., Oklahoma City, OK; and Bill and Kathy Price, All Star Forest Products Inc., Jackson, MS



Lawrence Newton, U.S. Lumber Group, Duluth, GA; Laura Ebersberger, UFP Purchasing Inc., Union City, GA; Craig Johnston, Forest City Trading Group LLC, Portland, OR; and Warren Reeves, Wholesale Wood Products, Dothan, AL



Andy and Rena Goodman, Sherwood Lumber Corp., Islandia, NY; Pat Managan, Stock Building Supply, Raleigh, NC; and Josh Goodman, Sherwood Lumber Corp.



Jody and Todd Lindsey, Eastern Engineered Wood Products, Bethlehem, PA; and Tony Saad, Nordic Engineered Wood, Toronto, ON



Paul McRae and Donna Whitaker, INTERFOR, Baxley, GA; Laura Ebersberger, UFP Purchasing Inc., Union City, GA; Jennifer Raworth, INTERFOR, Vancouver, BC; and Kim Runge, INTERFOR, Perry, GA



Jim Pattillo, Coastal Forest Resources Co., Havana, FL; Marc Brinkmeyer, Idaho Forest Group, Coeur d'Alene, ID; and Mike Mordell, Universal Forest Products Inc., Union City, GA



David Jeffers, PPG Machine Applied Coatings, Raleigh, NC; and Carl Tobey, Capital Lumber Co., Tacoma, WA



Kevin Rooney, Shuquialak Lumber Co., Shuquialak, MS; and Mark McLean and Mike McCollum, roseburg, Roseburg, OR



Buck Hutchison, Hutchison Lumber & Building Products, Adams City, CO; Grant Phillips, Collins, Portland, OR; and Bill Anderson, J.M. Thomas Forest Products, Ogden, UT



Henry German, Cal German and Anthony Muck, DMSI, Omaha, NE



Mike Mordell, UFP Purchasing Inc., Union City, GA; Philip Duke, Lumberman's Wholesale Distributors, Nashville, TN; John Quast, Patrick Lumber Co., Portland, OR; and Dave McNeil, Taiga Building Products, Milton, ON



Steven Rustja, Weston Forest Products Inc., Mississauga, ON; Kip Fotheringham, Hampton Lumber Sales, Richmond, BC; Clarence Young, Georgia-Pacific, Atlanta, GA; Tom Rice, Conner Industries Inc., Ft. Worth, TX; and Rob Hruby, Weston Forest Products Inc.



Carl McKenzie, U.S. Lumber Group, Duluth, GA; John Quast, Patrick Lumber Co., Portland, OR; Marc Saracco, SmithBucklin, Chicago, IL; and Lawrence Newton, U.S. Lumber Group



Mark Erickson, Blue Book Services, Carol Stream, IL; Pat and Trena Bordon, Crest Natural Resources, Pineville, LA; and David Jeffers, PPG Machine Applied Coatings, Raleigh, NC



Konrad Tittler, Diacon Technologies Ltd., Richmond, BC; and Chris Young, Woodtone, Chilliwack, BC



Russ and Linda Hobbs, Plum Creek Timber Co. Inc., Columbia Falls, MT; and Philip Duke, Lumberman's Wholesale Distributors, Nashville, TN



Jim Krauseneck, Weyerhaeuser NR Co., Federal Way, WA; Mike Mordell, UFP Purchasing Inc., Union City, GA; Chris Mclver, West Fraser Mills Ltd., Quesnel, BC; Chris Beveridge, Skana Forest Products, Point Roberts, WA; and Scott Vande Linde, West Fraser Mills Ltd., Germantown, TN



Ken Trainor, Diacon Technologies Ltd., Hawley, PA; Konrad Tittler, Diacon Technologies Ltd., Richmond, BC; and Robert Jordan and Robert Harris, Jordan Lumber & Supply Inc., Mt. Gilead, NC

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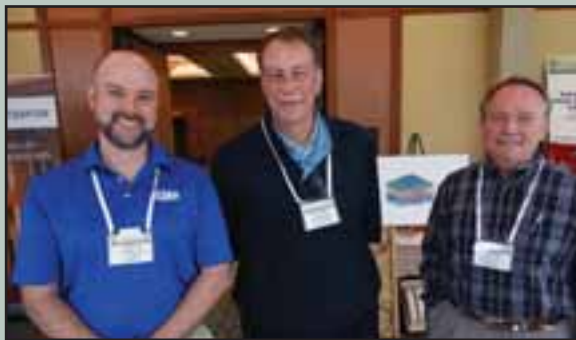
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Bill Price, All Star Forest Products Inc., Jackson, MS; Dusty Hammack, Arrowhead Lumber Sales Inc., Oklahoma City, OK; Jim McGinnis III, The McGinnis Lumber Co. Inc., Meridian, MS; and Mark Erickson, Blue Book Services, Carol Stream, IL



Bryan Smalley, Southeastern Lumber Manufacturers Association, Tyrone, GA; Stephen Conwell, IBIS Consulting LLC, Aphareta, GA; and Grady Payne, Conner Industries Inc., Ft. Worth, TX



Rob Latham, Tri-State Forest Products Inc., Springfield, OH; Steve Sprenger, Sprenger Midwest Inc., Sioux Falls, SD; and Terry Miller, The Softwood Forest Products Buyer, Memphis, TN



Hector Dimas, Boise Cascade, Boise, ID; and Ricardo Roman, Calper Human Strategies, Princeton, NJ



Dusty Hammack, Arrowhead Lumber Sales Inc., Oklahoma City, OK; Laurie Creech, Simpson Lumber Co., Tacoma, WA; Penny Hammack, Arrowhead Lumber Sales Inc.; Julie McLean, Spruceland Millworks Inc., North Vancouver, BC; and Pat Harris, Simpson Lumber Co.



