



*Expanding the world's  
knowledge of Western  
hardwoods since 1955.*



No. 501  
November 2010

#### WHA Board of Directors

Darrin Hastings  
President

Mike Lipke  
Vice President

Lindy Stallard  
Treasurer

Jeff Nuss  
Immediate Past President

Gevin Brown  
Lee Jimerson  
Rob Johnson  
Scott Lilley  
Matt McCoun  
Brent Monroe  
Bill Robbins  
Randy Wisner

David Sweitzer  
Secretary/Manager  
P.O. Box 1095  
Camas, WA 98607

Ph: (360) 835-1600  
Fax: (360) 835-1900

Web:  
[www.westernhardwood.org](http://www.westernhardwood.org)  
Email:  
[wha@westernhardwood.org](mailto:wha@westernhardwood.org)

## HAPPY THANKSGIVING



### UNIFIED HARDWOOD PROMOTION

(Terpstra Associates-Washington, D.C.) **Support for Unified Hardwood Promotion gains support from over 100 flooring industry leaders as Hardwood Branding takes shape —**

Declaring an immediate and unprecedented need for a grand scale effort never attempted in the hardwood industry, flooring companies joined hardwood lumber leaders in pushing, through an "Open Declaration" letter, for the industry to come together to aggressively promote American hardwood products. Meanwhile, the Unified Promotion Project remained on schedule to do just that.

The Declaration letter and its continued stream of supporters has been a drumbeat keeping the Unified Hardwood Promotion Project energized and on target to meet an ambitious timetable of consumer/buyer research, on-line focus groups, and ultimately a "Got Milk" style brand and tag line.

According to Terry Brennan (Baillie Lumber), chairman of the Unified Hardwood Promotion Project, "the broad support from so many companies and individuals in the industry has served as a constant reminder that the work we have undertaken is right on point. This process has required countless hours of many industry leaders and we are now in sight of accomplishing our goal."

So what is it about the work of designing a hardwood brand and catch phrase that requires such time and effort? For one thing, the industry agreed from the outset to avoid past tendencies to "talk only to each other", and instead to reach out first through professional research and study to the consuming public and professional customers. That study led to a clearer vision of hardwood buyers and their priorities. Boiled down, the key messages which will drive the branding design:

**From Building Professionals: Only genuine American hardwood offers homeowners the exclusive combination of uncompromising quality, enduring beauty and rich tradition.**

**&**

Continued on pg 5

## *In This Issue:*

- \* **Welcome New Members**
- \* **News in the News**
- \* **Legislative Outlook**
- \* **Upcoming Events**
- \* **Get Motivated**

## **Welcome New Members**

### **OrePac Hardwood Products**

#### **Contact information:**

Steve Palmer  
8185 Signal Court  
Sacramento, CA 95824  
Ph: (916)381-8051, Fax: (916)381-4059  
Web: [www.orepac.com](http://www.orepac.com)  
Email: [spalmer@orepac.com](mailto:spalmer@orepac.com)

### **Columbia River Hardwoods, Inc.**

#### **Contact information:**

Brian Runte  
11015 NE 4th Plain Road  
Vancouver, WA 98662  
Ph: (360)896-9884, Fax: (360)896-0985  
Web: [www.columbiariverhardwoods.com](http://www.columbiariverhardwoods.com)  
Email: [brianr@columbiariverhardwoods.com](mailto:brianr@columbiariverhardwoods.com)

### **Lumber Resources**

#### **Contact information:**

Philippe LeBlanc  
1170, boul. Lebourgneuf  
Suite 301  
Québec, QC G2K 2E3  
Ph: (418)624-0404, Fax: (418)624-1008  
Web: [www.rlumber.ca](http://www.rlumber.ca)  
Email: [pleblanc@rlumber.ca](mailto:pleblanc@rlumber.ca)

## **Pennsylvania Lumbermens Mutual Insurance Company**



Pennsylvania Lumbermens Mutual Insurance Company specializes in Property and Casualty insurance for the lumber, woodworking and building material industries. Established in 1895, they have over a century of industry knowledge and expertise.

