

AUGUST 2010



# HARDWOOD MATTERS

THE VOICE OF THE HARDWOOD INDUSTRY

THIN-KERF PROVIDES ENVIRONMENTAL  
AND ECONOMIC ENHANCEMENTS

HEALTHCARE REFORM,  
BACK TO THE FUTURE



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# “Why Attend the NHLA Annual Convention?”



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"Wherever the NHLA Convention is held, I will be there! It is the best investment I can make to meet & greet that many people in our industry at one time. Just imagine how much it would cost to see all those customers & suppliers individually."

Greg Patenaude, President | Péladeau Lumber Inc.

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"I always look forward to the Annual Convention, but especially this year in Vancouver. I look forward to seeing all my current suppliers as well as the exposure to potential new ones. It's a great opportunity to network with sawmills, concentration yards, and see my distribution yard friends all at the same time. Besides, my wife can't wait to see the friends she is developing in the industry."

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Richard Solono, Marketing Manager | Pike Lumber Company, Inc.

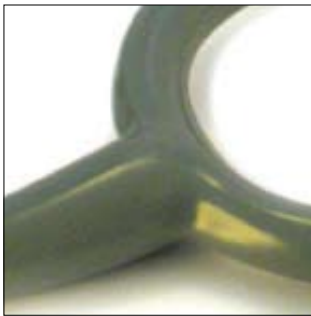
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Mike North, President and COO | Lumbermen's Underwriting Alliance

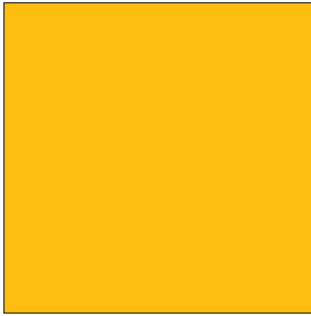
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# HARDWOOD MATTERS

THE VOICE OF THE HARDWOOD INDUSTRY

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National Hardwood Lumber Association

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To serve NHLA Members in the North American hardwood lumber industry by: maintaining order, structure, rules, and ethics in the changing hardwood marketplace; providing member services unique to the hardwood lumber industry; driving collaboration across the hardwood industry to promote demand for North American hardwood lumber and advocate the interest of the hardwood community in public/private policy issues; and building positive relationships within the global hardwood community.

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**Robert Evans Wilson, Jr.** is an award-winning speaker and writer, who works with companies that want to be more competitive and with people who want to be more creative. As a marketing specialist he has served dozens of companies and advertising agencies and his efforts have earned eight SouthStar Awards from the American Marketing Association. As a nationally recognized humorist, he is the author of *OFF THE WALL*, *The Best Graffiti Off the Walls of America*. He also writes a monthly column on motivation entitled "The Un-Comfort Zone" in *Transaction World Magazine*.

**Brad Warrick** is the managing member of Warrick LLC, which specializes in change leadership and management, reducing health plan costs and improving productivity. Previously he spent six years at a large Chicago law firm handling employment law, benefits issues and litigation of commercial matters.

Brad left the full-time practice of law to manage and legally advise his family's manufacturing business when his father retired. During this time, Brad successfully used culture change and workforce health management to contain health plan costs and improve productivity holding his company's health plan costs flat from 1997 through 2001. After a large, multinational company purchased the family business, Brad joined Coastal Lumber Company and became the company's first Vice President of Administration and General Counsel. At Coastal, he created a strong health promotion culture and aggressively managed the company's insured population's health. Brad now helps other progressive companies reduce and permanently contain their health plan costs.



**Jeff Mullins** operates a thin kerf portable bandsaw in Oregon where he manages 50 acres of family forestland. Income from his sawmilling business contributes to the family income allowing him to serve as the pastor of a rural church. More information about his ministry and sawmilling operation, as well as links to other articles, can be found at [www.creationwoods.com](http://www.creationwoods.com). He is a frequent contributor to a variety of timber industry publications.

## “NEGLIGIBLE RISK” CLAUSE GOOD NEWS FOR U.S. EXPORTERS

Last month, representatives of the European Commission, Council and Parliament agreed upon the text of legislation designed to remove illegal wood from European trade. An overwhelming vote in support of the text by the European Parliamentary on July 7 means it is a near certainty that the European Council will formally adopt the legislation in September. The final text of the law has real potential to give American hardwoods an extra competitive edge in Europe, an outcome that was far from certain at the start of the legislative process and which was largely the result of timely and effective interventions by the U.S. hardwood industry.

The Hardwood Federation played a key role, leading by example by supporting passage of the U.S. Lacey Act Amendment in May 2008, a law that the EU has deliberately copied by making European traders liable for prosecution if found in possession of wood sourced contrary to the laws of any country, including those outside the EU.

Equally important were AHEC's concerted lobbying of European institutions and its commissioning of the Seneca Creek study to demonstrate a less than 1% risk of any American hardwood being derived from an illegal source. These efforts have strongly influenced the EU in favour of a risk based approach. Earlier drafts of the legislation would have required all wood suppliers, irrespective of the risk of illegal logging, to provide proof of legality based on full traceability to “concession of harvest.” At one stage, there were even proposals to introduce mandatory third party “sustainability” certification and labelling of all wood products traded in the EU.

However, following AHEC interventions, the agreed text now includes a clause acknowledging that no additional measures will be required for those wood products where there is “negligible risk” of illegal logging. In fact the concept of risk assessment now lies at the very heart of the legislation. All operators in the EU that “first place” wood and wood products on the European market will be required to conduct a due diligence process (recycled products are exempt). This process will involve systematic risk assessment combined with procedures that are “adequate and proportionate” to minimise any risks identified. Risk mitigation may include requiring additional documents or third party verification.

The requirement for mandatory traceability has been much reduced and now simply states that each downstream trader in the EU must know from whom wood products are obtained and to whom sold (so-called “one-up-and-one-down” traceability). This is not expected to involve any extra bureaucracy since the evidence required need only be an invoice or receipt which in any case have to be kept for financial purposes.

Responsibility for enforcement and sanctions will lie with the individual member states. Although the approach may differ between countries, the legislation is likely to work in a similar way to the Lacey Act. If the authorities establish that a particular European operator is dealing in an illegally sourced product, the level of sanction imposed will



likely depend on a judgement on the effectiveness and level of compliance of that operator's due diligence system.

In short, the law will provide European importers both with strong motivation and the necessary procedures to demand only wood products demonstrably derived from low risk sources with respect to illegal logging. Through tools like the AHEC-commissioned Seneca Creek study, American hardwoods are already in pole position to satisfy this demand.

Sincerely,

**Mike Snow, Executive Director**  
**American Hardwood Export Council**  
**[www.ahec.org](http://www.ahec.org)**



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S E R V I N G   C O N T I N E N T A L   U N I T E D   S T A T E S

## LEARN SOMETHING NEW EVERY DAY

August is a month when school is back in session and when I too, return to the classroom – the Association Management Classroom. Every August, the American Society of Association Executives (ASAE) holds its Annual Meeting and Exposition at various cities throughout North America. The meeting includes the usual general session, social events and big gala but more importantly it includes dozens of educational seminars specific to the needs of association business. For the past 30 years, I have found it beneficial to learn how the “other guys” in the association world do things and I am always encouraged when I find other wood and timber association people with whom to share notes.

The yearly ASAE meeting is crucial and provides me with many ideas on how to run a more efficient organization and serve the members better. Even more important is the rejuvenating aspect of finding solutions to problems. This is why I insist on continuing education for the NHLA staff; not just managers, but all NHLA employees.