Pat Lynch, Roseburg, Roseburg, OR; Duncan Facey, ENAP Inc., New Windsor, NY; and Steve Killgore, Roseburg

NRLA PHOTOS - Continued from page 1



Roger Grenier, Goodfellow Inc., Delson, QC; James Connors and Dan Boisbert, Goodfellow Inc., Manchester, NH; Jennifer Jones, Tru-Dri, McMinnville, OR; and Jim Trusiani and Glenn Savastano, Goodfellow Inc., Manchester, NH



Matt Duprey, Hancock Lumber Co., Casco, ME; Bernie Nugent, Warren Trask Co., Lakeville, MA; Manny Pina, National Lumber Co., Mansfield, MA; and Vince Micale, Warren Trask Co.



Joe Roy, Campbell Building Supply, Madison, ME; Alden Robbins, Robbins Lumber Inc., Searsmont, ME; Tim Hancock, Campbell Building Supply; John Ritz, Robbins Lumber Inc.; and Greg Elias, Campbell Building Supply



John Ritz, Robbins Lumber Inc., Searsmont, ME; William Giguere, Josh Goodman, and Dave Gaudreau, Sherwood Lumber Corp., Islandia, NY; Dave Hindle, Coventry Lumber Inc., Coventry, RI; Alden Robbins, Robbins Lumber Inc.; and Bob Kruse, Sherwood Lumber Corp.



Steve Bogue, Boise Cascade, Westfield, MA; and Kimberly Durand and Mike Durand, Coventry Lumber Inc., Coventry, RI



Ray Insani, Boise Cascade, Westfield, MA; David Dally, Sherwood Lumber Corp., Islandia, NY; and Roland Bourassa, Coventry Lumber Inc., Coventry, RI



Kevin Smith and Pat Lynch, Roseburg, Roseburg, OR; and Chad Cannon, Roseburg, Columbus, OH



Craig Myers, Sheila Michaud, Bob McSorley and Bob Lemieux, Pennsylvania Lumbermens Mutual Insurance Co., Philadelphia, PA



Larry Laughlin, PPG Machine Applied Coatings, Pittsburgh, PA; Tony Stevens, PPG Machine Applied Coatings, North Smithfield, RI; Patrick Hanulak, PPG Machine Applied Coatings, Tallahassee, FL; and David Jeffers, PPG Machine Applied Coatings, Raleigh, NC



Curtis Walker, The Waldun Group, Maple Ridge, BC; Meredith Howe, Capital Forest Products Inc., Annapolis, MD; and Kirk Nagy, The Waldun Group



Phil Dears and Richard Paci, American Lumber Co. Inc., Walden, NY; and Michael Nuclio, Aljoma Lumber Inc., Miami, FL



Roger Champagne, Capital Forest Products Inc., Annapolis, MD; Martin Paul Gauvin and Stephane Gauvin, Bardobec, Montmagny, QC; and Tom Merkert, Capital Forest Products Inc.

“Cirque du Sherwood” Brings Added Excitement to NRLA LBM Expo ‘14
Sherwood Lumber and Georgia-Pacific Amaze Crowds with Unique Performances and Special Products
Photos By Terry Miller



Rena and Josh Goodman, Sherwood Lumber Corp., Islandia, NY, pose with a stilt-walker in “Cirque du Sherwood” at the NRLA.



Ken Jordan, Ed Herrington Lumber, Hillsdale, NY; Josh Goodman, Sherwood Lumber Corp., Islandia, NY; a Cirque du Sherwood magician; and Todd Rose, ProBuild, Hudson Valley, NY



Manny Pina, National Lumber Co., Mansfield, MA; and Andy Goodman, Sherwood Lumber Corp., Islandia, NY, along with a Cirque juggler.



Scott Korde, Dave Well and Jeff Manning, Birch Lumber, Clifton, NJ; Bob Kruse, Sherwood Lumber Corp., Tampa, FL; and Bruce Meltzer, Triangle Building Products, Medford, NY



Nick Gilman, Ware Butler Inc., Waterville, ME; Dick Shields, Dresser Hull Co., Lee, MA; Marina Petrano with Cirque du Sherwood; William Giguere and Josh Goodman, Sherwood Lumber Corp., Islandia, NY



Josh Goodman, Marina Petrano with Cirque du Sherwood, David Gaudreau and Rena Goodman, Sherwood Lumber Corp., Islandia, NY

Islandia, NY—Sherwood Lumber added some height and flexibility to their exhibit at the 2014 Northeastern Retail Lumber Association (NRLA) LBM Expo ‘14 hosted at the John B. Hynes Memorial Convention Center in Boston, MA. Along with Georgia-Pacific Engineered Lumber, Sherwood Lumber entertained about 100 guests at an appreciation reception with stilt-walking and contortionist performers, sourced from Aerialicious Entertainment.