The company was formed “by lumbermen for lumbermen”, and throughout its entire history, wood and the wood industry has been their sole focus.

Today, PLM provides protection for some 6,000 businesses in over 47 states throughout the United States. Its primary lines include Property, General Liability, Inland Marine, Business Automobile, Commercial Excess Liability and Equipment Breakdown coverages – a mix that is designed to protect every aspect of one’s business.

PLM has strong ties to the wood industry and has worked very hard at maintaining its commitment to its customers and the wood niche. While other insurance companies may come in and out of the wood niche, PLM remains wholly focused on the wood industry. They offer competitive rates, loss control programs and prompt claims response and handling. PLM is financially strong and carries an A.M. Best rating of A (Excellent).

**(PLMINS) Contact information** to find a local Field Representative servicing your area:

(800)752-1895  
One Commerce Square, Suite 1200  
Philadelphia, PA 19103

## **Phillips Plywood Co., Inc.**



Founded in 1947, **Phillips Plywood** has grown in to a long-time and well trusted supplier for the Southern

California woodworking industry. From its 90,000 sqf manufacturing and warehouse facility in Pacoima, CA, Phillips serves all of Los Angeles, Orange, Ventura, Santa Barbara, Riverside, and San Bernardino counties, with its

fleet of 14 company trucks. Next Day or even Same Day delivery on stock items is the norm at Phillips.

Along with its sister company **Quality Laminating**, housed in the same Pacoima facility, Phillips is prepared to provide a complete line of materials for all Commercial and Residential applications. Included in its vast inventory are Hardwood Plywood and Lumber, Real Wood and Engineered Wood Veneers, Melamine and Vinyl, MDF and Particle Board, High Pressure Laminates, Adhesives, and many other items.

Phillips is the exclusive Southern California distributor for **Nevamar** brand High Pressure Laminates.

**Quality Laminating** specializes in manufacturing Custom Panels to customer's specifications utilizing Nevamar and other brands of HPL, and Real Wood and Engineered Wood veneers.

Phillips carries a wide variety of Domestic and Imported species of Hardwood Lumber, stocked in the Rough and Surfaced and Straight-lined. On-site milling equipment allows quick-shipment of even custom milled lumber items. Also offered are Custom Moulding patterns milled to the customer's requirements.

**Phillips Plywood** is FSC Certified (FSC # SW-COC-001805) and carries a vast array of FSC Certified and "Green" products including Lumber, Plywood, Fibre Board, and Panels.

Cameron Caudill is Vice-President, Operations for Phillips Plywood. His duties include overseeing the Lumber and Laminating divisions of the company. After earning his degree in Business Economics from UC Santa Barbara, Cameron began his career at his father's company, Scott-Caudill Lumber. After his father's retirement in 1995, he has worked for Saroyan Lumber Co. and Lane Stanton Vance Lumber Co., before joining Phillips in 2008.

**Contact information:**

Cameron Caudill

Ph: (818) 897-7736, Fax: (818) 897-6571  
13599 Desmond St.

Website: [www.plmins.com](http://www.plmins.com)

Pacoima, CA 91331

Web: [www.PhillipsPlywood.com](http://www.PhillipsPlywood.com)

Email: [Cameron@PhillipsPlywood.com](mailto:Cameron@PhillipsPlywood.com)



# HardwoodReview weekly

Lumber Pricing | Market Commentary | Informative Articles

For more information  
800.638.7206 / 704.543.4408  
[kim@hardwoodreview.com](mailto:kim@hardwoodreview.com)  
[www.hardwoodreview.com](http://www.hardwoodreview.com)

## N<sub>ews in the News</sub>

### FINAL BIOMASS REGULATION PUBLISHED

The Commodity Credit Corporation and Farm Service Agency (FSA) published the final regulation that defines renewable biomass and establishes requirements for participation in the Biomass Crop Assistance Program (BCAP). Unfortunately, the definition of renewable biomass from federal land did not simply state that to qualify as biomass, harvest must comply with forest plans. Instead it requires that material must be harvested in compliance with the old growth and large tree retention restrictions included in the Healthy Forests Restoration Act (HFRA) to qualify as biomass.