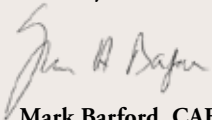
The staff has recently completed continuing education courses in: accounting, health care administration, website development, and database software. Several staff members have participated in the Institute for Organizational Management training course hosted by the U.S. Chamber of Commerce, and seven staff members participated in the first session of the 2010 Leadership, Management and Development Program held in Memphis.

The point being, in spite of the economic conditions of the time, continuing education is crucial for everyone – myself, employees and members alike. Despite the recent downsizing that the entire industry has endured, the NHLA Board of Managers continues to give education the high priority it deserves and NHLA continues to provide educational opportunities to the hardwood industry. Both, the Leadership, Management and Development Program and Hardwoods 101 held this spring, were highly successful. The Inspector Training School is again growing in size with 14 students set to graduate from the Michigan summer class. And the 163rd Class of the Inspector Training School will begin this fall on September 8, 2010.

October is just around the corner which means that you will once again have the yearly chance to network, prospect new business and learn from the “other guys” in the hardwood industry at the 2010 NHLA Annual Convention & Exhibit Showcase in Vancouver, Canada – October 13–16. Drawing from the experience of the NHLA staff, we can assure you the best in educational topics and speakers and plenty of informal meeting time with hardwood industry representatives, literally from around the world.

The old axiom is true – with a little effort, you can learn something new every day!

Sincerely,



**Mark Barford, CAE, Executive Director | National Hardwood Lumber Association**  
[www.nhla.com](http://www.nhla.com) | [www.nhlaconvention.com](http://www.nhlaconvention.com)



I have found it beneficial to learn how the “other guys” in the association world do things and I am always encouraged when I find other wood and timber association people with whom to share notes.

### ISPM-15 WEBINAR PROVES A SUCCESS FOR NHLA HT PROGRAM

NHLA Technical Services Director, Wayne Tomas recently taught a near full capacity webinar on Heat Treatment for ISPM-15. The webinar entitled *Phytosanitation & Exporting of Wood Packaging Materials—What You Need To Know About ISPM-15* was held on June 17, 2010. Sponsored by Glacierland Resource Conservation & Development with funding from USDA Forest Service Wood Education, the webinar provided detailed technical information such as where to find properly stamped HT lumber, chain of custody, and necessary production reporting.

“Even though the program has been around since 2001, ISPM-15 compliance and reporting remains a mystery to many wpm producers and industry exporters trying to wade through the maze of export regulation,” explained Tomas. “This webinar, dealing primarily with fabrication, was designed for those already certifying ISPM-15 and those who may be doing so in the future.”

The webinar is available at [www.nhla.com/par\\_services\\_ht4.asp](http://www.nhla.com/par_services_ht4.asp)

### NHLA ATTENDS SKILLSUSA

Chris Churchill, NHLA Education Program Manager, attended the SkillsUSA competition in Kansas City, Missouri where he promoted the NHLA Inspector Training School. More than 15,000 people— including students, teachers and business partners were present at this national competition and exhibition. Students worked against the clock and each other, proving their expertise in occupations like carpentry, cabinetry, computer-aided drafting, precision machining and electronics.

“These students are rare in that they take their craft so seriously at a young age.” Churchill said. “This is definitely a place where the hardwood industry should be represented.”

SkillsUSA serves more than 300,000 students and instructors annually. The organization has 13,000 school chapters in 54 state and territorial associations. More than 14,500 instructors and administrators are professional members of SkillsUSA.

*(Continued on page 28)*

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THIN-KERF PROVIDES  
ENVIRONMENTAL  
AND ECONOMIC  
ENHANCEMENTS



By Jeff Mullins

Public perceptions about the forest products industry have undergone major transformations over the past three decades as attitudes regarding responsible timber harvesting have shifted from automatic suspicion to a dawning realization that environmentally sensitive harvest, and use, of a sustainable resource must be encouraged. With increased awareness of the positive environmental aspects the timber harvest cycle can have, some public and governmental entities are looking to the timber industry as part of the solution to already adopted and upcoming climate change and green building codes. For hardwood industry professionals looking to the future, the only constant in recent decades has been change; often linked in some way to environmentalism. Identifying and responding to new environmental initiatives in the near future is as important to today's profitable timber products business as is finding the most efficient ways to convert standing trees into as much value as possible.

“...the only constant in recent decades has been change; often linked in some way to environmentalism.”

One of the revolutionary environmental enhancements in recent times is represented by the sawmill industry's ongoing efforts to reduce the kerf necessary to commercially mill lumber. Efficiencies provided to mill owners in terms of value, yield and environmental enhancements by very thin kerf sawmills has pushed an ever expanding role for both portable and stationary versions of machines capable of utilizing the technology.

Manufactured in a wide variety of configurations, thin-kerf blade based sawmills used for commercial lumber production typically run blades between .035" to .055" in thickness, and include saws handling 80" diameter logs, stationary horizontal headrigs that can handle 40" logs, and portable mills that can be transported to process logs on-site.

When thin-kerf portable band sawmills were first introduced on a commercial basis, the machines found enthusiastic acceptance with individuals and small businesses who valued the machines' capacity to easily and inexpensively produce fine quality lumber. Today, production sawmills manufacturing millions of board feet per year make use of very thin kerf technology. Some of the notable manufacturers have over 40,000 units in the field, many serving the hardwood lumber industry. Today, even the smaller portable mills are being used as stationary units in some commercial applications and total production of the machines in the United States alone amounts of billions of board feet of lumber per year.

### Climate Change Reductions

A significant percentage of the thin-kerf sawmills in use today are used to process lumber from trees that, in the past, would be burned, buried, or left to decompose. Small businesses, landowners, arborists and lumber recyclers are using portable thin kerf band saws to produce durable lumber products that sequester (trap) carbon within the wood rather than allowing it to be released into the atmosphere through burning or decay.

In Indiana, Dan Cassens produces lumber from “firewood trees” selectively removed from his 200 acre woodlot. Pony Gilbert in Oregon coordinates with arborists to produce valuable lumber from urban trees destined for landfill or a firewood pile. Similarly, near Hubbardston, Michigan, Creation Woodworks manufactures oak, elm, maple and ash lumber, flooring and moulding from boards and timbers recovered from old barns no longer serving their original function. Like many others, each of these operations produces lumber from trees once considered unsuitable for commercial sale because of quality or quantity. Use of previously unacceptable wood to produce lumber means significant reductions in greenhouse emissions.

### Increased Yield – Reduction in Emissions

Whether used by individual land owners or in large commercial operations, thin blades produce thin kerfs that equate to more lumber and less sawdust from each log processed. Yield increases of more than 30% and increases

in grade lumber production alone provide sufficient motivation for installing thin kerf processing equipment. The environmental benefits resulting improve marketability and image.

When demand for wood products is met by manufacturing lumber with machines equipped with thin kerf band saws, the resulting higher yields mean fewer logs are needed and fewer trees must be harvested. Reduction in harvest requirements leaves more trees standing in healthy forests that are able to scrub carbon from the air. Reduced harvests also mean fewer emissions are produced by harvesting equipment and transportation related equipment. When mills are utilized on site, log transport is completely eliminated and when lumber is used on-site there are additional emission reductions. These positive environmental contributions are multiplied when thin kerf mills are processing materials recovered from the waste stream.

An environmental and economic advantage to thin kerf sawmilling comes because the mills consume less energy to convert logs to lumber than conventional technologies require. Drew Outlaw, produces as much as 200,000 board feet of lumber annually in Alabama on a portable thin kerf sawmill with a 28 hp gasoline engine. Outlaw elaborates, "I saw lumber all day long and burn less than 5 gallons of fuel. It simply takes less energy to move a thin blade through the wood."

