

## West Coast Business Trends



**By Wayne Miller**  
Executive Editor

In mid-April, suppliers in the Pacific Northwest were feeling optimistic over current spring markets across North America as well as from strengthening demand by export customers. In the greater Vancouver, BC area, several sawmill suppliers gave optimistic reports of strong demand especially from warmer areas of the southern states, while pointing out that areas of the Northeast are still bogged down by winter

weather.

Recent strikes just ended at the Port of Vancouver had many mills backed up on finished inventory that had been sold weeks ago. And a shortage of railcars, due to bad weather along the Eastern seaboard, and trouble getting trucks due to competing spring shipments by other commodity groups complicated the picture.

**Archie Rafter, in sales for Andersen Pacific Forest Products, Maple Ridge, BC,** said, "The market is getting busier and Western Red Cedar is still in tight supply." He said his company recently bought the 10 acres adjoining their mill site to expand their log yard to better service their own sawmill and other firms which buy logs from them. "Because our mill is right here on the Fraser River, we have a better supply of logs than a lot of other mills which are located further from the River," he said. "One issue for us that is always a challenge in choosing the correct logs to match the differing order files. Log prices are up and lumber levels have moved in all species; most recently we are seeing an increase in demand and price for Douglas Fir clears."

**Carlos Furtado, sales manager for Sawarne Lumber, Vancouver,** said, "The harsh winter weather this year created lots of problems for us all in terms of transportation. Rail cars were stuck back east due to all the snow. A lot of our order file has recently been shipped late, which does not please the customer. One of our biggest issues is the continuing challenge of log supply. Clear fiber is non-existent and prices continue to rise. Right now logs are probably at an all-time high and it does not look like we will see any relief in that area in the foreseeable future. This means supply will continue to be tight on many products, especially clear items."

**Jason Mann, sales manager for A J Forest Products, Squamish, BC,** said, "In the past couple of months, I have had the opportunity to travel to Atlanta, Dallas, Houston, San Antonio and Miami markets. Building material yards are inventorying a wider sort of items. They are recognizing that if they carry a greater variety of products and make them readily available, they will sell them. I always ask my buyers, 'How much 8 x 12 did you sell last season?' When they reply 'zero' they will follow up and tell you they didn't have any on hand to sell either. Many of them recognized that it's hard to sell from an empty truck. The yards that have made the decision to inventory more product and more varied product have told us they have been rewarded with sales. Finance departments that were very strict post-2008 are allowing lumber purchasers to push those limits and are seeing that expansion pay off in profits."

Mann said that new home building is clearly growing stronger in the U.S. and remodeling numbers are also seeing strength. "In the past few months our volumes have increased, but our totals for each category of size have been reduced. The cyclical timing of implementing additional products from the same operations will continue to keep demand significantly ahead of supply—

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## Midwest Business Trends



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

In the Midwest region Softwood suppliers said market activity is fair to good. In South Dakota a contact said weather has played a major role in business conditions. "Weather took a toll on our industry this year. I also think transportation has had an influence. There is a ton of different variables going on including export markets. China hasn't been very active lately."

When asked about availability issues he said, "There are certain items we're having a hard time finding like Ponderosa Pine, which we are heavily involved in. Certain grades, lengths and widths are a little tough in every species, but overall you can get what you want it's just a little more difficult."

He continued, "In terms of strength Ponderosa Pine is moving the best. People have low inventories and prices are down."

The contact also noted transportation costs are on the rise. "We are having a difficult time not only finding trucks and rail cars but the cost is going up because of the limited availability."

As for the next six months he said, "It's hard to put a finger on it. There are too many variables right now."

A Softwood supplier in Oklahoma commented, "Business is improving because winter is over. I think everybody is a little behind because of the weather so we

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## Western Business Trends



By Terry Miller  
Associate Editor

Western Softwood suppliers indicated lumber market activity is good, however some said it is a little lower than six months earlier. "I think the biggest thing is a lot of our customers and a lot of our industry geared up for what we thought was going to be improved sales and demand," said one contact in Idaho. "So far we just haven't seen that happen. It's probably about the same as it was this time last year. I'm guessing a lot of people including me thought it would have been busier by now."

When asked about availability issues he said, "We had some supply problems early on in the year. It has been tough but mainly because of logistics. That still is an issue but it looks like that is clearing up. But currently we're not having supply issues at all. The ones that we had were obviously logistics based more than just a supply and demand issue."

A contact in Montana said Douglas Fir prices have been higher and more sustainable. "In other species like Southern Yellow Pine we find dimension is doing good, but decking and boards are off. So every species has some products that are doing better than others. Canadian Spruce Pine Fir is probably the weak spot right now."

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## Northeast Business Trends



By Sue Putnam  
Editorial Director

In the Northeast, Softwood suppliers are confident in the market and expect a busy season. "Nobody that I do business with has a negative attitude today," a contact in New Hampshire said. "Most people are at least guardedly optimistic to very optimistic for the coming year. Some of them have a little inventory and they want to hold out on buying to see what happens. Nobody is concerned the market will crash. They think things are going to go, they think it's going to be a good year—and that's where our business is right now. There is good confidence in the market."

Manufacturing 30 million board feet of Eastern White Pine lumber, the contact said, "We positioned ourselves years ago to get into the co-generation business to handle the round wood. So availability of logs for us has been favorable. We are well positioned in the log side of the business. Eastern White Pine is a species that is continuing to grow its geographic area where it's being used."

"I think some of the factors that are going to affect the profitability moving forward are going to be transportation issues," he continued. "This is the worst problem that we've had in transportation in the 37 years I've been in this business. I think the cost issue is going to shock people. It's busy and we're getting into the landscape and produce season, which has to go when it's ready to go and they

pay big money. I think the availability of trucks could potentially put a big strain on this business. We have 25 loads right here right now that we are waiting on trucks to get moved."

As for certified products he said, "We are an SFI certified mill. I think it's a very good program. If you take a long-term approach to wanting your kids to get involved in this business, being involved in programs like SFI is important. If you're looking at it from a dollar standpoint of how much you're going to earn, you're not in it for the right reason. I don't get inquiries for those products but people like to do business with manufacturers they like and feel good about doing business with. It's one of those things that can help you build a relationship and make people feel good about doing business with you."

In Massachusetts a source commented, "Wholesalers don't get paid until the product is delivered. So at the end of the month some of those guys have 15 to 20 loads just sitting ready to go—they don't make any money until it's delivered. We're very busy, we're moving a ton of wood—we're listening to our customers and making changes."

Another contact commented on labor shortages. "We are seeing some labor shortages on the construction side that are holding up progress. There just aren't as many people getting into the business as there once was. A lot of people dropped off in 2008 and labor still hasn't recovered from that."

As for the next six months he said, "I think we are in for an increase in business where the retail end user is going to use some wood. That demand will be taken care of by the small amount of wood that's in distribution right now. Then it will turn into a feeding frenzy. There's going to be panic buying and business is going to explode. Exactly how quickly that will happen and how long it's going to last I don't know. But I think we're in for a very active year." ■

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## Ontario/Quebec Business Trends



**By Michelle Keller**  
**Associate Editor**

As winter finally gives way to spring, many in the Softwood industry are also looking toward a sustained improvement in sales after a six-year period of challenges and uncertainty. Although there are no guarantees or flawless crystal balls, a general consensus is emerging that the tough times of the past few years, and the severe price fluctuations of last year, may be replaced with a degree of sustained improvement in the marketplace.

The president of one Ontario wholesale operation said that sales compared with a year ago remain steady, if unremarkable.

"I would say that Softwood has been about the same for quite a while. The prices have been more stable than the hardwood side and I haven't noticed a significant change in demand, up or down," he said. "Personally, I think our sales have gone up a little bit, but I think that has more to do with things we have been doing here as a business."

His operation, which is based just north of Toronto, sells to contractors and homeowners. He said the business has been able to take advantage of a growing local population. In fact, he said, the region is the second-fastest growing municipality in all of Canada. That, combined with the fact that the greater Toronto region accounts for a third of the country's population, has helped to create an expanding customer base.

"We have been fortunate compared with a lot of parts of Canada and the States,"

he said. "Our housing starts have just kept going up."

In fact, the most significant complication he has seen lately involves getting the lumber from the mill to the store, and that, he said, has only been an occasional issue. Still, he said, prices have also started to present a problem.

"For the most part, supply has been fine. We were carrying some Pine that came out of the northeast (United States), and that has gone up a lot," he said, noting that the exchange rate between the two countries has ticked up 10 percent. "I think as things in the States pick up in terms of housing starts, I suspect we'll see the Pine prices go up a little bit."

Some Softwood has already seen price increases. He noted that Red Cedar costs have climbed about 10 percent this year, adding that a portion of that cost is due to freight and fuel prices, which have continued to climb. He noted that some specific states in the U.S. are seeing improved housing starts, and that those new demands will have a ripple effect in Canada. He said that British Columbia had been shipping an abundance of Cedar to the States, but when housing fell off, "we were the beneficiaries of the lower pricing." If that trend reverses, however, so too could the financial benefits.

