

The McShan PLANE DEALER

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April 2011

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McShan Lumber
Company
McShan, Al

205.375.6277 Fax 2773
We are a family owned and operated quality Southern Pine Lumber from our abundant and Sustainable Southern Forests since 1907.

It is our goal to profitably provide products our customers value anywhere on the globe. We believe it is our duty to extract all the value and quality from every log that passes through our mill and to be good stewards of all the resources that are entrusted to us. We enjoy a worldwide reputation for quality and we strive daily to maintain this hard earned status.

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McSHAN LUMBER ANNOUNCES EXPANSION PLAN

A handshake recently closed the deal on a 3.5 million dollar sawmill upgrade at McShan Lumber Company. Pierce Construction and Maintenance of Petal Mississippi will be installing a Timber Machine Technologies 8” bottom arbor gang saw and a TMT 3 saw lineal edger system along with all lumber handling equipment between the machines.

Nelson Brothers Engineering is providing optimization packages on both the gang and edger. It is estimated that 3 weeks of October downtime will be required to complete the job but we hope that sufficient

lumber inventory downstream of the sawmill will keep sales and shipping disruptions to a minimum. We expect to see significant improvements in productivity and lumber quality as a result of installing this state of the art equipment..

“We hope that sufficient lumber inventory downstream of the sawmill will keep sales and shipping disruptions to a minimum”



McShan Lumber Company President, Hunter McShan reviews new equipment plans with supervisors

We would like to point out that no federal block grants, state economic stimulus or other programs are being used in this project. Fortunately our customers allow us to embark on such an endeavor based on economic fundamentals. Thank you for your role in our progress.

How Shall We Communicate?

Let me count the ways...

Let's see, now we can communicate electronically by landline phone, cell phone, email, Facebook, Twitter, or Linked In, just to name some of the most common. Almost completely lost is the ancient art of a hand written letter, note or card. Even face to face visits are becoming more rare as we have increasing opportunities to participate online in webinars or demonstrations via sites like Go to Meeting.

While we like to think we're a pretty traditional bunch in a very traditional business, we realize you can't sit still. Therefore we are announcing our leap into the world of Facebook. What's Facebook got to do with the lumber business? -you might ask. Isn't it just a website where kids talk about the mundane aspects of their life? While Facebook can certainly be a huge time waster, we recognize the possibilities it offers for communicating. With over 600 million users, its potential can't be ignored.

How will it work for us? We don't know but we're not afraid to try. We remember when we first put up a website years ago. After the first year we abandoned it due to lack of use. We later saw the need to re-establish a website and it has become a very useful sales and marketing tool for us. If social networking sites have the same potential, we don't want to miss it. It is unlikely that in the fast changing world of technology, email and websites (which have been in use a relatively short period) will remain in use for years to come. If you have children or friends under the age of 30 you already know that email is so yesterday for this demographic.

We plan to use Facebook to keep you up to date on what's happening here, what we're running, etc... We don't intend to abandon our traditional ways of communicating but just plan to add this to our communication tool box.

Don't expect us to start wearing skinny jeans or funky glasses or bringing in the foosball table just yet but we do hope you will follow us on Facebook.



Lumber salesman of the future?
Please tell us NO!



**We Announce Our
Leap Into the
FACEBOOK
World**



Follow Us

<http://www.facebook.com/pages/McShan-Lumber-Company/197929540228022>

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BITTERSWEET VISIT

As you may recall, McShan Lumber Company established the Eugene Koenig Memorial Forest in honor of long time sawmill equipment man Eugene Koenig.

We were honored recently when Eugene's wife Angela and colleagues John Babjar and Brigitte Morganstern, who traveled from Germany to McShan to see Eugene's Memorial Forest in person.

A bright spring day was a perfect setting to celebrate the memory of our friend Eugene.



Tyler McShan, Hunter McShan, Angela Koenig and JT McShan

TORNADOES HARD ON LOCAL FORESTS

On the night of April 15, several tornadoes tore through our local area. While we were very fortunate to suffer no damage, timber owners north and south of us weren't so lucky. One landowner is reported to have 1,500-2,000 acres of prime timber on the ground at an estimated loss of \$6 million. Sadly much of this timber will turn blue and lose all value for clear, high grade lumber before it can be brought in.

Additionally wind blown timber is much more hazardous and costly to harvest. Modern logging equipment is meant to handle standing timber, not timber that has been twisted and blown over. The recent event reminds us of the risk land owners face while nurturing their timber to maturity.



CUSTOMER SPOTLIGHT

Name: **John Lawrence Yohanan**

Title: **President**

Company: **Gulf South Forest Products, Inc.**

Year company started: 1987

How long have you been in the lumber business? 21 Years

What was your first job in the lumber business? Accounts Payable, Inland freight, and Purchasing

Your educational background: Associate Arts – Florida State University

Most recent book you read: Post Card Killers and Tick Tock by James Patterson

Favorite music: Rolling Stones, The Who, Led Zeppelin, Lenny Kravitz, and Dave Matthews

What is your relationship with McShan Lumber Company? We export both Rough sawn and S4S products that McShan makes to Asia and the Caribbean.

What single thing makes your company stand out from the competition? Completing the orders for our customers, and delivering the material when “they” want it.