## Green Building Programs and Laws

Green building laws are here to stay and hardwoods can play an important role. In the past, green building certification systems like LEED or Green Globes have been optional programs designed to appeal to a small demographic. Today, mandatory green building laws are being adopted on a statewide level. California is currently implementing CALGREEN, a mandatory statewide green building code designed to increase the efficiency and environmental friendliness of development throughout California and to help fight climate change. California's environmental choices affect the entire west coast and influence the nation as a whole so other states are likely to follow. Locally produced lumber manufactured using thin kerf technology can provide points in certification systems, points that contractors and architects will need to meet new regulations.

An example of a hardwood processor operating to a very high environmental standard and providing materials to local builders is Green Leaf Forest Products in Washington State. Their motto is "local supply to meet local demand." Over half of Green Leaf's source material is recovered from "waste wood" including storm blow down, logs big processors cannot mill due to size or configuration or other salvaged wood. The recovered material is diverted from a waste stream that would otherwise lead to underutilization or outright waste of the fiber. Green Leaf either mills the fiber on-site or in the case of higher value hardwood logs, transports the fiber to Green Leaf's 16 acre site and processes the material in-house for the manufacture of flooring, siding, paneling, molding, lumber, and stock for cabinet or door manufacture.

Wood is initially processed on a thin-kerf Wood-Mizer LT-70, with flooring and siding further processed on a CNC moulder. Builders using hardwood processed by Green Leaf can earn a variety of certification points for using renewable materials, waste reduction, and a local source.

"The future of the North American forest products industry is being shaped today."

## Thin Kerf Portable Sawmill Technology – Industrial Applications

As portable thin kerf band saws found widespread application in small operations around the world, industrial operations took note of the equipment's ability to reliably produce smooth and consistent lumber while improving value and yield. With small businesses reporting yields 30-200% over log scale, depending on the species, application of thin kerf to industrial operations was a logical next step.

Today the thin kerf technology advanced by portable sawmills enabling "portable lumber producers" to increase grade and yield can be found throughout the hardwood lumber industry independent of size and type of operation. Today, equipment manufacturers are bringing very thin kerf technology to high production industrial applications with a line of thin kerf headrigs, resaws and small log processors.

Jay Glime of G & G Lumber of Florence, Wisconsin, for example, began with a thin kerf portable mill and in 2005 expanded into an AWMV LT300 thin kerf head rig to process 3.5 MMBF of lumber annually, including maple, oak, cherry and birch. Commercial mills with international reputations including Buchanan Lumber Mobile, D & D Lumber, Racine, Missouri and Natchez Hardwoods have received attention in the national press due to the financial and environmental benefits derived from their use of thin kerf head rigs.

## Profitability and Environmental Stewardship are Compatible

Thin kerf band saws, defy the common perception that environmental gains come only through financial sacrifice and reduced profits. Where thin kerf band saws replace traditional breakdown units, increases in profits are often experienced along with increases in positive environmental contributions.

David Lindsay, founder of Spotted Owl Timber in New Mexico is but one example of thin kerf sawmill operations that are directly profiting because of people's concern for the environment. He says, "Our customers buy lumber from us precisely because we can demonstrate

*(Continued on page 23)*

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# HEALTHCARE REFORM, BACK TO THE FUTURE:

HOW ONE COMPANY IS HOLDING  
HEALTH PLAN COSTS AT 2004 LEVELS



By Brad Warrick

Coastal Lumber Company endured skyrocketing health plan costs between 1997 and 2005, just like virtually all other employers. But unlike most companies, Coastal undertook its own “healthcare reform” in 2005 by creating a strong health promotion culture and aggressively managing its employees’ health. Since then, while the average company’s health plan costs have increased by 29 percent per employee, Coastal actually reduced costs by 13 percent per employee. Remarkably, these savings were accomplished without shifting more costs to employees, shrinking plan benefits or redesigning its plan. Here’s how Coastal did it.

Before 2005, Coastal offered its employees a variety of standard wellness benefits and programs. Yet a late 2004 health risk assessment revealed a disturbing profile of the company’s workforce – instead of maintaining or improving their health, they were becoming progressively sicker and acquiring more health risks. So, after five straight years of double-digit cost increases, Coastal decided to do something different.

Chairman and CEO, Victor Barringer, turned to Brad Warrick of Warrick LLC for help. “I challenged Brad to freeze our health plan costs at 2005 levels,” recalls Barringer. “It was a crisis. We either had to cap our costs or seriously consider dropping health care coverage altogether. Brad had successfully controlled health plan costs at his own manufacturing business several years earlier, so I asked him to repeat that feat at Coastal.”

The first task was convincing Coastal that it could actually manage its insured population’s health. Coastal President, Bill Campoll and others were skeptical. “We always considered our health plan costs uncontrollable because they would increase every year no matter what we did,” explained Campoll. “And we were talking about peoples’ health, not some business process. How could we know who may be at risk for suffering a stroke or a heart attack without violating their privacy? And even if we could get this information, how were we supposed to make someone take better care of himself? Saw millers are a pretty independent group, after all, and we had little to no contact with their families. So being able to actually ‘manage’ our workforce’s health sounded like a tall order.”

Undeterred, Warrick explained how decades of research demonstrated a consistent pattern. First, a company’s health plan costs are determined by its insured

population’s number and type of health risks – as the number of health risks increase, costs increase, and as the number of health risks decrease, costs decrease. Second, most health risks can be mitigated, if not entirely eliminated. Third, if a company creates a strong health promotion culture and aggressively manages its workforce’s health, it will reduce its health risks and health plan costs. “Brad provided us with several examples of companies similar to Coastal that had created the necessary culture and were consequently containing their costs,” Campoll recalls. “If a metal finishing company, a packaging manufacturer and a commercial construction firm could do it, we began to think that we could do it, too.”

“Being able to actually ‘manage’ our workforce’s health sounded like a tall order.”

Coastal needed to implement five “best practices.” First, lead managers would have to financially support and enthusiastically lead the culture change process. Second, the company would have to create the proper environments for cultural change. Third, it would have to engage its entire insured population, not just those who were already interested in improving their health. Fourth, it would have to aggressively manage health risks. And finally, Coastal would need to engage in ongoing quality control. “Initially, I was concerned about how much of our employees’ time and attention all of this would require,” Barringer admitted, “but then Brad explained how he would help us implement these practices in an orderly and efficient manner, without disrupting our business. As it turns out, we accomplished everything ahead of schedule and didn’t miss a beat.”

Senior management initiated the culture change process with strategic communications that spelled out the business case for creating the necessary culture, senior management’s vision of a healthier, more productive company, and how Coastal would achieve that vision. They then connected their vision to the company’s mission and other core business strategies. “We went so far as to amend our mission statement to stress our commitment to improving our employees’ health and well-being,” Barringer said. “We now discuss health management at every meeting.”

Creating the proper environment for cultural change began with formal assessments of, among other things, Coastal's current benefits design, existing health promotion initiatives, workplace policies and procedures, and physical and social environments to determine the degree to which the benefits and systems fostered improved health. A variety of tools and practices were used to complete these assessments. After which, a strategic planning team, made up of employees from all departments was recruited and trained to help develop a comprehensive, three-year strategic plan.

"Senior management initiated the culture change process with strategic communications that spelled out the business case for creating the necessary culture..."