“We have the best customers, and ‘Cirque du Sherwood’ is our way of showing them that we’re willing to bend over backwards to provide the highest quality lumber and service possible,” said Dave Gaudreau, Senior Vice President of Sales. “Having Georgia-Pacific with us at such an important event for the Northeast region made the expo all the more successful for us.”

Wanting to go above and beyond the standard sponsorship options, “Cirque du Sherwood” is a concept that Sherwood Lumber brought to-

Continued on page 38



Debra Kruse, Sherwood Lumber Corp., Islandia, NY; Rob Barry, 84 Lumber, West Springfield, MA; Levi Shmolsky, 84 Lumber, Plainville, CT; and Amy Alvarez, Sherwood Lumber Corp.

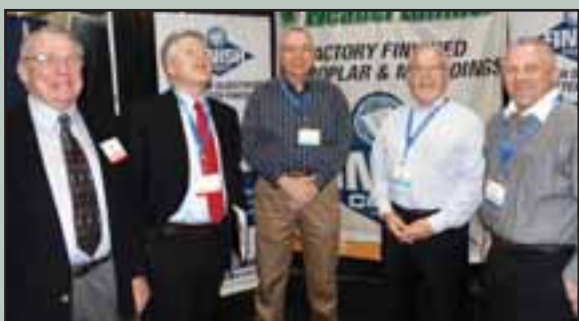
Dick Giguere, Ware Butler Inc., Waterville, ME; Dick Shields, Dresser Hull Co., Lee, MA; and Rena Goodman and William Giguere, Sherwood Lumber Corp., Islandia, NY



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Frank Jolly and Toby Sonder, Leonard Lumber Co., Durham, CT; and Dale Coatsworth, Greg Haupt and John Hornung, Weaber Inc., Lebanon, PA



Scott Green, Cindy Carlson, Mike Limas and Kevin O'Connor, DMSi Software, Omaha, NE



David Merryman, ENAP Inc., New Windsor, NY; Greg Hall and Carolyn Roth, Bruce Hall Corp., Cooperstown, NY; Steve Sailah, President and CEO, ENAP Inc.; Suzi Place, Arthur Place & Co. PC, Albany, NY; and Bruce Hall, Bruce Hall Corp.



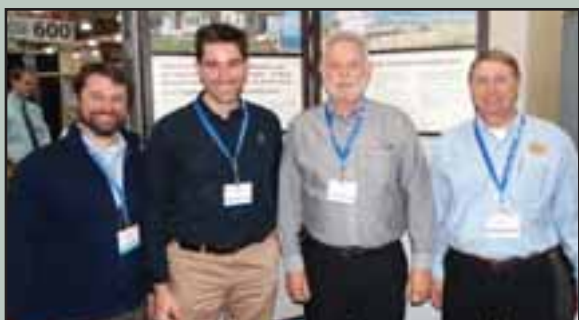
Mike Kelly, John Fijalkowski, Helene Feinberg, Dennis Brooks and Tony Moscogiuri, Mid-State Lumber Corp., Branchburg, NJ



Kenny Bernstein, Gary Bernstein and Jack Dalton, Mid-State Lumber Corp., Branchburg, NJ; Glen Terhune, Fairway Building Products, Mount Joy, PA; and Bobby O'Brien, Lyle Tompkins and Joe Peluso, Mid-State Lumber Corp.



Win Smith, Limington Lumber Co., East Baldwin, ME; Vincent Micale, Warren Trask Co., Lakeville, MA; Rick Palmiter, Idaho Forest Group, Coeur d'Alene, ID; Gil Adams, Warren Trask Co.; and Matt Duprey, Hancock Lumber Co., Casco, ME



Mark Carroll, Capital Forest Products Inc., Annapolis, MD; Philippe Caissy and Keith Ball, Maibec, St-Romauld, QC; and John Smart, Cabot, Seabrook, NH



Jeff Easterling, Northeastern Lumber Manufacturers Association, Cumberland Center, ME; Eddie Cox, Hancock Lumber Co., Yarmouth, ME; and Steve Banahan, Moose River Lumber, Jackman, ME



Duffy Waters, Majure Data, Milton, GA; Chuck Yarrish and Christian Telan, Epicor Software Corp., Dublin, GA; and Frank Trippi, Williams Lumber, Dublin, CA



Terry Miller, The Softwood Forest Products Buyer, Memphis, TN; and Tom Jones and Scott Boates, The Teal-Jones Group, Surrey, BC



Barry Russin, Russin Lumber Corp., Montgomery, NY; Kurt Elmstrom, Liberty Cedar, West Kingston, RI; Adam Russin, Russin Lumber Corp.; and Jim Haas, California Redwood Co., Eureka, CA