Despite this prospect, he said he believes that the Softwood market will remain steady for the foreseeable future. One potential area of concern, he indicated, could occur in the area of logs. He cited the fact that many of the smaller logging companies have gone out of business since 2008, as demand dipped to the lowest levels in years. If current trends continue, however, individuals who have left the industry may consider a return.

Price also remains a concern on the mill side of the industry. The supervisor at one Ontario mill said that an abundance of cheap wood flowing from the United States has helped to keep prices down, much to his re-

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## South/Southeast Business Trends



**By Gary Miller**  
**Managing Editor**

Softwood suppliers in the Southeast said business activity is good. In North Carolina a contact said conditions are better than they were six months earlier. "Weather was a major factor in the winter," he noted. "A lot of areas in the south had a difficult winter."

Handling Southern Yellow Pine he said, "Our inventory levels are normal for this time of year. Transportation costs are high right now and availability of trucks is extremely tight."

He said his distribution yard customers seem to be extremely active.

A Sustainable Forestry Initiative certified supplier, he said, "I think we're going to have a lot of activity over the next five months. People are going to try to play catch up on projects they had to put on hold in the winter."

In Alabama a Softwood supplier said truck and railcar shortages have tightened further due to produce season. "It's that time of year and we expect delays but we are also experiencing labor shortages. The amount of skilled workers in the construction industry is low. As a result projects are getting delayed, which means buying is limited."

A Southern Yellow Pine supplier in Mississippi said his business is fair. "Weather has dominated our market for the first part of the years," he noted. "We really endured a tough winter this year. What we saw was not a lack of demand, but a lack of the means to get the product. In other words the loggers had difficulty getting

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# Washington Scene



## AF&PA, AWC Commend EPA For Issuing Non-Hazardous Materials Rule

The U.S. Environmental Protection Agency (EPA) has issued its Non-Hazardous Secondary Materials (NHSM) proposed rule, expanding the list of materials that are recognized as “non-waste fuels” to include processed construction and demolition (C&D) wood, paper recycling residuals and creosote-treated railroad ties.

With the listing of these materials, paper and wood products manufacturing facilities are one step closer to having the needed assurance that these fuels can be used in industrial boilers rather than having them disposed of through incineration or landfill.

“We welcome EPA’s listing of paper recycling residuals and railroad ties as fuels, which provide substantial energy value to our facilities,” said American Forest & Paper Association (AF&PA) President and CEO Donna Harman. “On average, about two thirds of the energy we use is produced on site from renewable biomass, and these additions help reduce our reliance on non-renewable fuel sources.”

“Structures made from wood store carbon for a very long time; at the end of their useful life, these renewable construction materials can be used to produce bio-based energy,” said American Wood Council (AWC) President and CEO Robert Glowinski. “EPA’s listing of C&D materials diverts used materials from landfills, allows for capture of the inherent energy value and lessens the reliance

on fossil-based fuels. As an industry, we appreciate the clarity today’s decision provides for our air regulation compliance strategies.”

Manufacturing facilities rely on the NHSM listing to determine whether they are regulated under EPA’s boiler maximum achievable control technology rule or under the agency’s commercial and industrial solid waste incinerators rule. AF&PA and AWC will carefully review the details of the proposal and provide additional information during the comment period to support and potentially expand the proposed listings.

For more information about AF&PA visit [www.afandpa.org](http://www.afandpa.org) and for further details about AWC visit [www.awc.org](http://www.awc.org).

## Forest Service/Bureau Of Land Management 2015 Budgets

President Barack Obama recently released his 2015 budget request for agencies tasked with managing federal forests. According to sources one of the largest issues on the table was the ever-increasing cost of wildfire funding and the borrowing that has taken place from other programs to cover those costs.

The most significant policy issue included in the Forest Service’s budget request was the inclusion of a bipartisan legislative proposal to cap wildfire suppression spending at 70 percent of the ten-year average and treat additional expenditures as emergency spending, similar to how FEMA funds other natural disasters. Sources said this would end the annual practice of “fire-borrowing” from other Forest Service accounts to cover wildfire suppression activities. The legislation has been introduced in the Senate by Ron Wyden (D-OR) and Mike Crapo (R-ID) and in the House by Kurt Schrader (D-OR) and Mike Simpson (R-ID). Overall, the Wildland Fire Management budget was raised to \$2.265 billion from \$2.163 billion for an increase of \$102 million from the 2014 level, and a \$396 million increase from the 2013 program as the cost

of wildfire suppression continues to rise.

The overall proposed Forest Service budget for 2015 is \$4.77 billion up from \$4.58 billion in 2014. With this increase the agency plans to harvest 3.1 billion board feet from national forest lands, up from the 2013. However, tracking which line items got increases in the National Forest System becomes difficult because five programs; Wildlife and Fish Habitat Management, Forest Products, Vegetation and Watershed Management, Legacy Roads and Trails and Hazardous Fuels have again been proposed for merger into a single Integrated Resource Restoration (IRR) budget line item. Funding for the FY 15 IRR line item is \$820 million, up from approximately \$776 million in 2014. In recent years IRR was applied to only Regions 1, 3 and 4 as pilots. The results from those regions have not been stellar with timber targets not being met, and a high percentage of firewood making up the sold volume.

## DNR Timber Sale

Approaching the fourth quarter of Washington Department of Natural Resource’s (DNR) fiscal year 2014 according to the American Forest Resource Council June 30 will bring the first decade of the Sustainable Harvest Calculation to a close. DNR will be working to identify exactly what the arrearage number (the amount of volume to be sold in the decade minus the amount actually sold) will be. The Board of Natural Resources will then need to decide how it will deal with the arrearage number and the new Sustainable Harvest Calculation moving forward to the next decade. ■

## WHO’S WHO – Francesconi

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dustry, she had a background in business-to-business sales for a giftware wholesaler, where she worked for five years. Francesconi’s father was a tree climber for many

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## WHO'S WHO – Francesconi

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years and she got hands-on experience in building as a child when he completely renovated her childhood home.

Sandy Neck Traders is an active member of the Northeastern Lumber Manufacturers Association.

Francesconi's hobbies include hiking and other outdoor activities such as kayaking, sailing, swimming, tennis and many others. She also plays violin and loves cooking.

Francesconi lives in Chatham, MA, with her significant other. For more information visit [www.sntraders.com](http://www.sntraders.com). ■

## WHO'S WHO – Kessler

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members, SFPA staff, and other industry organizations to increase demand for Southern Pine lumber and to work towards a unified Softwood lumber industry."

Kessler has most recently served the SFPA as corporate secretary and director of administration. Since she joined the staff in 1976, Kessler has served in multiple capacities including accounting, 28 years as director of administration, plus two terms as director of SFPA's Forest Products Machinery & Equipment Exposition. For more information contact Kessler by phone at 504-443-4464 or visit [www.sfpa.org](http://www.sfpa.org). ■

## NeLMA – Continued from page 1

NeLMA President, gave a "State of the Association" presentation at the opening session.

The membership held elections for Association Directors and Officers at this

session, with Jeff Desjardins of Moose River Lumber, Jackman, ME, elected to a 3-year first term on the Board of Directors. Current officers were re-nominated and elected to fulfill a second year of their term, which included: Chairman Terry Walters, Pleasant River Pine, Sanford, ME; 1st Vice-Chairman Jethro Poulin, Milan Lumber, Milan, NH; 2nd Vice-Chairman Scott Brown, DiPrizio Pine Sales, Middleton, NH; and Treasurer Randy Caron, Caron Consulting, Garfield Plantation, ME.

Easterling, John Rooks (NeLMA's Marketing Agency, The SOAP Group), and Kim Drew (NeLMA's PR Agency, Drew Public Relations) provided updates on the Association's marketing projects and activities during the Marketing Committee and the Pine Subcommittee meetings.

The NeLMA Dimension Subcommittee and the Grading Committee met as well and the Sustainable Versatility Design Award Program was held. The naming of the award for this annual competition to The Rich Quitadamo Sustainable Versatility Award was introduced by Jim Robbins of Robbins Lumber. This year's special guest speaker for the program, Jesse Thompson of the award-winning firm Kaplan Thompson Architect, provided insight into competing products with his presentation "Plastic Wood, Maintenance-Free, and the Search for True Sustainability."

Later, leading social media expert Rich Brooks of Flyte new media spoke at the Social Media 101 seminar. His address was "How Social Media Can Generate Leads and Move More Lumber."

Final guest presentations included Paul Jannke's Economic Forecast titled, "Are We Out of the Woods Yet: What Are The Main Issues Facing Our Industry and Economy in 2014 and Beyond?", and an update provided by Zoltan van Heyningen, Executive Director of the U.S. Lumber Coalition, regarding the Softwood Lumber Agreement and its fast-approaching 2015 expiration.

The 2014 Fall NeLMA Board of Directors Meeting and Golf Outing is set for Sept. 18-19 at the Red Jacket Mountain View Resort in North Conway, NH. Visit online at [www.nelma.org](http://www.nelma.org) for more details. ■

## WWPA – Continued from page 1

year at 46,461 billion board feet. That's an increase from this year's projections of 41,868 bbf and last year's 39,451 bbf.

Binam added that while obstacles remain to overcome, the good news is "we're hiring more people. It's a mixed picture, but generally, we're looking at a growing economy."