Several strategies were pursued to engage individuals in health promotion activities, including offering employees incentives to complete a health risk appraisal questionnaire ("HRA") and participate in on-site health screenings and health coach meetings. Later, a health data mining firm was brought in to obtain a much more accurate snapshot of Coastal's insured population's health status. (Health data mining consists of using software to analyze a group's medical and prescription drug history, as well as HRA and health screening results, to identify specific health risks, predict future health conditions and costs, and prepare individualized health risk management plans.)

Coastal also provided opportunities for its entire workforce to become engaged in maintaining or improving their health. "Brad explained that this is where many traditional wellness and disease management programs fail – they ignore a company's low risk population and focus only on its higher-risk employees," Campoll explained. "If left on their own, your low risk population will, over time, acquire more health risks. So you need to stop this from happening. It is much easier and less expensive to keep your low risk population relatively healthy than it is to try to move your higher-risk people back to medium or low risk status."

Coastal's total population programs were designed to help its healthier employees remain healthy while encouraging its higher-risk employees to improve their health. Maximum participation was the goal, and Coastal achieved this by initially setting the health improvement bar relatively low so that everyone could succeed. "Brad helped us design a number of programs that appealed to

our entire population, not just to those who were already health conscious," Barringer recalled. "Once our people saw that they were able to achieve program goals with relatively little effort, many of them started challenging themselves to go further. It fed on itself to the point where everyone was involved to one extent or another."

Coastal aggressively managed its health risks by offering large incentives and positive reinforcement for everyone to learn about their health, participate in health promotion activities, and actively manage their health risks. "Brad stressed that regardless of which incentives we chose to use, they needed to be meaningful enough to achieve a high level of initial participation and maintain engagement throughout the year," Campoll explained. "Fortunately, Brad showed us how to offer some very powerful incentives at very little cost to Coastal. We were therefore able to quickly achieve over a 78 percent participation rate among all insured adults without spending much money. Today, 100 percent of our insured adults get an annual physical, obtain all doctor-recommended preventive screenings and speak with Coastal's health coach throughout the year."

Coastal's "healthcare reform" is now in its fifth year, and is working like a well-oiled machine to contain health plan costs. The company engages in quality control by continually assessing its level of organizational engagement to determine what more it could be doing to promote health and increase participation in activities. The health data mining firm also routinely collects and analyzes health data to chart Coastal's progress toward meeting health risk reduction and cost savings goals. These analyses allow Coastal to continually improve the effectiveness of its programs and systems.

Coastal is now saving approximately \$9 for every \$1 it invests in health promotion each year. "And these are just the hard cost savings that we can measure," says Campoll. "We are realizing additional savings from our healthier workforce, such as increased productivity, a greater focus on quality and customer service, less frequent and expensive disability and workers compensation claims, and improved morale. I have seen studies that estimate these savings exceed hard cost savings by up to three times!" Campoll then added: "Even more remarkable are the future savings we will realize. Every year that we beat the national trend, we save that much more money. The compounded savings, when projected out over years, are astonishing."

Creating a strong health promotion culture is not only about achieving cost savings and increasing productivity. According to Barringer, it is also about gaining peace of mind. "As an owner/operator, I am always asking my people whether we are doing everything possible to control our costs. This was especially true when it came to our health plan costs. It's nice to know that we are now exercising the most control possible over these costs through effective, long-term and sustainable practices. And it is particularly nice to know that we are improving our employees' lives in the process." 🍌

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variety of ways."*

Jeff Meyer, President of  
Baillie Lumber Co., Inc.

Shown above: N. Clifford Nelson, Director of Investments, The Jacobs Team • Jeff Meyer, President of Baillie Lumber Company, Inc. • Harry E. Jacobs, The Coach, BSME, BAC, CLU, CHFC • Don Meyer, Baillie Lumber Co., Inc. • David A. Jacobs, President of The Jacobs Team

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## THE HARDWOOD FOREST FOUNDATION NEEDS YOUR DONATIONS TO MAKE THE SILENT AUCTION A SUCCESS!

The Hardwood Forest Foundation is a non-profit educational resource. Its goal is to teach the public about hardwood trees, forests and the importance of sustainable forest management and eliminate any misconceptions of the forest products industry through education. To meet this goal, the Foundation relies on the support of individuals, organizations, and corporations.

Every year, the NHLA Annual Convention & Exhibit Showcase provides the Foundation the opportunity to hold special fundraising events including: the HFF Annual Golf Tournament, 50/50 Drawing and Silent Auction.

The Hardwood Forest Foundation needs your donations to help make this year's Silent Auction a success! Donating to the auction is a great way to support the Foundation and have fun at the NHLA Annual Convention. Last year's event raised \$8,000 and the Foundation hopes to exceed that amount this year.

All contributions are welcome – consider donating both products that interest your fellow colleagues professionally, as well as personally. Items should have a minimum value of US \$25. Some popular donation items are: gift certificates to national restaurants or stores, themed gift baskets, original artwork, books, autographed sports items, electronics, jewelry, business services, and exclusive or unique items.

### Recognition

For your donation, you will receive:

- Acknowledgement on the auction bid sheets
- Listing of your donation and name on the Silent Auction Event page on the NHLA Convention website
- Listing in the Silent Auction Catalog, distributed to every attendee (if confirmed by print date)

### To Make a Donation

Complete the Silent Auction Donation Form and email, fax or mail to:

NHLA | Attention: Chris Churchill  
PO Box 34518 | Memphis, TN 38184-0518  
901-399-7555 | 901-382-6419 (fax)  
c.churchill@nhla.com

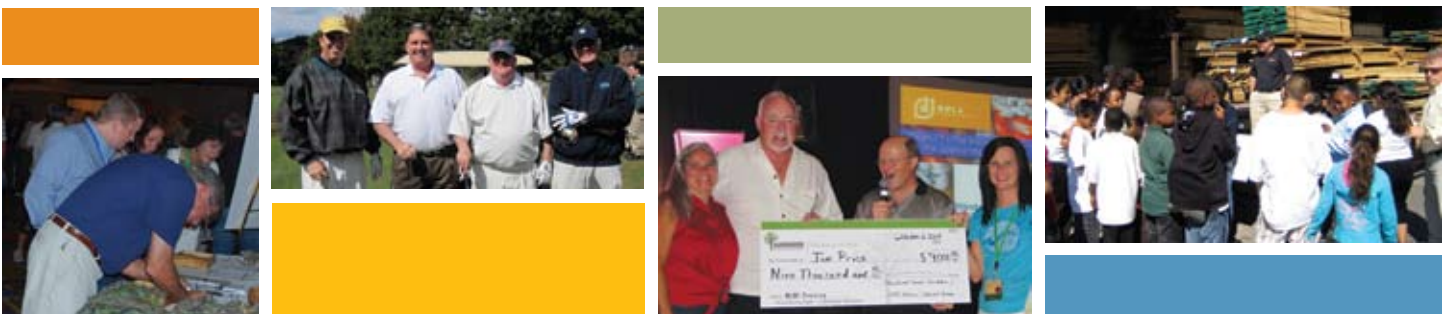
To request a Silent Auction Donation form please contact Chris Churchill or download the form which can found on [www.nhlaconvention.com](http://www.nhlaconvention.com) – Convention Events – Silent Auction.

### Getting Your Item to the Auction

Please send your items to NHLA Headquarters as soon as possible (no later than September 17), along with a copy of the donation form. Items will be shipped to Vancouver, British Columbia, Canada and be on display at the 2010 NHLA Annual Convention & Exhibit Showcase. (Sensitive, fragile or oversized items may be photographed and not shipped.)