### THE BROKEN PROMISES OF FREP

FREP, the acronym for the Forest Riparian Easement Program, is a cornerstone of failed Forest Policy in Washington State. The Washington Farm Forestry Association, with the help of legislators, created FREP in 1999 to allow its membership to support the Forest and Fish Rules (F&F). Funding for FREP started in 2002, and as early as 2003 there were 28 Small Forest Landowners (SFL) on a waiting list. By 2008, the waiting list had grown to 114 claims, representing millions of dollars. Today, there is a \$10 million backlog waiting for their check from DNR. The WFFA hopes to see F&F Rules work for the good of future generations. To do so, the SFL need to be paid for at least 50% of their crop of timber being left in these large stream buffers or they must be allowed to sell it on the open market. One way to do this would be to expand the existing SFL harvest exemption rule to include all SFL. The science to support these smaller harvest buffers on smaller streams and current law allows "alternate harvest restrictions on smaller harvest units that may have a relatively low impact on aquatic resources." WFFA will introduce legislation in





## Up Coming Meetings

**December 8, 2010**

**WHA Board Meeting**

Portland, OR

Email: [wha@westernhardwood.org](mailto:wha@westernhardwood.org)

**December 17, 2010**

**Washington Hardwoods Commission Meeting**

Olympia, WA

Email: [whc@wahardwoodscomm.com](mailto:whc@wahardwoodscomm.com)

**January 15-18, 2011**

**Western Pallet Association Annual Meeting**

Rancho Mirage, CA

Email: [wpa@westernpallet.org](mailto:wpa@westernpallet.org)

The Hardwood Stand is sent by e-mail and available on the website, [www.westernhardwood.org](http://www.westernhardwood.org). Please be sure we have your correct email address. We know you want to be included!

the 2011 session, to do just that. It is being developed with the support of the House Natural Resource Committee Chair Brian Blake. It has the potential to save the state millions of dollars annually, add more jobs and taxes to our economy, and give an option to help tree farmers stay in business, all while keeping our streams clean and cool. WHA will benefit from such legislation because of the abundance of hardwoods in the riparian management zones.

### BIOMASS BACKLASH

Over the last few years, wood and agriculture biomass had become the darling of the regulatory and business communities as leaders sought renewable answers to the country's energy problems. But all that could change soon as some in the scientific community have challenged the ecological benefits of wood biomass, and the Environmental Protection Agency (EPA) considers regulating the carbon dioxide released from burning biomass just as it does coal or fossil fuels.

### WESTERN HARDWOOD TRENDS

In California, a Hardwood supplier said sales activity for his company is down another 15%. "Everybody has a 'wait-and-see' attitude. People who have the money to spend are on hold." In Oregon, a Hardwood supplier said his business activity had not changed much in the past six months. "People are generally concerned about the

direction of our country and they are afraid to spend right now." A source in Utah, however, said sales activity for his business has improved by as much as 15%. When you look at the first six months of 2010, you see the rocket sled increase in hardwood production compared to 2009. This increase was so big due to two factors: (1) rock bottom and/or non-existent customer inventories needed to be replenished, and quickly, and (2) during the first six months of 2009 we were still spiraling downwards to the June 2009 bottom, so any improvement would look wonderful. Now that inventories are balanced and orders are being placed to fill current demands, the growth has retreated from the dizzy heights of the 2nd quarter to slow but steady increases compared to a year ago.