Additionally, Ivan Easton, director for the Center for International Trade in Forest Products (CINTRAFOR), served as a guest speaker. Part of his focused address regarded CINTRAFOR's application to have Douglas Fir added to the list of approved species with the Wood Use Points Program, which was approved by Japan's National Land Afforestation Program. Easton said Douglas Fir represents over 90 percent of the Softwood logs and lumber exported to Japan from the U.S.

He pointed out that Japan is the third largest importer of wood in the world and the U.S. is the fifth largest supplier of wood to Japan. Easton said that there are five national-level subsidy programs being used to promote the use of domestic over imported wood. These subsidy programs include:

- 200 Year House Program;
- Wood Use in Public Buildings Law;
- Forest and Forestry Revitalization Program;
- Wood Use Points Program;
- Feed-in Tariff Program.

Easton outlined future steps to be taken by CINTRAFOR and the lumber industry.

These include:

- Actively working to gain prefectural approval of Douglas Fir listing as "local wood";
- Estimate competitive impact of subsidy programs on domestic wood prices;
- Determine competitive impact on U.S. wood exports to Japan and identify markets where U.S. wood products could gain a competitive advantage;

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Also represented at the WWPA meeting was the Softwood Export Council (SEC). Craig Larsen delivered an associational update about how SEC budgets expenditures for such items as seminars, publications, travel and reports. He provided an update about activities in China, Japan and Mexico in regard to trade shows and SEC's participation.

Other presenters at this year's WWPA annual meeting included: Kevin Chung, WWPA-Japan; Bob Lewis, WWPA president, who gave an overview of the association's 50-year history; Jonathan Smoke, chief economist, Hanley Wood LLC; Jeffrey Howe, Dovetail Partners Inc.; Brooks Mendell, Forisk Consulting; and Nick Smith, Healthy Forests Healthy Communities.

Additionally, seven lumbermen received the Master Lumberman Award at the 2014 WWPA annual meeting. This award is presented to outstanding lumbermen who have demonstrated knowledge, competence and dedication in fostering the principles of quality lumber manufacture. Award recipients have been Certified Lumber Graders for a minimum of 20 years and have comprehensive knowledge of the lumber manufacturing process.

These award recipients included: Michael Cook, Potlatch Corp.; Michael McGee, Stimson Lumber Co.; Rick Northrup, Neil Ousnamer and Timothy Schultz, Idaho Forest Group LLC; Richard Sager, Vaagen Bros. Lumber Inc.; and Rodney Ward, Plum Creek Manufacturing.

For more information, visit online at [www2.wwpa.org](http://www2.wwpa.org). ■

#### NRLA/LBMEXPO -

Continued from page 1

Additionally, guest speakers and presenters provided valuable insight and information in economic forecasting, remodeling and financial planning for attendees who filled various educational seminars.

Former Olympian and boxer Sugar Ray Leonard was the keynote speaker for the event with a presentation entitled "The Power To Win!".

For more information about the LBM Expo, visit online at [www.lbmexpo.com](http://www.lbmexpo.com). ■

#### WHO'S WHO – Lewis

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of primarily Douglas Fir lumber products, in addition to assisting in Cedar sales.

Lewis graduated from Riddle High School in 1984, later attending Umpqua Community College, located in Winchester, OR.

C&D Lumber is a member of the Umpqua Valley Lumber Association and the North American Wholesale Lumber Association.

Lewis has been married for 29 years to Mike Lewis, and they have one son and a

daughter, as well as two grandsons and a granddaughter. For more information visit [www.cdmlumber.com](http://www.cdmlumber.com). ■

#### WHO'S WHO – Dalos

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terns, custom packaging, custom manufacturing and container truck-and rail-shipments.

Dalos graduated from Centennial High School in Boise, and Boise State University with a Bachelor of Science degree in finance. He joined Idaho Timber LLC in January 2006, his first position in the forest products industry, handles domestic and international sales, and is Cedar split rail fencing coordinator, in addition to handling national accounts.

Idaho Timber LLC is a member of North American Wholesale Lumber Association, and Dalos graduated from their Wood Basics Course in 2008.

Dalos enjoys tennis, family travel, water skiing and golf. He is married to Natalie and they have one son and two daughters. For more information visit [www.idahotimber.com](http://www.idahotimber.com). ■

#### WHO'S WHO – Lindsay

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Lindsay graduated from the University of British Columbia in Vancouver, BC, in 2006. Currently at Skana Forest Products Lindsay's responsibilities include sales, purchasing and quality control of Western Red Cedar.

Skana Forest Products is a member of several associations within the forest products industry, including the BC Wholesale Lumber Association, Western Red Cedar Lumber Association, Western Retail Lumber Association, North American Wholesale Lumber Association and the International Wood Products Association.

In his spare time Lindsay enjoys hockey, baseball, hiking and golf. He is married to Emily. For more information visit [www.skana.com](http://www.skana.com). ■

#### WHO'S WHO – Townsend

Continued from page 2

ucts in the fall of 2013. Duties include the sale and purchase of lumber, as well as enhancing customer relations.

Previous to joining Diorio Forest Products, Townsend worked as the associate director of a sports training facility, where he trained professional athletes in different sports.

Diorio Forest Products is a member of the Northeastern Lumber Manufacturers Association and the Wood Products Manufacturers Association.

Townsend enjoys snowboarding and traveling with his wife, Shannon. He currently plays rugby for the James River men's rugby football club. For more information visit [www.diorioforestproducts.com](http://www.diorioforestproducts.com). ■

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Channel - 11/16" x 6" & 8"

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### Fascia - Pro Select Knotty - No Hole - S1S2E

5/4" x 12"

### Boards -D&Btr - S1S2E

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## NAWLA Portland Photos– Continued from page 22



David Andersen and Jeff Moore, Hampton Lumber Sales, Portland, OR; and Joseph Thomas, Union Pacific Railroad, Vancouver, WA



Kris Lewis, C&D Lumber Co., Riddle, OR; Mark Rau, Buckeye Pacific LLC, Portland, OR; Shankita Newson and Kara Starks, Union Pacific Railroad, Vancouver, WA; and Leslie Southwick, C&D Lumber Co.



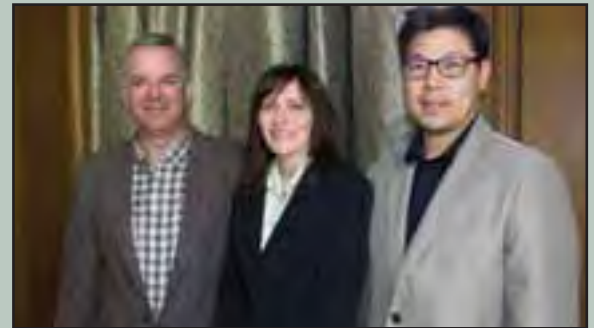
Chris Thoms, Blue Book Services, Carol Stream, IL; Brian Thom, Bridgewell Resources, Tigard, OR; Megan McMurray, Seattle-Snohomish Mill Co., Inc., Snohomish, WA; and Mike Mannex, Hampton Lumber Sales, Portland, OR



Scott Whitman, Rick Boothman and Kevin Monette, Idaho Pacific Lumber Co. Inc., Boise, ID



Carter Stinton, Hampton Lumber Sales, Portland, OR; and Brooke McCaslin and Chris Crucitt, Pennsylvania & Indiana Lumbermens Mutual Insurance Cos., Philadelphia, PA



Archie Rafter, Janine Luce and Sam Satosono, Andersen Pacific Forest Products, Maple Ridge, BC

## NAWLA Vancouver Photos– Continued from page 21



Jay Secord and Stephen Marshall, Surewood Forest Products, Vancouver, BC; and Brad Flitton and John Shook, Western Forest Products, Vancouver, BC



Dean Garofano, Westshore Specialties Ltd., Delta Bridge, BC; and Peter Charles, Westshore Specialties Ltd.