For more information regarding the Hardwood Forest Foundation Silent Auction or other special fundraising events taking place during the 2010 NHLA Annual Convention & Exhibit Showcase please contact Chris Churchill at 901-399-7555 or [c.churchill@nhla.com](mailto:c.churchill@nhla.com)

Contributions to the Hardwood Forest Foundation are 100% tax-deductible...and help seed a sensible future.



## SFI CONTINUES TO URGE THE U.S. GREEN BUILDING COUNCIL TO SUPPORT NORTH AMERICA'S FORESTS

The U.S. Green Building Council (USGBC) has released for public comment a 4th round of draft benchmarks to evaluate forest certification programs. The USGBC benchmark development process, which officially began in 2005, may result in the continued exclusion of independent forest certification standards used in North America, including SFI, the American Tree Farm System (ATFS), the Canadian Standards Association's (CSA) Sustainable Forest Management Standard, and the Programme for the Endorsement of Forest Certification Schemes (PEFC). With close to 200 million acres (81 million hectares) certified to the SFI Standard in North America, and another 183 million more acres (74 million hectares) certified to CSA and ATFS combined, more than three quarters of the certified fiber in North America is not recognized by LEED's certified wood credit.

"The SFI community strongly supports green building and we believe SFI and other credible certification programs are a clear fit for green building rating systems." said Jason Metnick, SFI Senior Director of Market Access and Product Labeling, "Wood from responsibly-managed forests, like those certified to the SFI Standard, is an excellent choice for any new construction or renovation. Wood is renewable, it sequesters carbon and it is powered by solar energy; these factors, coupled with wood's desirable aesthetic and structural characteristics, make it good for green building. However, the USGBC continues to fall short when recognizing the true merits of wood."

For information on how you can make a difference during the USGBC's benchmark process, contact Jason Metnick at [Jason.Metnick@sfiprogram.org](mailto:Jason.Metnick@sfiprogram.org) or Nadine Block at [Nadine.Block@sfiprogram.org](mailto:Nadine.Block@sfiprogram.org).



## ECO-FRIENDLY FLOOR FINISH FROM COWS

Vermont Natural Coatings (VNC) headquartered in Hardwick, Vermont has developed a polyurethane substitute made from eco-friendly whey, a natural by-product of the dairy industry. The VNC PolyWhey natural finish is tough – scratch, chemical and water resistant, dries fast, does not yellow and emits no toxic fumes.

Vermont Natural Coatings founder and president, Andrew Meyer, grew up on a dairy farm in Vermont and recognized the need for a better wood finish and Vermont's capacity to fulfill it. Armed with an Environmental Science degree from the University of Vermont and entrepreneurial skill fostered through a decade of experience in agricultural and environmental policy development, Meyer built the facility and business that creates PolyWhey coatings.

For more information on the product visit [www.vermontnaturalcoatings.com](http://www.vermontnaturalcoatings.com).

## FORMALDEHYDE STANDARDS FOR COMPOSITE WOOD ACT

The Formaldehyde Standards for Composite Wood Products Act (S. 1660) passed the House of Representatives on June 23, 2010 and is now bound for President Obama's desk. The legislation directs the Environmental Protection Agency to promulgate regulations on emissions, labeling, and third-party testing, among other provisions.

The bill is intended to protect consumers from hazardous levels of the chemical bonding agent in composite panel and applies to domestic and foreign products. Under the proposed federal legislation, by January 1, 2013, products sold in the United States would have to meet a formaldehyde emission standards of about 0.09 parts per million, making them the toughest standard in the world, according to a press release issued by Senator Mike Crapo, R-Idaho, one of the bill's sponsors.

*(Continued on page 23)*

## WOOD-MIZER EXPANDS LINE OF PRODUCTIVITY-INCREASING PRODUCTS

Wood-Mizer introduces the Small Log Processing Line (SLP) available now for purchase. The SLP is a series of products that work together to improve industrial efficiency, and consists of the Twin Vertical Saw (TVS), Single Vertical Saw (SVS), a single or a multi-head Horizontal ReSaw, material handling for loading and transferring, and an EG300 MultiRip Edger. The system can be set up in a conventional, in-line arrangement for maximum efficiency, or it can be setup modularly for convenience.

“We designed the SLP system as an answer for sawyers who are looking to maximize their sawing capabilities when it comes to sawing small logs,” explained Darryl Floyd, Sales and Marketing Director. “Companies all over the world are squeezing every last board out of small logs and profiting in this tough and competitive environment.”

For more information call 1-800-533-5705. Additional information and specifications can be found online at [www.WoodmizerIndustrial.com](http://www.WoodmizerIndustrial.com).



Photo Courtesy of Wood-Mizer



Photo © McClain Forest Products

## MCCLAIN FOREST PRODUCTS ACQUIRES LUMBER AND FLOORING OPERATIONS FROM NORTH PACIFIC

McClain Forest Products, a Missouri-based dry lumber and flooring producer, has acquired the Missouri and Arkansas hardwood lumber and flooring operations of North Pacific. The acquisition includes three drying yards and an office in West Plains, Missouri. McClain Forest Products is the parent company of Ozark Mountain Hardwoods. To simplify business operations, McClain has unified all locations under the name – McClain Forest Products LLC with headquarters in West Plains, Missouri. In addition, all flooring including the former Ozark Mountain Hardwood brand will be marketed under Springcreek Flooring®.

With this merger McClain’s combined kiln capacity is over 1.5 million board feet with production volume capability of over 40 million board feet annually. As a result, McClain Forest Products is one of the largest producers of kiln-dried lumber in Missouri and northern Arkansas, employing nearly 200 people.

Darwin Murray, a ten year veteran of North Pacific’s Missouri hardwood operations will serve as president and oversee daily operations. DQ Perna and Larry Rainwater who have long employment track records with Mr. Hugh McClain, will continue their leadership roles at McClain Forest Products as vice president and CFO respectively.

For more information or inquiries contact Darwin Murray at 417-257-7795.



### NEW BAND SAWMILL FROM CLEEREMAN

Cleereman Industries introduces the new Lumber-Pro thin kerf bandmill package. The new system features a stationary Cleereman Proportional Carriage for log positioning, a specially designed track with a moving bandsaw cutting head that offbears lumber and cants onto a continuous belt, a pre-wired cab for easy setup, and a single hydraulic power unit for better efficiency.

The Cleereman Lumber-Pro is designed to help make sawmills more efficient, whether it be new startups on limited budgets or existing operations that need to increase production and yield. It is also well suited for operations that have excess resaw capacity and need to process more logs per hour. The mill can also be ordered with Cleereman set-shaft or linear positioning carriages, with turners and many other options available. It can easily be integrated with scanning systems.

Cleereman Industries has been building sawmill carriages and other sawmill equipment since 1949. For more information, call 715-674-2700, or visit [www.cleereman.com](http://www.cleereman.com).

### SUPERIOR HARDWOODS OF OHIO, INC. RECEIVES FOREST STEWARDSHIP COUNCIL™ CERTIFICATION

Superior Hardwoods of Ohio, Inc., a NHLA member and manufacturer of quality Appalachian hardwood lumber based in Wellston, Ohio, has earned Forest Stewardship Council™ (FSC®) Chain-of-Custody certification (FSC® license code #C081719) from the Rainforest Alliance's SmartWood program. This certification will open up a new supply of lumber and logs from responsibly managed forests to help meet the growing demand of green building projects in the United States and abroad.