Doug Clithroe and Shane Harsch, Interfor, Burnaby, BC



Robert Acierno, National Forest Products, London, ON; Matt Masse, Hammond Lumber Co., Belgrade, ME; and Dan Plouffe, National Forest Products



Scott Boates, The Teal Cedar Group, Surrey, BC; Jimm Tuffis, Riverhead Building Supplies, Long Island, NY; and Tom Jones, The Teal Cedar Group



John Brissette, Curtis Walker and Kirk Nagy, The Waldun Group, Maple Ridge, BC

NELMA PHOTOS - Continued from page 1



Alden Robbins, Christian Halsted and Catherine Robbins, Robbins Lumber Inc., Searsmont, ME; Matt Duprey, Hancock Lumber Co., Casco, ME; and Gil Adams, Warren Trask Co., Lakeville, MA



Kevin Hynes, Hancock Lumber Co., Casco, ME; Susan Coulombe, Irving Forest Products, Dixfield, ME; and Jeff Easterling, NeLMA, Cumberland Center, ME



Alan Orcutt, Irving Forest Products, Dixfield, ME; Jim Robbins and Alden Robbins, Robbins Lumber Inc., Searsmont, ME; and Matt Demers, Demers Lumber, Moncton, NB

Additional photos on page 20

Attendance Surges At Montreal Wood Convention

Photos By Terry Miller



Mike Correia, Boise Cascade Co., Billerica, MA; Pierre Girard, Kruger Inc., Montreal, QC; Tony Weisner, Boise Cascade Co., Greensboro, NC; and John Bradley, Boise Cascade Co., Baltimore, MD



Brian Nunes, Sherwood Lumber Corp., Fall River, MA; Rick Stoltz, Tolko Industries Ltd., Burnaby, BC; and Andrew Goodman, Sherwood Lumber Corp., Islandia, NY



Harry Mann, Tradetec Computer Systems Ltd., Dunn, NC; Rick Ekstein, Weston Forest Products Inc., Mississauga, ON; and Peter Leclerc, Tradetec Computer Systems Ltd., Parksville, BC



Denis Cote and Gwen Webster, EACOM Timber Corp., Montreal, QC; Chris McSwain, Idaho Timber LLC, Lake City, FL; Stephane Boileau, Idaho Timber, Montreal, QC; Ted Ellis, Idaho Timber LLC, Boise ID; and Sonia Lessard, EACOM Timber Corp., Montreal, QC



Jean-Pierre Grenon, Twin Rivers Paper Co., Plaster Rock, NB; Shehzad Dhayani, Seven Seas Group USA, Dallas, TX; and Lon Sibert, American Softwoods, Atlanta, GA



Melissa Lemay, Richard Lipman and Norma Ricker, Wood Manufacturing Council, St. John, NB

Montreal, QC- The 2nd Montreal Wood Convention, held here recently at Fairmont The Queen Elizabeth Hotel, was declared a success by meeting representatives. More than 750 participants attended from North America and overseas, and more than 70 exhibitors displayed their products.

Sylvain Labbe, CEO of the Quebec Wood Export Bureau, on behalf of the convention's organizing committee said, "The new format of the

Continued on page 39



John Shook and Brad Flitton, Western Forest Products Inc., Vancouver, BC



Steve Carasso and Brandon Arling, North American Wholesale Lumber Association, Rolling Meadows, IL

Marc St-Arnaud, CRIQ-Innovation Partner, Quebec, QC; Julie Gravel and Greg Goldring, Tembec, Toronto, ON; and Philippe Riopel, Groupe Crete Inc., Chertsey, QC



Additional photos on page 22

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Steve Teixeira and Tim Seale, Timber Trading Group, Worcester, MA; and Jack Bowen, Hancock Lumber Co., Casco, ME



Doug Britton, Robert Moses, and Dan Carrier, Britton Lumber, Fairlee, VT



Geoff Gannon, TS Manufacturing, Lindsay, ON; Jim Robbins, Robbins Lumber Inc., Searsmont, ME; and Dustin Smith and Ted Smith, TS Manufacturing



Jeff Haley, Durgin & Crowell Lumber Co., New London, NH; Ed Downes, Downes & Reader Hardwood Co. Inc., Stoughton, MA; Dan Carrier, Britton Lumber, Fairlee, VT; and Terry Miller, The Softwood Forest Products Buyer, Memphis, TN



Bob Pope, USNR, Montpelier, VT; and Marcy Perry, DiPrizio Pine Sales, Middleton, NH



John Smith and Sheila Michaud, Pennsylvania Lumbermens Mutual Insurance Co./Indiana Lumbermens Mutual Insurance Co., Philadelphia, PA; and Jeff Hardy, Cersosimo Lumber Co. Inc., Brattleboro, VT



(Back row) Matt and Alison Duprey, (front) Noah and Evan Duprey, Hancock Lumber Co., Casco, ME



Dan Paige, Sandy Neck Traders, South Dennis, MA; Brian Belanger and Kim Smith, Pleasant River Lumber, Sanford, ME; Trina Francesconi, Sandy Neck Traders; and Karl Smith, H.E. Smith Co., Yarmouth Port, MA