Tyler Moore, Skana Forest Products, Richmond, BC; Jane Sutera, Conifex Fibre Marketing, Vancouver, BC; and Dick Jones, The Teal-Jones Group, Surrey, BC

*Additional photos on page 35*

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Chris Sainas and Rob Chimko, Dakeryn Industries Ltd., North Vancouver, BC



Carlos Furtado, Sawarne Lumber, Ferndale, WA; Dean Garofano, Westshore Specialties Ltd., Delta Bridge, BC; and Peter Charles, Westshore Specialties, Delta Bridge, BC



Jeff Derby and Ryan Furtado, Western Forest Products, Vancouver, BC



Kirk Nagy, Waldun Forest Products, Maple Ridge, BC; and Al Fortune, Mid-Valley Lumber Specialties Ltd., Langley, BC



Tony Darling, Skana Forest Products, Richmond, BC; and Yuri Lewis, Conifex Fibre Marketing, Vancouver, BC



Jamie Dunse, Western Forest Products, Vancouver, BC; and Deepak Rai and Mike McInnis, Terminal Forest Products, Richmond, BC



Steve Clitherie, Skana Forest Products, Richmond, BC; Doug Clitheroe, Interfor, Vancouver, BC; and Gary Arthur, Rob Tam and Robert Sandve, Haida Forest Products Ltd., Burnaby, BC



Peter Giroday, Coastcedar Lumber Products, Vancouver, BC; Dave Gillis, Goldwood Industries Ltd., Richmond, BC; Brenda Thomson Ligma, guest; Jim Gillis, Haida Forest Products Ltd., Burnaby, BC; and Bruce Tays, Olympic Industries Inc., Vancouver, BC

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APA NEWS –  
Continued from page 2

Structurlam CLT Line Accepted into APA Membership

The APA Board of Trustees has approved Structurlam Products Ltd.'s Cross Laminated Timber (CLT) production line for APA membership. Structurlam, located in Penticton, British Columbia, has been an APA member with its glulam production



Photo Courtesy of Structurlam Products Ltd.

since 1998. Structurlam is the first North American producer to earn certification for CLT under the ANSI Standard ANSI/APA PRG 320 Standard for Performance Rated Cross Laminated Timber. Although CLT has been used in Europe for more than a decade, the engineered wood product just recently began garnering attention in North America as a competing material to concrete and steel in non-residential construction and in the construction of tall wood buildings. ANSI/APA PRG 320 provides requirements and test methods for qualification and quality assurance of CLT. The standard includes seven stress classes covering major wood species in North America. The standard was approved by ANSI in December, 2011. CLT products manufactured to ANSI/APA PRG 320 will be recognized as code-compliant construction materials under the 2015 International Building Code (IBC). Proposals for adoption into the Canadian timber design code are also being discussed.

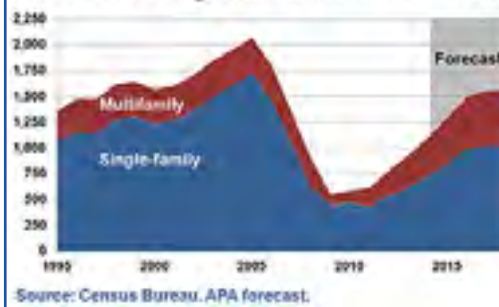
APA is accredited by ANSI as a standards developer of American National Consensus Standards that can be recognized by national building codes, regulatory bodies and government agencies. Development of ANSI/APA PRG 320 was completed by a bi-national (U.S. and Canada) CLT Standard Committee composed of 35 members (18 from the U.S., 16 from Canada and 1 international). Contact: marilyn.thompson@apawood.org

Photo courtesy of Structurlam Products Ltd.

Spring 2014 Market Outlook Available on Members Only Website

Extremely harsh weather continued to negatively impact the pace of home building through February and March, most notably in the Midwest. As the weather improves with the spring thaw, construction activity should pick up and the recovery in housing starts will get back on track. The APA forecast for housing starts in the U.S. this year is 1.075 million with single-family starts at 700,000 and multifamily starts of 375,000. It is assumed the Federal Reserve will continue to back away from its unprecedented policy of trying to hold down long-term interest rates over the course of this year and through the rest of the forecast period, which runs through 2018. This will tend to constrain the recovery in single-family starts. The APA forecast calls for continued increases in housing starts in 2015 and in the 2016-18 time-frame will average 1.5 million per year with a split of 1 million single-family units and 500,000 multifamily starts. Structural panel production in North

U.S. Housing Starts (Thousands)



Source: Census Bureau, APA forecast.

America was 29 billion square feet in 2013 and is forecast to approach 32 billion square feet in 2014. Higher levels of homebuilding and growth in the other end-use markets are forecast to drive structural panel production to 38 billion square feet by 2018. Demand for glulam products, I-joists and LVL will grow 40-45 percent from 2013 to 2018, largely driven by the recovery in new residential construction in the U.S. For additional details, APA's Yearbook, which contains historical data and a look at 2014, is available to non-members for \$250 through [www.apawood.org](http://www.apawood.org). Contact: [joe.elling@apawood.org](mailto:joe.elling@apawood.org) ■

posed to a twelve month cycle." We need young people to realize that we are all environmentalists, and that a properly managed forest is simply another crop. We need young people to feel that our industry is cleaner, more environmentally friendly and better for the planet than any other. If done properly, no other resource is as renewable and environmentally friendly as ours. We need young people to realize that this makes us "cool!"

NAWLA NEWS –  
Continued from page 2

Our industry is becoming cutting edge. Engineered lumber and panels, including cross laminated timbers are allowing us to dream about reinventing building techniques, and to start construction of high rise commercial and residential towers. Who knew that forest products could be leading edge technology, and isn't that where young people want to be, on the edge?

At NAWLA, we recognized several years ago, that we needed to start engaging young people. Two years ago at our annual Leadership Summit, we engaged Dr. Gustavo Grodnitzky to teach our attendees about generational differences, and how to attract and retain young people. It was an eye opener for all of us! In my office, all the young folks now have two computer screens on their desk, and I have learned not to start twitching when Facebook is open. Rather than impede productivity, I would argue for our young folks this freedom means they are now more productive.

NAWLA has created Nextgen programs specifically for young people, and has made young people welcome at our conferences, on our Board, and in our Committees. We recently completed our 2014 Leadership Conference, and it gave me great pleasure to walk from committee to committee meeting, and see young men and women engaged in debate with seasoned CEO's. Regardless of age, each person's opinion was listened to, and many of the "old guys" commented on the

Continued on page 37

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**NAWLA NEWS –**  
Continued from page 36

passion and intelligence of the younger generation.

A recent addition to the NAWLA menu of opportunities has been the formation of a Women's group. It is still in its infancy, but the goal was to provide a forum for women to comfortably discuss their issues in what was traditionally a male dominated industry. There are some really bright ladies in this group, and I am sure they will carve out an important program to help them advance their careers, and to welcome more women to our industry.

NAWLA is taking a lead in recognizing that our industry is changing, and has to continue changing to survive. We think engaging young men and women is a huge part of that change.

I encourage you to get your young people involved in NAWLA. We can put them on Committees, get them involved in peer groups, and welcome them to take courses to improve their skill-sets and meet their counterparts in other NAWLA companies.

Get your young folks involved – it will be the best investment you ever make! ■

**BRADY –**  
Continued from page 6

separate from the 5,000-square-feet of office space.

Only No. 1 Select or Better Yellow Pine 2X4's are used to build frames, which is, affirmed Kieler, "a very durable, terrific wood to laminate with. It's also a strong wood, and when we laminate it into a beam it can take a tremendous amount of wind, snow load and abuse."

The Yellow Pine that arrives, pre-dried to 16 percent moisture content ideal for lamination, is moved within the facility using a 10-ton gantry crane that traverses the entire length of the building. A 5-ton fork truck with extended forks is used to move rooms and room parts inside and outside the factory.

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, said Kieler. "The sunroom is customized using impeccable carpentry skills unrivaled in the industry and we are the undisputed king of sunrooms in New England. Putting the components together becomes very specialized and customized with the all glass roof and each room is an individual creation. No two are alike, built with a beautiful signature woodwork finish, joinery, moulding and attention to detail."

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. In accordance with company goals, those options will likely expand into the Mid-Atlantic States where operations had ceased when the economy took a spiral. Recalled Kieler, "We'd closed those operations and concentrated on New England. Now with our increase in growth, we'll reopen in those areas."

Originally the base of the operation was in Worcester. Now, the prominent Brady-Built Sunroom reputation holds firm in Auburn and will spread its sunroom visibility on the highway even further down the road.

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

**BARREL –**  
Continued from page 7

as a change room and a shower. "The floor and door section of our Stargazer barrel saunas are shipped pre-assembled," Byers said. "So you can literally assemble your entire sauna in three to five hours."

The Stargazer 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. For the customer who prefers privacy, the company offers a smoked bubble. "The smoked bubble allows you to see out just like the clear bubble but it is very difficult to see in from the outside," Byers said.

Complete with a shower, music system and a barrel chair, the "Double Bubble" sauna is a combination sauna and cool down room. These jointed rooms are available with a choice of a clear and/or a smoked bubble for outside viewing. "The barrel chair is contoured to fit the individual's body for comfort," Byers said. "In this design we also offer a half-round chair, which is a contoured seat without a back. It features a 9-inch rain shower system with a shelf for soap or beverages." The entry door to this style of sauna also includes either a plain glass or a stained glass inlay. The sauna door has self-closing hinges while the entry to the sitting room features an opening only.

Barrel saunas are offered in vertical or horizontal design. "Our available lengths start at 4-foot and our standard models are 6-, 7-, and 8-foot long," Byers continued. "The standard diameter is 6-foot but we also offer a 7-foot. The overhang can be from 2 to 4 foot with the 4-foot entirely enclosed to create a sitting/cooling down area."