“Superior Hardwoods of Ohio has always taken pride in being a leader in the hardwood lumber industry”, says Adam Conway, Vice President. “FSC® Chain of Custody Certification is just one example of our commitment to sustainable forestry, benefitting our environment, our customers, our employees and our business.”



## YOU'LL KNOW WHEN YOU'VE ARRIVED

By Robert Evans Wilson, Jr.

During the 1996 Summer Olympics, I saw a young athlete with his brand new silver medal around his neck and a massive smile on his face. He was so thrilled with his achievement that he was mixing and mingling with everyone he met on the sidewalk. Perfect strangers were shaking his hand, slapping him on the back, and having their picture taken with him. I did not know who he was, but it was clear that he was relishing the highest point of his life to date.

On March 29, 1982, amid thunderous applause, Katherine Hepburn stepped onto the stage at the Academy Awards to receive the Best Actress Oscar for her performance in *On Golden Pond*. Was she as thrilled as the Olympic athlete that I saw? Probably not. It was her fourth. Been there, done that, the mantle is getting crowded.

In my column titled *Pack Mentality*, I wrote that human beings are highly motivated by status and its symbols. A reader contacted me and said she had grown beyond that. She told me how, after 20 years of financial success, she put the corporate world and materialism behind her. She now works at a fraction of her previous earnings for a non-profit organization dedicated to enhancing the lives of babies.

I agreed that she had put status and its symbols behind her, but only in one area of her life. I then asked her what level of comfort was she seeking to achieve in her new career?

Abraham Maslow, in his *Theory of Human Motivation*, identified five levels of need that people strive to satisfy (in order, they are: Survival, Safety, Social, Esteem, and Fulfillment). I have found that we work through those five levels separately in each area of our lives: work, relationships, parenting, hobbies, sports, volunteering, etc. With each new endeavor, we attempt to pass all the mileposts until we reach our comfort zone.

There is a joke about parenthood that illustrates this: When the first baby drops her pacifier on the ground, the parents sterilize it before giving it back; with the second baby, the pacifier gets wiped off; and with number three, it just gets popped back into his mouth. I used to think the humor referred to how harried the parent was from handling the needs of three kids, but now I realize it refers to the parent's comfort level with raising children.

Status is an esteem need, and the symbols that accompany it are recognition for our achievements. However, as long as those status symbols remain important to us, then we haven't mastered that area of our lives. It is when we are in our comfort zone that the achievement is secure. At that point, the symbols are no longer important and we are ready to move on to the highest level: fulfillment. You will know you have reached the peak when you freely share your expertise with people who are levels below you.

Many years ago, I heard an interview with a professional football quarterback. The reporter asked him if he ever taught his secrets of success to younger up and coming players. He replied, "What, and lose my job to one of them? Hell no! Let them learn it on their own the way I did." Clearly, he was not yet in his comfort zone.

(Continued on page 28)



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## NHLA COMPLETES THIRD ADVANCED LUMBER GRADING COURSE IN CHINA

NHLA completed its third three-day Advanced Lumber Grading Course held May 27–29 at Shanghai Furen Timber Wholesale Market, and taught by NHLA International Consultant, Bob Sabistina. Twenty-three, out of 25 students successfully completed the course and received NHLA certificates.

The NHLA training program has received great support from the American Hardwood Export Council (AHEC) and Wan Youqing, General Manager of the Shanghai Furen Timber Wholesale Market, gave a welcome speech during the opening ceremony. The program brought students from Shanghai, Guangdong, Jiangsu, Zhejiang as well as the United States and Taiwan; representing many top companies such as CK International, Ltd., J.T. Shannon Lumber Company, Inc., Tianrun International Co. Ltd., American Lumber Company, Shanghai AM Forest Products Co. Ltd., JDL-einrichtungen GmbH, DV Hardwoods Inc., Johnson International Industries, Chinalight Resource Import & Export Corporation, Natural Flooring (China) Co. Ltd., Prmiko, and Klausner China Office.

Bob Sabistina, former NHLA Chief Inspector and Inspector School Director has been working in the field of American hardwood lumber for more than 33 years with extensive experience in teaching the NHLA grading rules. During the course, Bob thoroughly introduced the North American forest resource and the NHLA grading rules. By using a number of examples, the obscure and abstract terms were made easy to understand and students' interest was stimulated. Long Xiang, from the Natural Flooring (China) Co. Ltd., stated that he “learned a lot and advanced his working experience by attending the course and hopes that more manufacturers could attend this wonderful training program.” Shanghai AM Forest Products Co. Ltd. provided 8 different lumber species to allow for hands-on grading practice.

The three-day event was well received by all trainees including those that had some previous knowledge. The training also served as a good networking opportunity for North American wood suppliers, Chinese wood traders, and hardwood manufacturers.

NHLA will hold two additional Advanced Lumber Grading Courses this year: Beijing, September 2–4 and Guangzhou, December 16–18. In order to ensure the quality of education, each course is limited to 25 students. Anyone interested in attending should sign up as soon as possible. For more information, please call 021-65216751 or send an email to [nhla\\_china@yahoo.cn](mailto:nhla_china@yahoo.cn).



(Continued from page 17)

## RAINFOREST ALLIANCE RELEASES NEW VERIFICATION MARK

A new verification mark to recognize businesses and projects that have achieved significant and measurable sustainability milestones has been released by the Rainforest Alliance. The new mark is awarded to forest carbon projects and tourism and certain forestry enterprises that meet standards developed by the Rainforest Alliance itself or by other organizations with which the Rainforest Alliance is aligned.

“When consumers or businesses see the new Rainforest Alliance verification mark, they can be sure that a particular enterprise or project — whether it be a hotel, carbon-offset project or company selling wood products — has complied with strong standards for sound management that benefits the environment and communities,” confirmed Rainforest Alliance president Tensie Whelan.

As an example of how the mark will be used in forestry, Whelan pointed to verification of the legality of wood sources. The Rainforest Alliance has developed standards for verification of legality to respond to a growing need for companies to provide assurances — to customers, owners, investors and the general public — that answer questions about the legal status of timber sources.

The verification mark can be used only on off-product marketing and public-information materials, such as web sites, brochures and advertisements, never on products.

## THIN-KERF PROVIDES... ENHANCEMENTS

(Continued from page 10)

they are actually getting wood produced in an environmentally sensitive manner.” By processing trees removed for cause and using a thin kerf mill to produce lumber, Spotted Owl has developed a customer base among those who want high quality wood products and are concerned for the environment.

The future of the North American forest products industry is being shaped today. Environmental issues are having an important impact on how that future will look when realized. Thin kerf sawmilling provides both the environmental enhancements and the value and yield improvements the industry needs to prosper in that future. ■

# CARRIAGE OPTIMIZER



WHERE IN THE WORLD IS NHLA?