Tony Cannon and Robert Weithofer, Michael Weinig Inc., Morrisville, NC; and Jeff Hardy, Cersosimo Lumber Co., Inc., Brattleboro, VT



Jamie and Jill Moulton, and Jess and Scott Brown, DiPrizio Pine Sales, Middleton, NH



Win Smith, Limington Lumber, East Baldwin, ME; Catherine Robbins, Robbins Lumber Inc., Searsmont, ME; Patty Peterleitner and Julie Quitadamo, guests; and Bob Bronkie, The Unstable Farm, E. Aurora, NY



Jason Brochu, Pleasant River Pine, Sanford, ME; Cathy and Terry Walters, Pleasant River Pine, Sanford, ME; and Chris Brochu, Pleasant River Lumber, Dover Foxcroft, ME



Maria Lennon, LUA, Bow, NH; Bill Ossenfort and Bertha Brochu, Pleasant River Lumber, Dover Foxcroft, ME; and Ed Downes, Downes & Reader Hardwood Co., Inc., Stoughton, MA



Sean Covell, Seaboard International, Nashua, NH; Ron Dusavitch, Madison Lumber Mill, West Ossipee, NH; and Ryan Satterfield, Cersosimo Lumber Co. Inc., Brattleboro, VT



Dan Paige, Sandy Neck Traders, South Dennis, MA; Marcella Perry, DiPrizio Pine Sales, Middleton, NH; Phyllis and Prisco DiPrizio, P. DiPrizio Lumber LLC, Rochester, NH; and Gloria Hall and Elwood Lowell, R.E. Lowell Lumber, Buckfield, ME



Richard Winemiller, Diorio Forest Products, Oregon City, OR; Jethro Poulin, Milan Lumber, Milan, NH; Kenny Lamberston, ISK Biocides Inc., Memphis, TN; Ginny Pray, Milan Lumber; Paul Lennon, LUA, Bow, NH; and Bill Ossenfort, Pleasant River Pine, Sanford, ME



Jeff Haley and Alex Darrah, Durgin & Crowell Lumber Co., New London, NH; Eric McCoy, Seaboard International, Nashua, NH; B Manning, Durgin & Crowell; and Scott Ferland, Cersosimo Lumber Co. Inc., Brattleboro, VT



Randy Caron, Caron Consulting, Garfield Plantation, ME; Jeff Desjardins, Moose River Lumber, Jackman, ME; Jethro Poulin, Milan Lumber, Milan, NH; and Charlie Lumbert, Moose River Lumber

NAWLA Members Gather In Vancouver



Kyle Jones, West Bay Forest Products, Langley, BC; Jason Mann, AJ Forest Products, New Westminster, BC; and Dave Cochenour, TMI Forest Products Inc., Morton, WA



Kirk Nagy, Waldun Forest Products, Maple Ridge, BC; Hanna Schaub, Confex Fibre Marketing, Vancouver, BC; and Curtis Walker, Waldun Forest Products



Marty Gerowski, Interfor, Vancouver, BC; Kip Fotheringham and Julie Jones, Hampton Affiliates, Vancouver, BC; and Bart Bender, Ainsworth Engineered LP, Vancouver, BC



Dave Cochenour, TMI Forest products Inc., Morton, WA; Mike Chong and Carol Bulych, Probyn Export, New Westminster, BC; and Jason Mann; AJ Forest Products Ltd., New Westminster, BC



Dave Pellizzari, Canfor, Vancouver, BC; Mike Thelen, Welco Lumber Corp., Bournaby, BC; and Alan Huston, Welco Lumber Corp.



Bill Barnett, Welco Lumber Corp., Burnaby, BC; Dianne Hackman, Norman G Jensen/Livingston, Blaine, WA; Vince Bulic, Yaletown Lumber, Burnaby, BC; and Steve Midthun, Norman G Jensen/Livingston, Minneapolis, MN

Vancouver, BC—Approximately 210 guests and members of the North American Wholesale Lumber Association (NAWLA) met here recently for

Continued on page 41



Rachel Lim, Tiziano Meconi and Elizabeth Sun, Sauder School of Business, Vancouver, BC



Rick Fortunaso, Interfor Sales & Marketing, Bellingham, WA; Dave Pellizzari, Canfor, Vancouver, BC; and Mike Thelen and Alan Huston, Welco Lumber Corp.