### COLLABORATION AND PROMOTION EFFORTS

A direct result of the task force effort to explore close collaboration between our industry associations resulted in a change in the mission to include more active promotion efforts. The United Hardwood Promotion was proposed and NHLA together with HMA were the major funding source and participants. The purpose of the campaign is to ensure that American Hardwoods are the preferred building material and the product of choice to architectural and design professionals.

### COLLAPSE OF CANADIAN SALES TO THE U.S.

For the past several years, Canadian sawmills and concentration yards have been struggling with shrinking sales into the United States. A much larger market than their homeland, many Canadian companies built their businesses selling products south of the border. In recent years, however, opportunities for exports to their closest neighbor have dried up and the results have been devastating. Most Canadian sellers report that their sales into the United States have fallen off at a faster pace than that of sales elsewhere. Some that once made 50% or more of their sales into the United States, but now fill only



**Philippe LeBlanc**

Ressources Lumber /  
Lumber Resources

1170, boul.

Lebourgneuf, Suite 301

Québec, QC G2K 2E3

Tel : 418-624-0038

Cell : 418-953-3761

Fax : 418-624-1008

[pleblanc@rlumber.ca](mailto:pleblanc@rlumber.ca)

an occasional order. The total collapse of U.S. housing markets and some exacerbating factors have transformed the U.S. from a mainstream market to one that now demands a high percentage of specialized items.

## Legislative Outlook

(cont. from pg 1)

**From Consumers: Adding genuine American Hardwood will increase the value of my home and give me a greater sense of pride.**

By year's end the Unified Hardwood Promotion Project will have those sentiments rolled into one picture and a few words - all befitting this **grand scale** effort.



### Hot News?

Get it in the **HARDWOOD STAND**. Promotions, new products, company news - we want to help you get the word out. Contact the WHA office at (360)835-1600 or by email, [wha@westernhardwood.org](mailto:wha@westernhardwood.org).



### Join Today

Your membership includes an online membership directory listing, our monthly email newsletter, important industry updates by email, a free banner ad on WHA's website and cost effective newsletter advertising. Benefits include networking at the Annual Meeting, discounts on Association meeting registration, and political representation in the nation's capital through the Hardwood Federation

*Invite a colleague to join WHA. First time membership is just \$150 the first year. New members also receive one free newsletter ad!*

For more information on the United Hardwood Promotion project, or to add your company name in support, please contact Grace Terpstra ([gt@terpstraassociates.com](mailto:gt@terpstraassociates.com)).

### HFPAC MEMBERS AND CANDIDATES, 2010 ELECTION CYCLE

Hardwood Federation Political Action Committee financially supported 15 members and candidates for the Senate. Nine were elected. Of the 80 that were supported for the House, 59 were elected.



The 2010 edition of Green Book's Softwood Marketing Directory is now available **ONLINE!** This service gives Softwood lumber sales representatives instant access to over 4,100 woodworking and industrial plants' Softwood lumber purchasing needs. It is a free service with a qualifying Ad program in The Softwood Forest Products Buyer. Without an Ad program, it can be accessed for \$900 per year. Each listing includes species, grades, thicknesses and quantities of lumber purchased regularly. It also gives the lumber buyer's name, address, telephone and fax numbers, e-mail and web address.

The 2010 edition of Green Book's Hardwood Marketing Directory is also available for lease in both a printed version and **ONLINE!** It is filled with over 6,800 woodworking plants and distribution/concentration yards throughout North America. This directory contains the same type information as the Softwood directory and can be accessed for \$1,900 per year for the Online Version or \$1,200 per year for the printed edition, or at a discounted rate with a qualifying Ad program in National Hardwood Magazine, a WHA member, or Import/Export Wood Purchasing News.

For more information on either Green Book, please contact Charlene Jumper at [greenbook@millerpublishing.com](mailto:greenbook@millerpublishing.com) or call (901)372-8280.