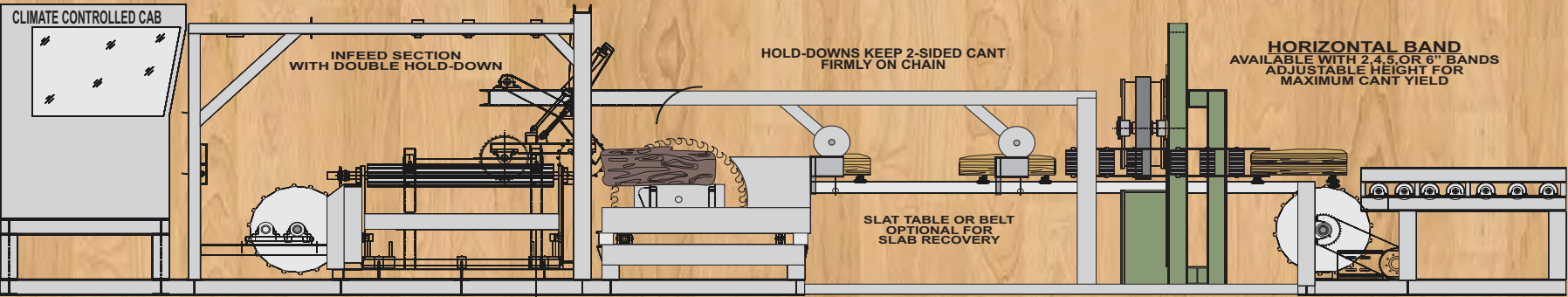
Children will play for hours in the company's solid wood playhouse. Easily assembled with basic tools, the Barrel Playhouse does not require any screws or glue. An acrylic bubble window in the front door and a durable plastic slide and ladder add to the playful environment. "There is even a chalkboard inside, which creates a wonderful play space for children," Byers added. "For the summer months the side is open but additional 2x6's are shipped allowing you to close the opening for winter or rainy weather."

Built right into a wall, the firm's smallest wine cellar barrel is in a six-foot diameter barrel that is 48-inches long. This unit holds 13 cases or 156 bottles of wine. The newest barrel wine cellar offered by Barrel Enterprises is a walk-in. It has wine racks running down both sides of the barrel and each rack is custom made to address individual needs. Up to 110 bottles of wine can be stored every two feet inside this barrel cellar, which is available in lengths up to 16 feet. Hand

Continued on page 38

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**BARREL –**

Continued from page 37

carved doors, custom staining and hand painting are all available options for the company’s barrel wine cellars.

Manufactured primarily from Knotty Western Red Cedar, the barrel wine cellars are also available in red oak, birds eye maple, walnut, teak or any other species by request. However Byers did note Western Red Cedar is the most popular choice.

Personalization is also offered on all of Barrel Enterprises products. “If a customer has a family crest, coat of arms, business logo or anything they can imagine on the side of their sauna, playhouse or wine cellar—we can make that happen,” Byers said. The company’s “Legend Series” offers custom barrel carvings.

When asked about what lies ahead for Barrel Enterprises, “During the 39 years that we have been in business, we’ve handcrafted fine furniture, manufactured pews for churches, courtroom furniture and applied the honored skills of the craftsmen and wood carvers of the past into every project we sold,” Byers offered. “I can now say that I have found my ultimate challenge in offering the most unique log home/cottage on the market.”

From campground yurts that feature 2x6 solid Cedar walls and are ready to assemble in two hours to a signature log home yurt, Barrel Enterprises has literally already “covered” a lot of ground. With a floor that arrives in pie shaped sections for the DIY in all of us, the roof panels simply pop in place eliminating the need to complete any asphalt shingle roofing or strapping and drywall on the inside. With vertical logs, this log cabin cottage also offers a center “bubble” to gaze out into the night from below.

The signature YURT is significant to the success of these dwellings according to Byers. “A Cedar YURT with a high-tech super insulated log cabin log system is the first of its kind in the log home industry,” he said. “This will revolutionize the log home industry and offer home owners an extremely high R-value (energy efficient) home.

“This new system will allow customers to utilize different looks on the exterior and interior of their homes,” he continued. “For example, a dark, rich wood, such as Western Red Cedar, on the outside of a home and a lighter wood, such as Pine or Spruce on the interior. We offer this flexibility with zero splits or log cracks and with a greatly improved R-value log. A customer could request Red Cedar on the entire outside and make every room inside the home a different interior finish. For example the kitchen could be Red Oak and the closets Red Cedar and so on.” For more information about Cedar Yurts visit [www.cedaryurts.com](http://www.cedaryurts.com).

“At Barrel Enterprises, we believe that there is a spirit in every piece of wood and indeed, every tree,” Byers concluded. “With the magic of our chisels we are able to remove the excess wood to find the spirit that is hiding or sleeping in the wood

we chose to manufacture your product. The next time you take a look at a piece of wood, look closer and see if you can see the spirit hiding inside.”

For more information about Barrel Enterprises visit [www.barreenterprises.com](http://www.barreenterprises.com). ■

**TIME TO CHANGE –**

Continued from page 8

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**NAWLA PORTLAND –**

Continued from page 9

cluded: Laurie Creech, Simpson Lumber Co. LLC; Mike Holm, Oregon-Canadian Forest Products; Joe Thomas, Union Pacific Railroad; Carter Stinton, Hampton Lumber Sales; and Larry Tommerup, Matheus Lumber Co. Inc.

Their observations about the overall forecast for 2014 included the following. Stinton said his peers are optimistic about how the market will perform this year, and “exports help. A significant amount of our lumber goes offshore. Of course export of logs creates domestic shortages. In 2012, we were recessed domestically. The export piece is important for us. We are hoping for more domestic sales in 2014 and we realize diversity is the key. Additionally, I don’t see a lot more lumber production, so more demand should strengthen prices.”

Tommerup noted, “2014 looks to be up 20 percent over 2013 – a record year. A lot of business for us is in the Southern states (U.S.) and we have booked business well into this year.”

Creech confirmed, “We are very positive. We’re running 65 percent now at our mills so the market is looking up. Also I don’t see export logs going away. Until we pay more for logs domestically, we compete for export logs everyday.”

The panel was followed by an associational update presented by Scott Elston and Mike Phillips.

For more information about NAWLA, visit online at [www.nawla.org](http://www.nawla.org). ■

**SHERWOOD –**

Continued from page 17

gether specifically for the LBM Expo. While the contortionists demonstrated their amazing human elasticity, Sherwood Lumber showcased their own unparalleled flexibility for meeting customer needs through customized programs and forward pricing. “Cirque du Sherwood” also allowed for Sherwood Lumber and Georgia-Pacific to celebrate their continued success.

Continued on page 39



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## SHERWOOD –

Continued from page 38

Sherwood Lumber has been supplying Georgia-Pacific Engineered Lumber Products in the Northeast region since 2012, mainly through their Prime Distribution facility in Palmer, MA. In 2013, ELP distribution in the Northeast broadened with the inclusion of Georgia-Pacific's line at Sherwood Lumber's Bergen, NJ, Distribution Center. This was the second year that the companies collaborated at the LBM Expo. Both representatives from Sherwood Lumber and Georgia-Pacific continuously met with attendees, serving as a testament of the demand for ELP products due in part to an uptick in housing starts.

"We've seen a great deal of success in the Northeast region thanks to our work with Sherwood Lumber, and we're happy that we were able to work with them again at the LBM Expo," said Dennis Bott, Northeast Area Sales Manager, ELP, Georgia-Pacific. "Given the growing demand in the region and Sherwood's ability to service that entire market, we look forward to working with them for a long time."

Sherwood Lumber is a national leader in the lumber and building materials industries, specializing in quality lumber and panel products. Headquartered in the Northeast, Sherwood Lumber has distribution centers throughout the U.S. For more information, visit [www.sherwoodlumber.com](http://www.sherwoodlumber.com). ■

## MONTREAL WOOD CONVENTION –

Continued from page 19

event, with conferences by renowned speakers in the morning and the exhibit hall in the afternoon, was appreciated by the lumber industry."

The keynote speaker, Canadian Senator and hockey legend. Jacques Demers, captivated the audience by establishing a link between the management of a hockey team and wood companies.

Analyst Russell Taylor, president of the International Wood Markets Group, explained how China continues its economic growth and the demand will continue to grow, sending a positive message for Canadian exporters. Stefane Marion, chief economist at the National Bank of Canada, was cautiously optimistic about the long-term economic development of the industry in North America.

For more information about future Montreal Wood Conventions, contact Julie Aubin, [jaubin@quebecwoodexport.com](mailto:jaubin@quebecwoodexport.com). ■

## WEST COAST BUSINESS TRENDS - Continued from page 25

in Western Red Cedar especially. We expect the remainder of this year to be very strong in Cedar and most building products."

**Ryan Furtado of Western Forest Products, Vancouver**, handles Western Red Cedar sales for the company. He said, "Over the last two months our company

has seen a continual climb in demand, especially as the weather improves across the country. Throughout the first quarter we saw prices climb gradually and we expect to see another increase in May. This is tied to the increasing log costs we are facing as well as the limited supply available on most products. Fencing items have been especially tight through the first quarter. We are seeing current demand in some markets up over 100 percent of last year's needs. Currently 1" s1s2e boards are very tight. Our expectation for the balance of 2014 is that due to high demand and limited supply the market will stay strong. This has the potential to set up a buying frenzy in the fall." Western Forest Products has in the last year or two moved from one of the top 10 volume producing sawmill firms in North America to one of the top five with the addition of several Southern Yellow Pine mills purchased in the state of Georgia.