What do you like most about our industry? I have really enjoyed working with the privately owned operations. I am still dealing with a lot of the same people I was dealing with when I started 21 years ago. Friendships with many of these people have developed over the years.

Professional pet peeve? Late Shipments!

What are your hobbies and/or what do you do when you are not at your work? Fishing, Ping-Pong, Golf, Snow-Skiing, and Scuba Diving.

If you weren't doing this, what career field would you be in? International Freight Broker or some other business that wants to develop International Business Relationships.

Name a company or organization that you admire? Entrepreneurs' Organization

Who are your personal heroes? My two boys!

What do you see as the most pressing issue our industry faces? Our World is becoming smaller every day. Look at things Globally instead of locally or even nationally.

What advice would you give to a young person starting out in the lumber business today? Since I started young, I would say be flexible and learn as much as you can early. You may not get the perfect position in the beginning. However, once the splinters are in the veins, it's very hard to get them out.



CUSTOMER SPOTLIGHT

Name: **John Lawrence Yohanan**

Title: President

Company: **Gulf South Forest Products, Inc.**

What would be the title of your autobiography? "Don't Sweat the Small stuff"

Where is your most favorite place in the world? My favorite place so far is Mainland China. The culture is so different than ours. Chinese food in China is much different than here. Everything from their manners, customs and language is foreign in every way. If you really look at their history and where their economy is today, it's hard not to be impressed.

What is the funniest story you know from the lumber business? We used to get a Bates Turkey for Christmas every year going on ten years from Crosby Lumber Company in Bay Minnette, Alabama. At Thanksgiving time, one of my colleagues said that she was surprised we hadn't received the turkey yet as we usually do a lunch at our office. She coaxed me into calling Crosby. I called John Crosby and asked if we had done something wrong. He said "No, why". Well, we didn't receive a Bates Turkey this year and wondered why we were off the list. John laughed and said, "John, you aren't off the list, you just need to wait for Christmas!" Boy did I feel like a fool. However, it was pretty funny when you think about it.

What is the most difficult problem you have overcome? Working with Family

What are you most thankful for? Family – my wife and two sons are hands down what I'm most thankful for.

LIGNA WORLD FORESTRY AND WOOD INDUSTRY FAIR HANNOVER, GERMANY May 30-June 3

The LIGNA Forestry and Wood Fair is the world's most comprehensive forest products trade show. Exhibitors feature machinery and products covering everything from the forest to the finished product.

This year the LIGNA show has made 100 free tickets available to us to provide to our customers. Click on the link below to get your free ticket.

FREE LIGNA TICKETS:

<http://www.ligna.de/promo?7ny6y>



Cantilevered Wooden Pavilion Hannover, Germany

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We Produce

	<u>Dressed Domestic</u>					<u>Rough Export</u>							
	C	C/D	D	#2	#3	Econ	Prime & Btr	Merch	Sap	Prime	Caribbean	#2	#3
1x4	x	x		x	x		x				x		
1x6	x	x		x	x		x				x		
1x8	x	x		x	x		x				x		
1x10							x				x		
1x12							x				x		
5/4x4	x		x	x	x				x	x		x	x
5/4x6 *	x		x	x	x				x	x		x	x
5/4x8	x		x	x	x				x	x		x	x
5/4x10 **	x		x	x	x	x			x	x		x	x
5/4x12 **	x		x	x	x	x			x	x		x	x
* decking													
** S4S or Stepping													
8/4x6							x	x				x	x
8/4x8							x	x				x	x
8/4x10							x	x				x	x
8/4x12							x	x				x	x
2x12				x	x	x							

		DRESSED				ROUGH			
		high	wide	PCS/PK		high	wide	PCS/PK	
1 x	4		32	12	384				
1 x	6		32	8	256		25	7	175
1 x	8		32	6	192		25	5	125
1 x	10		32	5	160		25	4	100
1 x	12		32	4	128		25	3	75
5/4 x	4		25	12	300		20	10	200
5/4 x	6		25	8	200		20	7	140
5/4 x	8		25	6	150		20	5	100
5/4 x	10		25	5	125		20	4	80
5/4 x	12		25	4	100		20	3	60
8/4 x	6						12	7	84
8/4 x	8						12	5	60
8/4 x	10						12	4	48
8/4 x	12						12	3	36
2 x	12		16	4	64				

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“Quotes on Work, Progress and Achievement”

“If you think you’re tops, you won’t do much climbing”- **Arnold Glasow**

“We would accomplish many more things if we did not think them impossible”- **C. Malesherbes**

“No institution which does not continually test its ideals, techniques and measure of accomplishment can claim real vitality”- **John Milton**

“In the long run, a short cut seldom is”- **Malcolm Forbes**

“Too many of us, when we accomplish what we set out to do, exclaim, “See what I have done!” instead of saying, “See where I have been led”.- **Henry Ford**

“For truth and duty it is ever the fitting time; (he) who waits until circumstances completely favor his undertaking will never accomplish anything”- **Martin Luther**

“Financial rewards follow accomplishment, they don’t precede it”- **Harry F. Banks**

“The man who has accomplished all that he thinks worth while, has begun to die”- **E. T. Trigg**



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