**ASAE & The Center for Association Leadership:  
Annual Meeting & Exposition**

Los Angeles, CA | August 21–24  
Participating: Mark Barford, CAE, Executive Director

**International Woodworking Fair (IWF) 2010**

Atlanta, GA | August 25–28  
Participating: Tom Walthousen, Director of Industry Relations

**Hardwood Federation Annual Meeting**

Washington D.C. | September 14–15  
Participating: Mark Barford, CAE, Executive Director

**75<sup>th</sup> Anniversary of the School of Forestry and  
Wood Technology Duchesnay**

Quebec, Canada | September 17  
Participating: Mark Barford, CAE, Executive Director

**Appalachian Lumbermen’s Club**

Asheville, NC | September 21  
Participating: Mark Barford, CAE, Executive Director

**2010 NHLA Annual Convention  
& Exhibit Showcase**

Vancouver, BC, Canada | October 13–16

EDUCATION & TRAINING

**3-Day Lumber Grading  
Short Course**

Old Monroe, MO  
August 31–September 2  
Mueller Brothers Timber, Inc.  
Instructor: Benji Richards,  
National Inspector  
Contact: Tammy Homfeldt  
573-634-3252 | 573-636-2591 (fax)  
tammy@moforest.org

**3-Day Lumber Grading  
Short Course**

Guangzhou, China  
December 9–11  
Guangzhou Yuzhu Timber  
Wholesale Market  
Instructor: Bob Sabistina,  
International Consultant  
Contact: Chris Churchill  
901-399-7555  
c.churchill@nhla.com

**Inspector Training School –  
163<sup>rd</sup> Class**

Memphis, TN  
September 8–December 10  
NHLA Headquarters  
Instructor: Rich Hascher  
Contact: Chris Churchill  
901-399-7555  
c.churchill@nhla.com

**Inspector Training School –  
164<sup>th</sup> Class**

Memphis, TN  
January 5–April 8, 2011  
NHLA Headquarters  
Instructor: Rich Hascher  
Contact: Chris Churchill  
901-399-7555  
c.churchill@nhla.com

**3-Day Lumber Grading  
Short Course**

Beijing, China  
September 16–18  
Beijing Dongba Timber  
Wholesale Market  
Instructor: Bob Sabistina,  
International Consultant  
Contact: Chris Churchill  
901-399-7555  
c.churchill@nhla.com

**Inspector Training School –  
165<sup>th</sup> Class**

Memphis, TN  
September 7–December 9, 2011  
NHLA Headquarters  
Instructor: Rich Hascher  
Contact: Chris Churchill  
901-399-7555  
c.churchill@nhla.com

**4-Day Lumber Grading  
Short Course**

Indianapolis, IN  
October 12–15  
IHLA Headquarters  
Instructor: Barry Kibbey,  
NHLA National Inspector  
Contact: Denice Helmbrecht  
800-640-4452

INDUSTRY EVENTS

**33<sup>rd</sup> Annual Kiln Drying Short Course**

St. Paul, MN | August 16–19  
University of Minnesota

**Furniture China**

Shanghai, China | September 7–10

**Kentucky Wood Expo**

Madisonville, KY | September 17–18

**North Star Expo – Logging/ Trucking/Sawmill Show**

Grand Rapids, MN | September 17–18  
218-722-5013 | janeabel@timberproducers.com

**London Design Festival**

London, UK | September 18–26

**LAHLC 11<sup>th</sup> Annual Golf Tournament**

Coast Mesa, CA | September 23  
Costa Mesa Golf & Country Club

**RISI North American Forest Products Conference**

Boston, MA | October 6–8

**Irish Sustainable Building Show 2010**

Dublin, Ireland | October 7–9

**Intermob**

Istanbul, Turkey | October 16–20

**Fall High Point Market**

High Point, NC | October 16–21

**2010 SAF National Convention**

Albuquerque, NM | October 27–31

**NAWLA Traders Market**

Chicago, IL | November 3–5

**ROMI 3.1 – Improve Lumber Yield and Operation Efficiency**

WERC Princeton, WV | November 8  
Virginia Tech College of Natural Resources

**Small Log Conference 2011**

Coeur d'Alene Resort, ID  
March 23–25, 2011

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**Procurement Agent for North American Exports**

Tradelink Wood Products Corporation is seeking a Procurement Agent who will purchase and inspect green and kiln dried hardwood lumber. The Procurement Agent will work out of the Greensboro, North Carolina facility and report to the Director of North American Exports, located in Canada. Candidates need to be a qualified NHLA Inspector Training School graduate. Salary is open to discussion. Interested candidates should contact Mike Greetham, Director at:  
 4180 Morris Drive Unit 2  
 Burlington Ontario, Canada L7L 5L6  
 905-333-5111 ext. 226 | 905-333-5171 (fax)  
 mgreetham@tradelink-group.com | www.tradelink-group.com

**Log Inspector**

Savage Lumber Company located in Doyle, Tennessee has an opening for a Log Inspector to measure and grade logs received and sold. Qualified candidates will have a working knowledge of hardwood species and log grades. Savage Lumber is willing to train the right person. Salary is based on experience.  
 Savage Lumber Company  
 9136 McMinnville Hwy | PO Box 39 | Doyle, TN 38559  
 931-657-2211 | 931-657-2214 (fax)  
 savagelumber@blomand.net

**Lumber Inspector**

Meister Log and Lumber Company (A division of Midwest Hardwood Corporation) has an immediate opening for a hardwood lumber inspector. A NHLA Inspector Training School graduate is preferred along with Walnut grading experience. Meister Log & Lumber Company is a major hardwood manufacturer with tremendous growth potential. A division of Midwest Hardwood Corporation, the Wisconsin based sawmills include Meister Log & Lumber in Reedsburg, Park Falls Hardwoods in Park Falls, and Buffalo Lumber & Tie in Fountain City.  
 Meister Log and Lumber Co.  
 1440 Laukant Street | Reedsburg, WI 53959  
 608-963-9909 | 608-524-3961 (fax)  
 stevenelson@midwesthardwood.com | www.midwesthardwood.com

**Bandmill Sawyer**

Farrow Lumber Company is seeking an experienced Bandmill Sawyer in Cairo, Illinois. Qualified candidates should contact Tim Pleimann at tim@farrowlumber.com or (618) 734-0255.  
 Farrow Lumber Company  
 PO Box 547 | Cairo, IL 62914

**Lumber Inspector**

A hardwood concentration yard in middle Tennessee has an opening for an experienced hardwood lumber inspector. Knowledge of both green and kiln dried lumber of all species including walnut a plus.

The position offers a competitive salary and benefits, depending upon experience.  
 Hermitage Hardwood Lumber Sales  
 P.O. Box 698 | Cookeville, TN 38503  
 931-526-6832 | 931-526-4769 (fax)  
 info@hermitagehardwood.com | www.hermitagehardwood.com

**Hardwood Order Puller**

Boehm-Madisen Lumber Company is seeking a hardwood order puller. Qualified candidates must be able to drive a forklift, tally lumber and pull hardwood orders to specifications. A NHLA Inspector Training School certificate is a plus. Must have prior experience in handling hardwoods, be able to throw lumber when putting orders together and have a solid work history in the hardwood industry. Salary is \$15.00 per hour.  
 Boehm-Madisen Lumber Company  
 N16 W22100 Jericho Drive | Waukesha, WI 53186  
 262-544-4660  
 john@boehm-madisen.com | www.boehm-madisen.com

**Lumber Inspector**

Inter-Continental Hardwoods (ICH) is a major importer of hardwoods from around the world. We distribute these woods to markets all over North America. We are currently seeking a lumber inspector to inspect our many woods for quality assurance. A graduate of the NHLA Inspector Training School is preferred. Relocation assistance is available. Benefits include, medical, dental, retirement plan, vacation and holidays. Salary is negotiable.  
 Inter-Continental Hardwoods  
 6841 Malpass Corner Road | PO Drawer 119 | Currie, NC 28435  
 910-283-9960 | 910-283-9964 (fax)  
 ttriolo@ichardwoods.com | www.ichardwoods.com

**Senior Lumber Inspector**

Fred Netterville Lumber Company is a family owned business with other 58 years of operating experience. We are looking for a Senior Inspector to grade Kiln Dried lumber with the ability to work it up if needed. Candidates should have at least 5 years experience. Salary is negotiable.  
 Fred Netterville Lumber Company  
 PO Box 857 | Woodville, MS 39669  
 601-888-4343 | 601-888-6469 (fax)  
 charlie@nettervillelumber.com | www.nettervillelumber.com

**Lumber Inspector**

Baillie Lumber Co. seeks an experienced green and kiln dried hardwood lumber inspector for its Clendenin Lumber Co. facility in Donalds, South Carolina. Working knowledge of NHLA rules required. We offer a competitive benefit and compensation package.