**Kirk Nagy and Curtis Walker of Waldun Forest Products, Maple Ridge, BC**, said, "Shake and shingle sales have seen an improvement in the last couple of months, but the record winter weather in the northeast U.S. and in other areas has held up home building and remodeling in many areas. Sales are okay, but not where we hoped they would be when we were looking forward a couple of months ago. We are hoping warmer spring weather will add some zest to current demand."

**Dave Cochenor of TMI, Morton, WA**, said his Cedar mill's sales of fencing are "very hot. We are producing Cedar fencing at full capacity in Morton, and due to very strong demand for a slightly less pricey fence product, we are also in full production of stained white wood fencing at a second mill. We can't make it fast enough to keep up with orders," he said.

In **Glendale, OR**, **Chris Swanson of Swanson Group**, said, "Our studs have trended upward in price fairly steadily while our plywood and dimension products have seen a steady decrease in prices. Both railcar and truck transportation continue to be an issue. Also the lack of federal timber being offered for sale to mills like ours is causing logs to remain high in price. Having said all that, I believe that the remainder of this year we will experience good markets that will grow stronger as housing and remodeling get busier."

**Jim Haas of California Redwood Company, Arcata, CA**, said, "Markets across the country are clearly showing signs of improvement, especially with northern tier states and Canada finally defrosting. Most of our distributors had a better 2013 by 10 to 15 percent in volume and they expect something similar this year. There is price pressure on logs due to a range of issues, primarily due to increased harvest costs. Fuel price is one of the largest of these. However, with increased demand, we are able to raise our lumber prices on selected grades and dimensions. We feel the balance of the year looks quite promising. Our domestic markets continue to improve both in sales values and demand. Also our export markets show great promise for 2014."

**Darren Duchi, of Siskiyou Forest Products, Anderson, CA**, said, "We had an excellent year last year and this year looks to be as good or better. We are opti-

Continued on page 40





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WEST COAST BUSINESS TRENDS - Continued from page 39

mistic about the forecasts for new housing and remodeling.” The company recently invested \$350,000 in a wood waste recovery plant that produces “Presto-like fuel logs,” and also recently purchased the old Thunderbird Molding plant located only a few miles away to substantially increase production of their finger joint material. “Purchasing this plant gives us greater flexibility in our production,” Duchi said. “We can run higher volumes of fewer products at our main plant and, at the same time run smaller orders at our secondary location. Our second plant has also allowed us to cut our order file from over a month out to just a couple of weeks out, allowing us to fill orders more quickly.” Currently Duchi said the sales team is looking to expand sales so that the secondary plant will soon run at full capacity. Siskiyou produces a two-coat exterior primed siding ready for installation in either Western Red Cedar or Redwood and also offers surfacing and sizes and lengths in a wide range, including pattern stock. ■

MIDWEST BUSINESS TRENDS - Continued from page 25

are seeing a little surge in business just with people trying to catch up with projects that may be a little behind.” Handling Douglas Fir a source in Missouri said, “Our inventories are growing in-line with current business. Our prices are down and we hope it stabilizes in the coming months. Pricing has been on a downward trend on some items for six to eight weeks now. Hopefully there is a floor coming up. Based on that information I predict prices will stabilize or maybe even come up a little bit.” As for transportation he said, “We hear about trucking issues in the south, but so far we have not seen a delay in transportation. Traditionally this time of year we are competing with bagged goods, bedding plants and perishable produce and we normally see transportation trouble but I’ve not experienced that yet.” When asked about his customers’ comments the contact said, “It’s the same everywhere right now. Now that they’ve finally dried out enough to do the work, there’s just not enough labor. They’d love to build a few more houses but it’s a matter of getting the help to do it. So I would say like everybody else there’s a shortage of labor right now.” Looking at what’s ahead in the remainder of 2014 he said, “I think everybody lost from the winter but based on interest rates and what the government is doing I think the next six months will be strong.” ■

WESTERN BUSINESS TRENDS - Continued from page 26

As for the coming months he noted, “A lot of our customers are optimistic and they expect to be busier. I think that their salespeople believe it’s going to be busy but as of today we just haven’t seen that take away yet. So there is optimism but we haven’t seen the follow through quite yet.” In Colorado a contact said, “The market is average. It’s not great and it’s not terrible. Weather has been a huge factor. We’ve just come through six months of pretty harsh weather patterns. Now that the weather is warming up I think that business will be significantly better.” Handling most domestic Softwood species he said, “All products seem to be moving at the same pace. We haven’t had issues with supply but transportation is putting everybody behind. Cars that used to take ten days to get to us now take three weeks. So it has forced us to plan ahead significantly more than we have in the past.” As for his customers he said, “Most of our clients are very optimistic about the remainder of the year. It’s just a matter of everything drying out to the point where they can start building. So I would say in the seven states that we serve we haven’t heard from many people that are not optimistic about what’s ahead this year.” ■

ONTARIO/QUEBEC BUSINESS TRENDS - Continued from page 27

gret. “Compared with a year ago, low grade Softwood is no problem; it’s the high grade we’re having a problem selling at a reasonable price,” he said. “There is a lot of wood coming in from the States, or so they say...The demand has been steady, but (customers) do not want to pay the full price for it.” The president of a Quebec-based mill echoed those concerns. He said 2013 was a difficult year for his business, and that he was closed for much of the winter. As with others, he said the true key to persistent market improvement rests within the United States. “I think the U.S. market must change like it did in 2005,” he said. “We had a boom last year in winter 2013, the first month of the year. Since then, the markets have been quiet. We need business in the States.” A salesman from a Quebec wholesale operation agreed that the United States is an indispensable element for future sustained success, but added that market confidence also plays an important role. “I think that, overall, people are more confident, and people build more when they are confident because they can sell more,” he said. “I don’t think you have to be a Philadelphia lawyer to figure that out.” He said that looking at futures trading in the industry reveals a hopeful tale. Although recent futures trends suggest lower lumber prices, he acknowledged that lumber is just like any other commodity; it goes up and down. “But there have not been the major lows like we have had in years back; the rates are more stable. More jobs being made, unemployment is less,” he said.

Continued on page 41



ONTARIO/QUEBEC BUSINESS TRENDS - Continued from page 40

“The bottom line is that the dollar values of lumber are higher. We’re not dipping down into \$100 lumber. The low grades are still selling over \$300, and that’s a good number for our market.”

He said that as recently as January, when lumber was trading at about \$350, people were making predictions as to whether prices would climb or drop. Although the numbers have since slipped to \$325, this salesman remains bullish on the prospect of better prices.

“I still bet it will go to \$400 before it goes to \$300. Even in the softening, it is still a better number than it was last year. That’s where we’re leaning,” he said. “There is a cycle period to it. We’ve had seven years of doubt. We’re all hoping we’re at the beginning of something good again; for those of us who survived, we hope that it will continue. This is still a tough business; it’s still a grind. There are a lot of things that have changed our industry that have not been for the best, but it’s getting better...Wood is moving, and that is good economic news for everyone.” ■

SOUTH/SOUTHEAST BUSINESS TRENDS - Continued from page 27

into the woods, trucks had difficulty on the roads and orders were delayed because heavy snow made it difficult to unload.”

The source indicated activity is picking up now that warmer temperatures are here. “We’ve been picking up for a few weeks now. Now the issue is going to be catching up. We have orders that are backed up and people are ready to resume projects that have been on hold. Transportation is in higher demand because of the back orders and the onset of produce season. Costs are rising on shipments because of the increased demand.”

As for what remains in 2014, he said he expects business will be good but he is concerned for trucking availability and general supply shortages. “Because of the heavy winter, log decks will be lower than usual and we expect to see some supply issues down the road.” ■

NAWLA VANCOUVER - Continued from page 21

a regional meeting and cocktail party at the Vancouver Club.

Guest speakers included The Vancouver Canadians Baseball Team President Andy Dunn; Interfor’s Senior Vice President of Corporate Development and Strategy Marty Juravsky; and Equity Research’s Daryl Swetlishoff and Raymond James.

Bart Bender introduced and opened the meeting sponsored by Canadian National Railway, Euler Hermes and Norman G. Jensen and organized by Kip Fotheringham, Julie Jones, Ian McLain, Paul Hardin and Tom Davis.

Ian McLean spoke briefly on programs offered at the University of British Columbia (UBC) and introduced speaker Malcolm Smaillie, business development manager of UBC’s Sauder School of Business who gave a slide show presentation on the school. He noted UBC’s Sauder School of Business as one of the top 100 business schools in the world with 3,700 current students graduating with many of them ready to enter the business world.

McLean introduced Andy Dunn who briefly covered a charity for kids founded by the Vancouver Canadian Baseball team. “We started a foundation where we let 350 children play baseball each year and we supply all the equipment and uniforms. We’ve been doing this for three years now.”

Dunn went on to offer data on volumes of lumber produced via a 2-year comparison. He also introduced a new logo and philosophy—“Building Value”. “Our primary concern in every aspect is to ask the question ‘does this decision fit our core values’?” he explained. “Our transformation has been strategically planned and the market has rewarded us for it. We plan to grow by acquisition and operational excellence. We have 15 sawmills today and two remanufacturing plants. Our current focus has been in the southern region of the United States. There is excess timberland due to loss of sawmills in Georgia and trees are growing larger by volume. We currently have a 900 million board foot capacity in Georgia and 2.8 billion board feet of production. We are the largest producer in Georgia.”

