

# The McShan PLANE DEALER

Page One

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McShan Lumber  
Company  
McShan, Al

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We are a family owned and operated company that has produced 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.

#### IN THIS ISSUE

- Legendary
- Deer Hunting
- SYP '10 Shipments
- Timber Bridge
- Why?
- Fingerprints
- "Quotes"

## A HUGE RESPONSIBILITY

"A legend is an old man with a cane, known for what he used to do. I'm still doing it"- Miles Davis

At a lumber meeting recently, someone came up to a person from our company and said, "It is a pleasure to meet you. I want to shake your hand. I have heard about your company and your quality for a long time. You guys are a legend!"

Wow! You can't be complimented more than that and we are humbled by the comment. However, if you think about it does anybody really want to be a legend?

When you look at the definition- *a story coming down from the past; especially: one popularly regarded as historical although not verifiable*- we are not so sure.

It's great to be known as a company that has a reputation for producing quality products. We know that is a attribute we inherited from previous generations. It is a heavy responsibility that we strive to live up to every day. We also know that we can never sit back and rest on previous accomplishments. May we always be known for who we are, not what we used to be.

But, thanks for the compliment.



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## WEBPAGE UPDATE

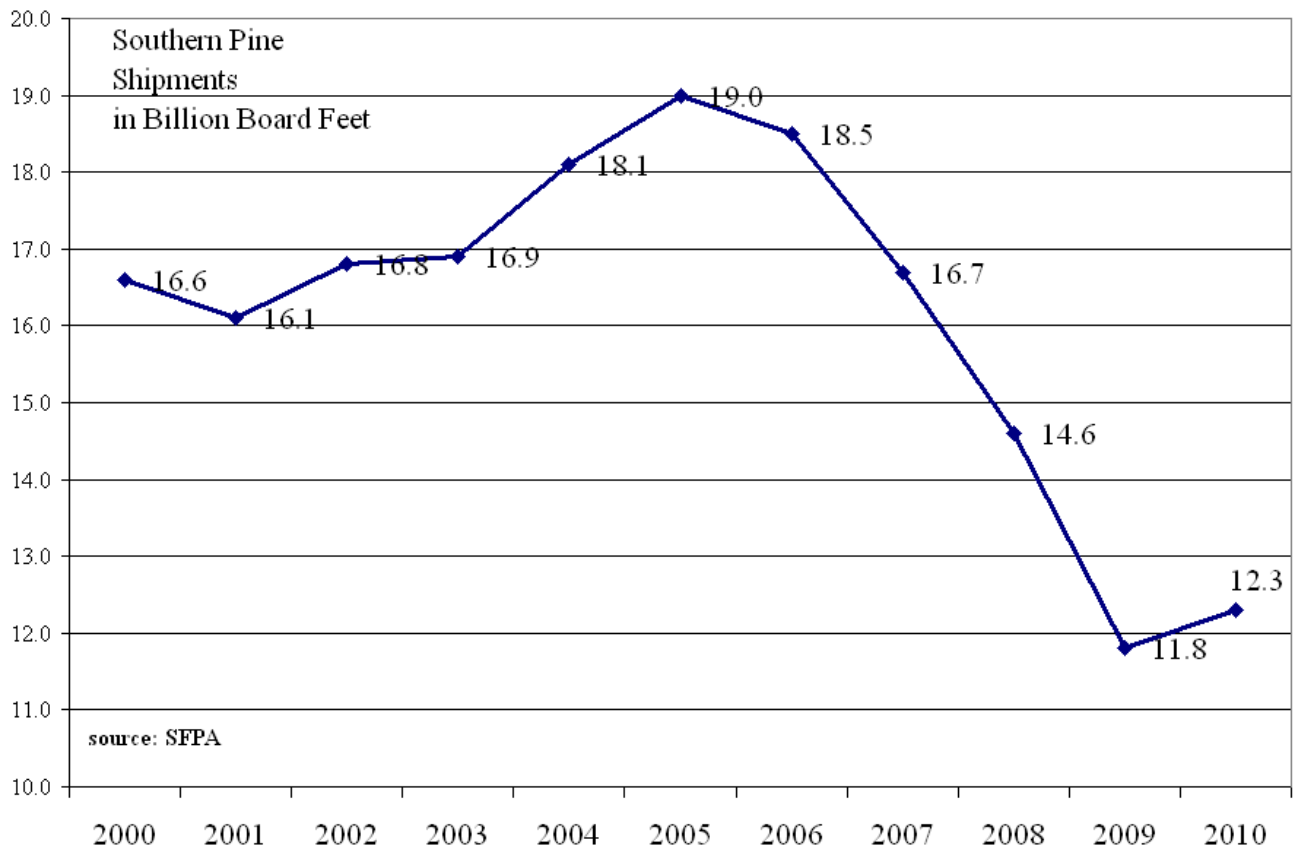
Please visit our webpage [www.mcshanlumber.com](http://www.mcshanlumber.com). It was recently updated with new Virtual Pack Inspections, photos, back issues of the Plane Dealer and more.