Please fax resume to: 864-456-7160. No phone calls please.

Mail resume to:

Clendenin Lumber Co. | Attn. Inspector Position  
1125 Smith St. Ext. | Donalds, SC 29638

**Hardwood Lumber Inspector**

Superior Hardwoods, a leader in the forest products industry, seeks an experienced Hardwood Lumber Inspector at their Montezuma, Indiana sawmill and concentration facilities. The ideal candidate will be a graduate of the NHLA Inspector Training School with two to three years of experience in grading hardwood lumber. Salary is commensurate with experience and qualifications.

Superior Hardwoods offers a competitive salary and a full benefit package. Applicants with a proven record of inspection credentials are sought.

Superior Hardwoods

6429 West 100 North | Montezuma, IN 47862

662-280-6075 | 765-245-2737 (fax)

dbailey@jtshannon.com | www.jtshannon.com

**Sales Position**

A leader in the hardwood distribution market for almost 100 years is looking for sales candidates for its San Antonio, Texas division. The position's responsibilities include: territory management, quoting and selling hardwood lumber products, filling trucks to capacity, quoting custom millwork opportunities, proactive phone calling, and relationship building. The environment is fast paced, and result oriented. The company is dedicated to providing quality products in a competitive market. The ideal candidate will possess a bachelor's degree, the ability to multi-task, and preferably have prior hardwood lumber and moulding experience. The company offers a competitive salary with strong benefits. Please send your resume and questions to: hardwoods2010@yahoo.com. (Company Name Confidential)

**Lumber Inspector 2nd Shift**

Allegheny Wood Products located in Marble, Pennsylvania is seeking a lumber inspector to work second shift. Interested candidates should contact Paul Karg, Yard Supervisor.

Allegheny Wood Products, Inc.

Highway 208 | Marble, PA 16334

814-354-7304 | 814-354-7307 (fax) | www.alleghenywood.com

**Lumber Inspector**

Allegheny Wood Products located in Marble, Pennsylvania is seeking a lumber inspector to work the dry line day shift. Interested candidates should contact Paul Karg, Yard Supervisor.

Allegheny Wood Products, Inc.

Highway 208 | Marble, PA 16334

814-354-7304 | 814-354-7307 (fax)

www.alleghenywood.com

**Hardwood Lumber Grader**

Lindsay Hardwoods, LLC is seeking a hardwood lumber grader with two years experience grading green lumber and a thorough knowledge of NHLA rules. Applicant must be able to grade and tally green lumber on a greenchain and be able to upgrade for remanufacture. Candidates should also be hardworking, flexible, and a team player with leadership potential. Salary is based on experience \$14 to \$18/hr.

Lindsay Hardwoods, Inc.

PO Box 343 | Farmville, VA 23901

434-392-8615 | 434-392-8615 (fax)

lindsayhardwoods@embarqmail.com

**Sawyer**

Grade hardwood sawmill in central Virginia seeks an experienced sawyer to operate modern bandmill. Applicants should have three years sawing experience, knowledge of optimized computer assisted sawing, and knowledge of hardwood grading rules. Possession of strong maintenance skills is a plus. Salary range is \$12 to \$14 per hour and based on experience.

Lindsay Hardwoods, Inc.

PO Box 343 | Farmville, VA 23901

434-392-8615 | 434-392-8615 (fax)

lindsayhardwoods@embarqmail.com

*Current job openings are posted by members at [www.nhla.com](http://www.nhla.com).*

*For more information, visit [www.nhla.com](http://www.nhla.com) or contact Chris Churchill at 901-399-7555 or email at [c.churchill@nhla.com](mailto:c.churchill@nhla.com).*

(Continued from page 7)

### BARFORD REPORTS ON HARDWOOD MARKETS TO WASHINGTON HARDWOOD COMMISSION

NHLA Executive Director, Mark Barford recently made a presentation during the Washington Hardwoods Commission Annual Conference in Castle Rock, Washington. Attendees were primarily growers and producers of hardwoods on the west coast, which is predominately Red Alder. The crowd was interested in the expected long term and short term demand for hardwoods as they plan for future plantings and harvests.

Barford reported on the big changes and trends in demand and markets for North American hardwoods over the past ten years, highlighting the shift in furniture manufacturing and the increasing demand for North American hardwoods around the world.

“The short term message was one of cautious optimism,” reported Barford, “And the long term message was one of strong optimism as the west coast producers, who are already heavily involved in the export of lumber and logs, can anticipate steady markets in the coming years as the export market continues to grow.”

### YOU’LL KNOW WHEN YOU’VE ARRIVED

(Continued from page 20)

All of us have reached a comfort zone in one or more areas of our lives. I spent six years as a member of the public speaking organization, Toastmasters International. For the first four years, I was fully focused on learning and achieving. In that time, I completed two educational levels and won 13 speaking contests. During my last two years in Toastmasters, I became a professional speaker and was no longer interested in entering

the contests. The shine of those “amateur” trophies had worn off a bit, and I found my joy was in sharing what I already knew with those who were just beginning. You will know you have reached the highest level, when sharing your expertise is as satisfying as achievement.

*Robert Evans Wilson, Jr. is a motivational speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators. For more information on Robert's programs please visit [www.jumpstartyourmeeting.com](http://www.jumpstartyourmeeting.com).*

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# HOW DOES THIS TREE HOUSE RELATE TO YOU?

Sit back and enjoy the sphere. Free Spirit Spheres has a radically different perception of what should be used for a tree house. Not many people thought hanging a large ball in the sky would pass as retreat luxury, but here in Vancouver Island, normality is out the circular window. Crafted from Yellow Cedar and Sitka Spruce, (and fiberglass used for resilience), this great sphere hangs above three trees whose business is to keep the sphere stable. Both of these woods are used in the exterior of the sphere because of the ease of bending as well as their sturdiness. The interior is crafted from black walnut which provides a beauty inside that is only comparable to the forest surrounding it. Black Walnut is strong reliable hardwood and yet it is easy to work with and cut.

FYI: The spheres, located on Vancouver Island are available for overnight rentals. A ferry service provides transportation for both people and cars from the Vancouver mainland to the Island. If you are coming to this year's NHLA Annual Convention & Exhibit Showcase in Vancouver, you might want to think about staying over a day or two and exploring these unique overnight accommodations and their beautiful natural surroundings.

Photos © Marish & Slobodan Mračina | Dreamstime.com



## MONEY CAN GROW ON TREES

Lumber Inspectors are a vital asset to the hardwood industry as lumber grades determine not only the value of the lumber but also guide how the lumber will be used. Increase your profitability by making sure your graders are accurate and educated by the best, the NHHLA Inspector Training School.

Historically, 65% of Inspector Training School students learned about the Program from their employer. Class begins September 8 – now is the time to identify employees who are looking to advance their career and contribute to the success of their company. It has never been more important, than right now, to invest in quality training for your employees.

**Invest in Employees, Invest in the Future.**

**NHHLA INSPECTOR TRAINING SCHOOL**

**September 8 – December 10, 2010 | Memphis, TN | [www.nhla.com](http://www.nhla.com)**