Daryl Swetlishoff delivered an update on the U.S. housing market and the “Super Cycle Thesis.” Followed by Marty Juravsky who spoke on corporate development and strategy. Juravsky covered three topics: What are we doing today and what changes have been implemented; measuring the success of those changes; and what was the original strategy. “Our goal is to not be average,” he said. “We are responsible for our own success.”

A social hour concluded the event with cocktails and a Vancouver Canucks hockey game viewing on a large screen in the club’s grand ballroom.

For more information about the North American Wholesale Lumber Association email [info@nawla.org](mailto:info@nawla.org). ■

SLB NEWS -

Continued from page 2

prospective architects, engineers, and other building professionals nationwide. This interest is advanced and converted into direct action by our WoodWorks program, whose professionals stay involved and available throughout the construction cycle of non-residential projects to provide assistance and support as builders and architects make a material shift to wood. The SLB also continues to support the National Frame Builder Association’s Post-Frame Marketing Initiative’s effort to promote the use of timber frame systems specifically in low-rise commercial construction, which offers considerable volume opportunity.

By sequentially leveraging each partner’s strengths and expertise, we are able to

Continued on page 42

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## SLB NEWS –

Continued from page 41

create a seamless continuum of touches at the various stages of a customer's journey as they consider and ultimately choose wood.

In 2013, the SLB added important new dimensions to its programmatic work as it launched a promotion program focused on the use of Softwood lumber in appearance applications. This program will aim to reach residential construction consumers in order to expand the use of Softwood lumber for interior and exterior appearance applications. The SLB also recognizes that in some segments where Softwood lumber is used, such as decking, our market share is under threat. As such, specific efforts are underway to stem the market share erosion and ultimately recapture wood's traditional place in the market.

Results from 2013 confirm the validity of the SLB's coordinated approach, as each center of excellence is now delivering clear, measurable returns on every dollar invested during the year. In turn, these results are translating into increased value and opportunities for our investors and industry partners.

As we reflect on the past year, I want to draw particular attention to three areas where the SLB, through its coordinated and industry-wide effort, has delivered unique value:

- The SLB facilitated sizeable increases in Softwood lumber consumption in non-residential construction, thanks in large part to WoodWorks' outreach and education efforts which converted 275 projects from competing materials to wood during project and construction cycles.

- The SLB joined forces with Skidmore, Owings & Merrill LLP (SOM) to undertake innovative research and design testing which ultimately demonstrated the potential and advantages of using wood in high-rise buildings. This lays important ground work for penetrating the tall building segment and ultimately creating an expansive market opportunity for the Softwood lumber industry valued at 2.6 billion board feet (bbf).

- The SLB launched a dedicated appearance promotion program to defend and expand markets for Softwood lumber products in consumer-focused interior and exterior appearance applications. This segment offers at least 2 bbf of volume impact in decking alone in the short/medium term.

We expect all of our programs to continue to build on existing and new momentum in 2014 and to deliver clear returns on investment. Also, looking ahead, the SLB is researching threats and opportunities in the industrial segment as well as improvements in fire retardant treatments and protective coatings. Thus in 2014, the SLB will be actively working to increase awareness, grow demand, and capture market share in each and every segment of the Softwood lumber value chain. Collectively, these programs will combine to help the SLB and its industry investors to advance our shared and primary focus: to sell more Softwood lumber.

The Softwood Lumber Board remains committed to communicating with you openly and regularly, such that you are assured of the direction of our programs and the returns they are yielding for the industry. We also welcome your comments and inputs. Please feel free to email us at [info@Softwoodlumberboard.org](mailto:info@Softwoodlumberboard.org) or call the SLB main line at (312) 321-5131. ■

## TRADETALK

### Hancock Lumber Presents Plaque Of Recognition to CanWel

**Casco, ME**—Hancock Lumber, headquartered here, recently presented a plaque of recognition to CanWel Building Materials Group Ltd., headquartered in Vancouver, BC. Hancock's Vice President of Sales Jack Bowen presented the award to CanWel's Purchasing Agent Andre Sexton and General Manager Bruno Chapados.

"We present these plaques to our customers in recognition and appreciation of their business partnership with Hancock Lumber," Bowen said. "Through good communication and team selling, our partnership with CanWel continues to grow annually."



(Left to Right): Andre Sexton, CanWel Building Materials Group Ltd., Montreal, QC; Jack Bowen, Hancock Lumber Co., Casco, ME; and Bruno Chapados, CanWel Building Materials Group Ltd., Blainville, QC

CanWel Building Materials Group is a leading Canadian wholesale distributor of building materials, home renovation products and hardware and also provides wood pressure treating services. For more information visit [www.canwel.com](http://www.canwel.com).

Established in 1848, Hancock Lumber Company is a sixth generation, family owned business operating a land company, a sawmill division and a retail business. The company is one of America's oldest and most distinguished family-owned lumber companies. For more information visit [www.hancocklumber.com](http://www.hancocklumber.com). ■

### Patrick Lumber Co. Announces Management Transition

**Portland, OR**—Specialty lumber remanufacturer, distributor and exporter Patrick Lumber, which will celebrate its 100th anniversary in January, has announced that company President Jim Rodway will retire at the end of this year. The company's board of directors elected Dave Halsey to succeed Rodway as president.

Rodway spent his entire career with Patrick Lumber, joining the company immediately upon graduating from Oregon State University in 1979. He became president of the company in 2001 when the current management team took controlling interest in the company. Rodway was the company's fifth president. His predecessor, Bob McCracken, had held the position for the previous 25 years.

Halsey, too, has spent his entire career in the lumber business, starting out at

Continued on Page 43

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## TRADE TALK - Continued from page 42

Disdero Lumber in 1986 after graduating from Oregon State. He later ran K/D Cedar in California before joining Patrick Lumber in 1997. Halsey, along with Rodway and current Chairman Patrick Burns, purchased the company from McCracken, Ron Yeager and Tom Carstensen in 2001. He has filled the role of vice president of sales since that time.

Halsey and Rodway will work closely together during the remainder of this year to ensure a smooth and successful transition.

Founded in 1915, Patrick Lumber Co. has operated as a Portland-based specialty lumber remanufacturer, distributor and exporter for nearly 100 years. For more information visit [www.patlb.com](http://www.patlb.com). ■

### West Fraser Acquires Travis Lumber Company's Sawmill

**Vancouver, BC**—West Fraser recently acquired Travis Lumber Company's sawmill and lumber manufacturing operations based in Mansfield, AR.

According to sources Travis Lumber's sawmill produced more than 100 million board feet in 2013. West Fraser said it plans to invest additional capital in the mill and grow capacity to approximately 150 million board feet. Travis Lumber has operated at the Mansfield site since 1988.

"We are delighted with this growth opportunity in the U.S. South and we welcome our new employees to the West Fraser organization," said Ted Seraphim, West Fraser's president and CEO.

West Fraser currently owns and operates more than 27 sawmills in western Canada and the United States, including two sawmills in Arkansas as well as sawmills in Texas and Louisiana. The company also has plants producing MDF, plywood and LVL. For more information visit [www.westfraser.com](http://www.westfraser.com). ■

### Cedar Creek To Acquire Reid and Wright Inc.

**Oklahoma City, OK**—Wholesale lumber company Cedar Creek, based here, recently announced it is acquiring Reid & Wright Inc., which specializes in lumber, building materials and specialty products.

Reid & Wright's headquarters are in Broomfield, CO, where it also has a distribution center.

The Reid & Wright Broomfield location will be closed, with operations moving to Cedar Creek's Englewood, CO, facility, according to sources.

"This is a key addition for Cedar Creek as it brings new customers, quality people and great products that we'll merge into our current Denver location," Cedar Creek CEO Bill Adams states in a news release.

D. Wayne Trousdale, Cedar Creek COO, stated the acquisition would expand the company's presence on the Colorado Front Range and surrounding region.

Cedar Creek has 16 locations covering 25 states. For more information visit [www.cedarcreek.com](http://www.cedarcreek.com). ■

### Idaho Forest Group Partners With Johann Offner Group

**Coeur d'Alene, ID**—Idaho Forest Group (IFG), based here, recently announced a partnership with Austria-based Johann Offner Group to market and distribute cross-laminated timber (CLT) products in the U.S.

The family-owned companies together will market and distribute CLT building systems in the U.S. as soon as this year, said Marc Brinkmeyer, chairman of IFG.

Idaho Forest Group, which distributes lumber all over the U.S. and also exports to Asia, will be the first company to sell CLT in this country, according to Brinkmeyer.

"The time is right," he said. "I've known the Offners since the '90s. We are very close philosophically. We have family values.

They've been in business for 250 years—highly respected."

Brinkmeyer has watched development of the engineered wood for about five years and has seen "very cost-effective, attractive buildings" made from CLT components.

"Many leading European architects and builders are using this technology to make significant and appealing structures," he said.

Idaho Forest Group initially will import CLT with an eye toward manufacturing it within 24 to 36 months, he said. It's too early to say where domestic production will occur, he added.