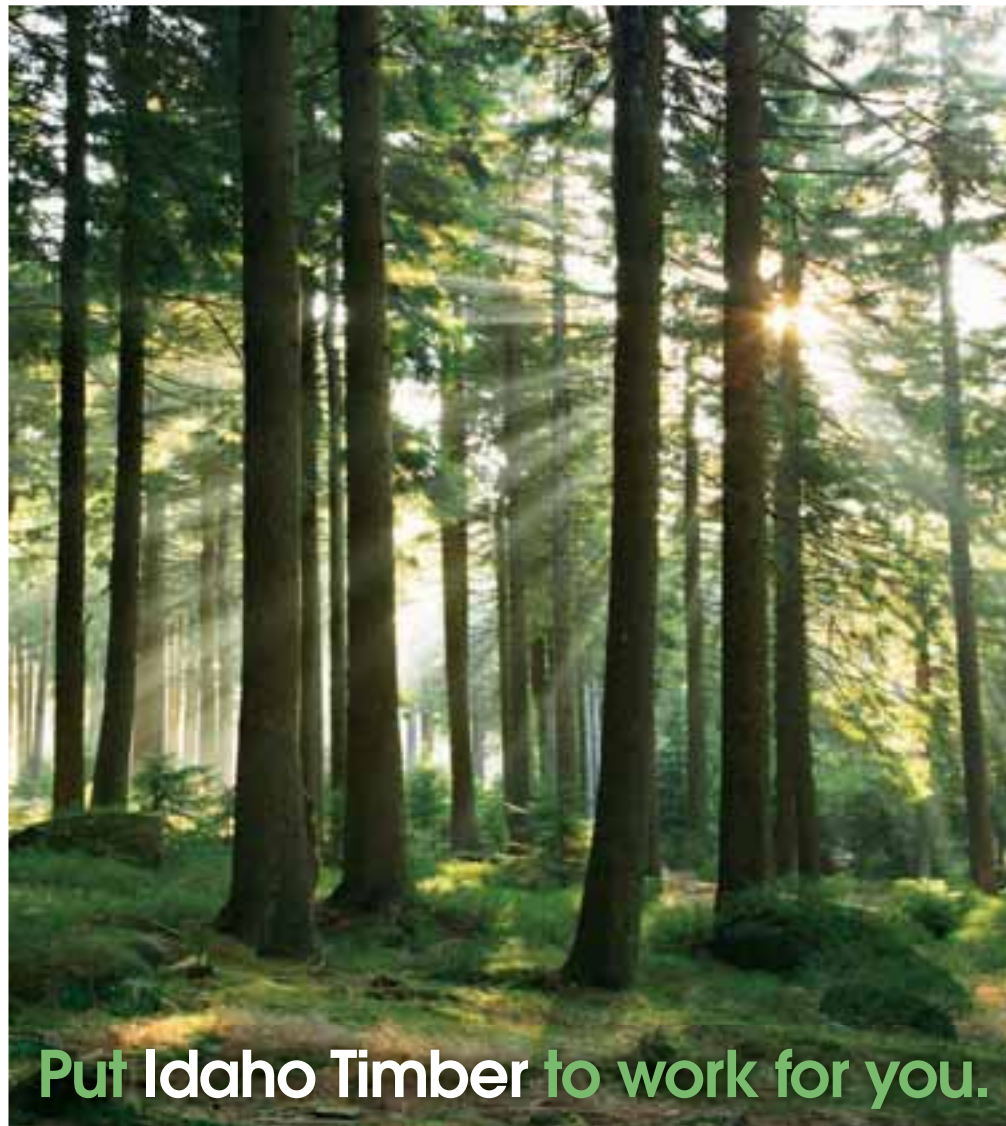


Cameron Cook, Gorman Bros. Lumber Ltd., West Bank, BC; and John Bennett, Norman G Jensen/Livingston, Blaine, WA

Ian McLean, Spruceland Millworks Inc., North Vancouver, BC; Dave Tremblay and Greg Smith, Gilbert Smith Forest Products Ltd., Barrier, BC



Additional photos on page 34 & 35



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MWC PHOTOS - Continued from page 19



Bill Ossenfort, Brian Belanger and Jason Brochu, Pleasant River Pine, Sanford, ME; Chuck Gaede and Matt Hagerty, Wood Browser Inc., Grantham, NH; Chris Brochu, Pleasant River Pine; and Richard Ostrom, Seaboard International, Amherst, NH



Jethro Poulin, Milan Lumber Co., Milan, NH; Chris McSwain, Idaho Timber LLC, Lake City, FL; and William Giguere, Sherwood Lumber Corp., Islandia, NY



Phil Sellers, Shannon Turcott and Keegan Holt, Eastern Forest Products, Lyndeborough, NH



Patrick Gauthier, USNR, Plessisville, QC; Steve Dalby, USNR, Kelowna, BC; and Martin Vaillancourt, USNR, Plessisville, QC



Tom Merkert, Capital Forest Products Inc., Annapolis, MD; Richard Plamondon and Jacques Bussiere, Malbec Inc., Saint-Romauld, QC; and Rob Hoffman, Capital Forest Products Inc.



Jacques Fillion, Chantiers Chibouhgamau Ltee/Nordic, Montreal, QC; and Albert Renaud and Benoit Jean, Nordic, Montreal, QC



Jack Bowen, Hancock Lumber, Casco, ME; Nathalie Pion, DB Schenker of Canada Ltd., Montreal, QC; and Brian Grant, Home Hardware Stores Ltd., St. Jacobs, ON



Gaston Poitras and Christian Gilbert, J.D. Irving Limited, St. John, NB



Jean Dumas, Jacques Loubert and Eric Michaud, Comact, Montreal, QC



Andre Secton, CanWel Building Materials Group Ltd., Montreal, QC; Terry Miller, Softwood Forest Products Buyer, Memphis, TN; Jack Bowen, Hancock Lumber Co., Casco, ME; and Brune Capados, CanWel Building Materials Group Ltd., Blainville, QC



Gaston Poitras, J.D. Irving Ltd., Saint John, NB; Terry Miller, The Softwood Forest Products Buyer, Memphis, TN; and Christian Gilbert, J.D. Irving Ltd.