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



Idaho Forest Group Chairman Marc Brinkmeyer



Cross-laminated Timbers were utilized in this structure

### Wade Mosby Retires From Collins

**Portland, OR**—Collins, based here, recently announced the retirement of Senior Vice President of Marketing Wade Mosby.

Mosby retires after 43 years in the forest products industry, 24 years of which he spent with Collins.

Family-owned since 1855, Collins produces wood products including Softwoods, hardwoods, millwork, veneer logs, particleboard and engineered wood siding and trim. Collins also features a full line of Forest Stewardship Council certified wood products. For more information visit [www.collinsco.com](http://www.collinsco.com). ■

### Dominic Gammiero Retires From Western Forest Products

**Vancouver, BC**—Western Forest Products Inc., headquartered here, recently an-

Continued on page 44

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## TRADETALK - Continued from page 43

nounced Dominic Gammiero has retired as chairman and director.

Gammiero joined the board of directors in 2006 and served as chief executive officer between October 2010 and February 2013, and as chairman thereafter. Lee Doney, who has played a significant role in the turnaround of the company since its restructuring in 2004, has been nominated by the board of directors as the new chairman.

Western Forest Products Inc. is an integrated Canadian forest products company and the largest coastal British Columbia woodland operator and lumber producer with an annual available harvest of approximately 6.4 million cubic meters of timber, of which approximately 6.2 million cubic meters is from Crown lands, and lumber capacity in excess of 1.1 billion board feet from eight sawmills and two remanufacturing plants. ■

### Lumber Associations To Partner For Export Promotions

**Metairie, LA**—The executive committees of the Southern Forest Products Association (SFPA) and Southeastern Lumber Manufacturers Association (SLMA) have announced plans to reactivate their joint promotional program under the Southern Pine Council (SPC) banner. SLMA Chairman Chris deMilliano of Steely Lumber Company and SFPA Chairman Joe Kusar of Tolleson Lumber Company made the announcement following SLMA's recent spring meeting. The first priority of the SPC is to improve export markets for Southern Pine lumber.

The reactivated SPC will be managed by a board of directors, consisting of the respective SFPA and SLMA executive committees. Joe Kusar has been named chairman of the Southern Pine Council, with Chris deMilliano to serve as vice chairman. Bryan Smalley of SLMA has been named director of the Southern Pine Council.

"Both associations look forward to working as one voice for the global promotion of Southern Pine products," stated Joe Kusar. "The Southern Pine Council is an established moniker and can serve our industry for additional areas of cooperation in the future," he added.

"Working together, SLMA member producers can now more efficiently interact with importers and other customers overseas," noted Chris deMilliano. "Online supplier listings will increase the availability of Southern Pine products worldwide," he added.

A multilingual website—[www.southernpineglobal.com](http://www.southernpineglobal.com) provides a product locator and exporter directory to help importers source Southern Pine lumber from member suppliers. ■

### Southern Pine Exports Finished 2013 At 445 Million Board Feet

**Washington, DC**—Southern Pine Exports finished 2013 at 13 percent above the 2012 export total at 445 million board feet, according to information released by the United States Department of Agriculture's Foreign Agricultural Service.

The 2013 volume exported represents an increase of 43 percent above the amount exported in 2010. The top three destinations for Southern Pine Exports in 2013 were the Dominican Republic, China and Mexico.

Southern Forest Products Association members can find detailed reports in the Members Only section at [www.sfpa.org](http://www.sfpa.org). ■

### 2014 NELMA Safety Awards Announced

**Cumberland, ME**—The Northeastern Lumber Manufacturers Association (NELMA), headquartered here, recently announced the 2014 Safety Award winners, honoring the 2013 calendar year lumber manufacturers' safety performances. The awards are given annually in three categories, planer operations, sawmill operations, and the combined operations high-honor awards. Each category has multiple division winners based on total operational man-hours as reported to NELMA.

For the four operation sizes of the sawmill operation category, first place was awarded to Hammond Lumber, Belgrade, ME (Division 1); Hancock Lumber, Casco, ME, mill (Division 2); Milan Lumber, Milan, N.H., (Division 3); and Irving Forest Products, Dixfield, ME, (Division 4).

For the five operation sizes within the planer operation category, first place was earned by Pleasant River Pine, Hancock, ME, mill (Division 1); Moose River Lumber, Jackman, ME, (Division 2); Milan Lumber, Milan, N.H., (Division 3); Fraser Timber, Masardis, ME, (Division 4); and Irving Forest Products, Dixfield, ME, (Division 5).

And the first place award for the five divisions of combined sawmill and planer operations: Brojack Lumber, Scott Township, PA, (Division 1); Hammond Lumber, Belgrade, ME, (Division 2); Hancock Lumber, Pittsfield, ME, mill (Division 3); Robbins Lumber, Searsmont, ME, (Division 4); and Irving Forest Products, Dixfield, ME, (Division 5).

For more information visit [www.nelma.org](http://www.nelma.org). ■

## NAWLA LEADERSHIP - Continued from page 1

Topics discussed ranged from financing opportunities to the role of wood products in a railroad portfolio to the role and evolution of national pro dealers.

For more information about NAWLA and upcoming meetings, visit online at [www.nawla.org](http://www.nawla.org). ■



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# SOFTWOOD CALENDAR

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**NAWLA REGIONAL MEETING**, Birmingham, Hyatt Regency, Birmingham, AL. Contact: [www.nawla.org](http://www.nawla.org). May 8.

**WESTERN RED CEDAR LUMBER ASSOCIATION, SUMMER MEETING**, Manteo Hotel, Kelowna, BC. Contact: [HJehnichen@bcwood.com](mailto:HJehnichen@bcwood.com). May 22.

## JUNE

**MARITIME LUMBER BUREAU, 75TH ANNUAL MEETING**, Westin Nova Scotian Hotel, Halifax, NS. Contact: [info@mlb.ca](mailto:info@mlb.ca). June 3-5.

## JULY

**SOUTHEASTERN LUMBER MANUFACTURERS ASSOCIATION, JW Marriott San Antonio Hill Country Resort & Spa**. San Antonio, TX. For more information, visit online at [www.slma.org](http://www.slma.org). July 16-19. ■

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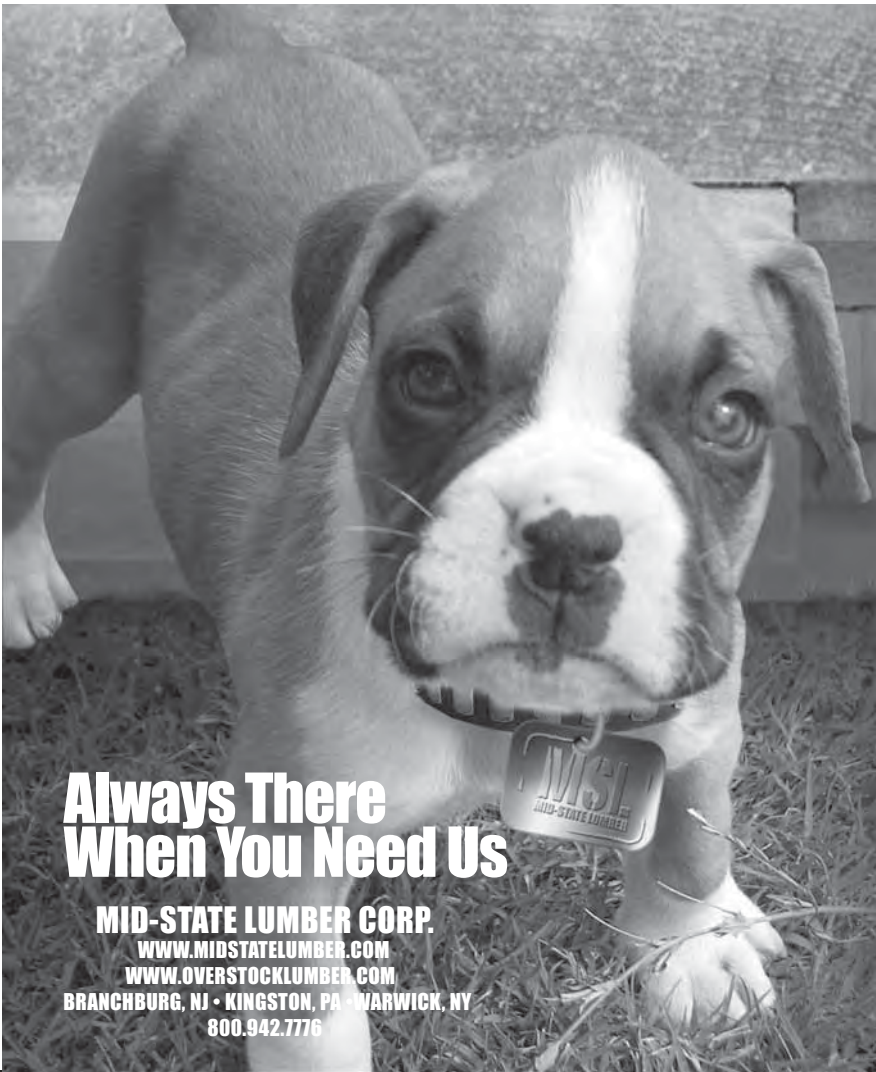
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