Scott Elston, Forest City Trading Group LLC, Portland, OR; Brett Tohlen and Kyle McWhirter, American International Forest Products, Portland, OR; and Chris Knowles, Oregon State University, Corvallis, OR

NAWLA Portland Photos - Continued from page 9



Joe Honochick, KayCee Hallstrom and Mark Grube, Zip-O-Log Mills Inc., Eugene, OR



Karl Hallstrom, Zip-O-Log Mills Inc., Eugene, OR; Dan Claridge, Thompson River Lumber Co. of Montana, Thompson Falls, MT; and Mike Phillips, Hampton Lumber Sales, Portland, OR



Dave Heldoorn, Simpson Lumber Co., Tacoma, WA; Larry Pommerup, Matthews Lumber, Vancouver, WA; and Ryan Wake and Aaron Linerud, All-weather Wood LLC, Washougal, WA



Casey Garland, Prialux Forest Products LLC, Tigard, OR; Jay Hart, Hampton Lumber Sales, Portland, OR; and Dylan Dripps, Bryon Miyamoto and Ben Gardner, Oregon State University, Corvallis, OR



Greg Vaudt, Amerhart Limited, Green Bay, WI; Bart Bartholomew, Sherwood Lumber Corp., Lake Oswego, OR; and Josh Goodman, Sherwood Lumber Corp., Islandia, NY



Eric Miller, Universal Forest Products, Woodburn, OR; Grant Phillips, Collins, Portland, OR; Frank Forward, Blasen & Blasen Lumber Corp., Portland, OR; Laurie Creech, Simpson Lumber Co., Tacoma, WA; and Dan Alar, Bridgewell Resources, Tigard, OR

Additional photos on page 34

RETAIL REVIEW

ProBuild Rebranding San Lorenzo Lumber

Denver, CO—ProBuild Holdings, headquartered here, recently announced plans to rebrand its locations in Santa Cruz, Felton and Salinas, CA, along with millwork centers in Santa Cruz and Soquel, CA, to their original name, San Lorenzo Lumber.

"We made a decision to revert back to the historical name in the Santa Cruz area," said Vice President of Communications Jennifer Thurman. "It has more familiarity in that community."

Thurman also noted that ProBuild's business model in this area is different than in other markets, with more DIY's and repair and remodel sales. ProBuild's predecessor Lumbermen's acquired San Lorenzo Lumber in 2004.

ProBuild Holdings is among the largest privately held diversified suppliers of lumber and building materials to professional builders and contractors in the United States. For more information visit www.probuild.com. ■

Lumber Direct Acquired By Couples

Greencastle, PA—Lumber Direct, located here, has recently been sold by Ralph Michaels to Mike and Misty Stenger and Ray and Lisa Fair.

From a 40,000-square-foot building, the company offers lumber supplies. Also offering plumbing parts, tools, paint and keys, another large building is to the rear on the seven-acre property.

Michaels started Foremost Industries at the site, and later added the storefront. The employees will stay on under the Stengers and Fiars. Jake Leaper will continue as manager.

"This is Greencastle's big box store," said Misty Stenger.

The couples offer a convenience to local residents, who won't have to drive to other towns for purchases related to their homes. They welcome suggestions on what to carry or services to offer. "We're local people trying to help local people," she said.

Lumber Direct has access to 600,000 items in warehouses within about 40 miles, so products can be restocked rapidly.

The four come from different work histories and are anxious to put their skills together to guide the company to a visible spot in the community.

"We all have a lot of ideas and dreams," said Mike Stenger. "We're excited."

For more information visit www.lumber-direct.com. ■

McCoy's Building Supply Announces Executive Promotions and Realignment

San Marcos, TX—McCoy's Building Supply recently announced several senior executive promotions and appointments designed to position the company to continue its positive growth and focus on next level company leadership and mentorship.

Megan McCoy Jones has been promoted to senior vice president and chief operating officer. James Lewallen has been appointed to vice president of culture and customer experience and Waylon Walker has been promoted to vice president of store operations.

All three newly appointed executives concur about what customers can expect from them in their new positions: "To wake up each and every day to strive to live by the principles of Business As Unusual and fulfill our purposes statement of making life easier and more fulfilling for those who build."

McCoy's is one of the nation's largest privately held building supply retailers. It has been providing building materials and services to its "Born-to-Build" customers since 1927 and has earned the loyalty of builders, contractors, and serious do-it-yourselfers across five states. For more information visit

www.mccoys.com. ■

LMC Annual Meeting Sees Dealers Expecting Busy Months Ahead

Wayne, PA—According to sources, LMC Dealer attendance and supplier booths were up 10 percent over last year. Both dealers and suppliers expect pent up demand and delayed starts due to the harsh winter to make for some very busy months ahead.

During the annual event's update breakfast, John Somerville, LMC president and CEO, reported on highlights this past year stating that LMC sales were up over 23 percent, eclipsing the 3 billion mark. Truckload shipments also experienced double digit increases. Somerville stated, "As our dealers expand and re-envision their businesses, LMC stands behind them, as a learning annex, a resource for market intelligence, new products and growth. LMC is their wingman!"

At the annual stockholders' meeting that took place, Bob McNamara from Arlington Coal & Lumber was elected to the board of directors. William Wren from Maner Builder Supply was recognized as the new vice chair. Re-elected for another 3-year term were Kyra Bishop from Berry Home Centers Inc., Hamid Taha from Alpine Lumber Co. and Drew Orem from Alliance Lumber. The Board also approved two new dealers, TH Rodgers with locations in Oklahoma, Arkansas, Kansas and Missouri, and Southern Brands Inc. in Florida.

The annual event featured a new merchandise area filled with innovative products recently brought to market. LMC Dealer votes for best new products included: first prize, Concrete Lumber Company for their Concrete Lumber; second prize, Trim Clip LLC for the Miter Clip; and third prize, Leatherneck Hardware for their Flat

Continued on page 24





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RETAIL REVIEW - Continued from page 23

Track Display.

Lumber Merchandising Corporation is a leading Forest Products and Building Materials Buying Group in the USA owned by independent lumber and building material dealers. For more information visit www.lmc.net. ■

Parker Lumber Opens 4th Location In Beaumont

Beaumont, TX—Parker Lumber recently opened its fourth location here. Located in a former Barr Lumber location, Lori Jensen is the store manager. Parker Lumber was established more than 70 years ago in Port Arthur, TX. Initially it salvaged wood from the dismantling of old wooden oil derricks. The original owners were B. Wyde and Sam Spector. Shortly after starting the business Sam Wyde, B. Wyde's son, entered the operation and turned it into a retail lumberyard.

For more information visit www.parkerlumber.com. ■

Mead Lumber Company Plans Relocation

Columbus, NE—Mead Lumber Co. recently announced plans to relocate to a larger facility here.

After 80 years at its current location, the company is set to move late summer or early fall into a 5-acre site that includes a 6,000-square-foot showroom and drive-thru lumberyard.

Morton Mead and Dan Sullivan purchased Parkhurst Lumber in Ashland, NE, in 1910. Mead bought out Sullivan and all three of his sons (Lyman, Wilbur and Emerson) entered the business. The business grew to 15 stores by 1986. In 1987 Bob Mead became president of Mead Lumber and continued the expansion.

Today Mead Lumber has 37 lumberyards, hardware stores and millwork and truss facilities in seven Midwestern states. For more information visit www.meadlumber.com. ■

LS Building Products Receives Permit To Build In Champaign

Peoria, IL—LS Building Products, headquartered here, recently received permits to build a new yard in Champaign, IL.

With offices and warehouses across Central Illinois, LS Building Products offers customers a wide variety of high-quality products, including lumber, millwork, siding, roofing, windows, doors, vinyl fencing, and more.

For more information visit www.ls-usa.com. ■

Ace Hardware Opens New Stores

Oak Brook, IL—Ace Hardware, headquartered here, recently opened new locations in Gretna, NE, and Nogales, TX.

The new Ace in Gretna was opened by Bill Sapp and his grandson, store manager, Alex Ziegenbein. The 6,000-square-foot store also has a lawn and garden center.

In Nogales, Ace Hardware was opened by Brian and Shann Buntin. John Buntin is the store manager.

The Ace Hardware Corporation is a hardware cooperative based in Oak Brook, IL. With over 4,000 stores, Ace does over \$3 billion in retail sales annually.

For more information visit www.acehardware.com. ■

Habitat For Humanity Remodeling

Charleston, IL—Habitat for Humanity is remodeling a former 11,000-square-foot True Value Hardware, located here, into a ReStore discount LBM outlet. The company also added a third 23,000-square-foot store in Orlando, FL; relocated its Winston-Salem, NC, Restore to a larger 23,000-square-foot building; and purchased a former Carter Lumber yard in Greenfield, IN. ■

Orchard Supply Hardware Launches Urban Retail Format

Los Angeles, CA—Orchard Supply Hardware recently opened its first "urban retail format" location here. A 30,800-square-foot store, the location has a 3,800-square-foot nursery and a 100-space rooftop parking lot.

According to sources the store is designed for customers who live in smaller spaces, with an emphasis on container and small-garden planting, paint, repair and home maintenance, as well as patio and BBQ products that are ideal for smaller areas.

Orchard Supply Hardware is a retailer of home improvement and gardening products. Headquartered in San Jose, CA, the company has dozens of locations throughout California, with expansions into Oregon. For more information visit www.osh.com. ■

Al Lorenzi Building Products Relocates

Washington, PA—Al Lorenzi Building Products has relocated from this location to a smaller facility in Canonsburg, PA.

The move allows the dealer to sell its old site and lease a 17,500-square-foot property on 2.5 acres. President Vince Lorenzi said the company no longer needed the space. "We will have a nice, smaller location," he said. "In the last year, we've really streamlined our business due to the business and economic climates."


Lorenzi also operates a showroom in Mt. Lebanon, PA.

For more information visit www.lorenzilumber.com. ■




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