Mike Harris of American Lumber Company in Birmingham, Alabama and his son Garrett display a nice 7-point buck. This was Garrett's first buck and he got it late in the 2010-11 season on McShan Lumber Company land northwest of our mill.

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Southern Pine lumber shipments inched up in 2010 after a dramatic 4 year fall. The chart below says it much better than we can.



source: SPPA

## NOW THAT'S A TIMBER BRIDGE

*We don't usually identify with the folks who seem to think everything from Europe is better but you have to admit, our European neighbors do have a knack for design and they do like wood. We first came across this bridge in an article in the British magazine, Timber Trade Journal (TTJ). We got more information from the website Architecture Design and Pictures www.Topbox.com. It is a shame our own federal, state and local governments can't be as creative in the use of wood.*

The Road Bridge Krusrak is a unique bridge for Dutch city of Sneek located in the Netherlands. Designed by Onix and Achterbosch Architecture and Commissioned by the Province of Friesland, the bridge connects 2 districts of Sneek on either side of the A7 motorway. The bridge was designed for a municipality that wished to establish a new city marker along the motorway. The Department of Public

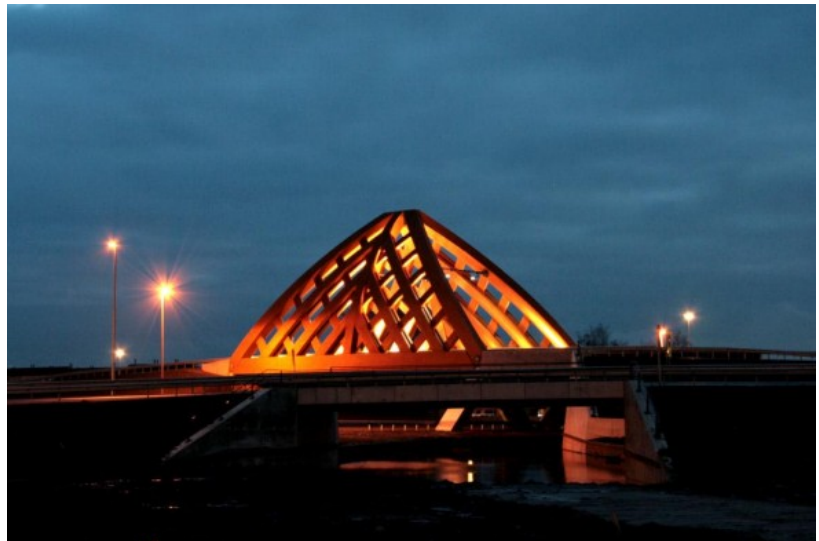
*“The user of the bridge, stated that it wished to use more wood in its constructions”*

Works, the user of the bridge, stated that it wished to use more wood in its constructions. To the design team, the challenge was to realize a bridge in a responsible and sustainable way, and to capitalize on the latest innovations in wood construction. The architects regarded it as important to elaborate the wooden bridge in such a way that it would be both recognizable and new to Sneek.

The contours call to mind the traditional cheese-cover farmhouses of Friesland; the construction evokes reminiscences of the building expertise that it still abundantly present in the old city; the wooden beams reflect the shipbuilding industry, with Sneek as the water recreation city par excellence in the North Netherlands. All these aspects led to the first uncovered wooden bridge in the heaviest load class. This bridge is not only a novelty for the Netherlands but also for countries such as Canada, Norway and Switzerland where the covered bridge is a well-known feature.

The bridge consists of Accoya wood, an acetylated type of wood that has been produced in a factory in Arnhem for around one year now. The acetylation of wood is a process that makes wood almost imperishable. The design of the bridge is a fusion of infrastructure, construction, art and architecture. As a component of the renewed A7 motorway, the wooden bridge was envisaged at two positions. The second wooden bridge will be realized in 2010. The interface of the A7 with the inner city is thus defined for the motorist, for whom, when on the motorway, the bridge is a city marker. For passers-by crossing over the motorway, it is a gateway between the inner city and the suburbs. Besides motorized traffic, pedestrians and cyclists also make use of the bridge.

The two wooden trusses have been coupled together at the centre to ensure stability. The arched form arose by optimizing the cross-section of the bridge for traffic. In conjunction with the triangular structure of the framework, this offers surprising visual perspectives. The bridge was built by a contractor from the town of Schwäbisch Hall in southern Germany, where the tradition of producing half-timber houses, and also bridges, is well known



## NEVER WALK BY A MISTAKE- BUT ALWAYS ASK WHY

General Norman Schwarzkopf has a great quote that should challenge anyone in a position of authority- "A good leader never walks past a mistake". It's a great quote and I have used it often. However, I have learned to add, "But always ask why?" Quite often there is a good reason why something looks out of place or looks like a mistake.

I was reminded of this one night late last year when I stayed at Maxwell Air Force Base. When I arrived it was too dark to get a good view of the base. The next morning I couldn't help but notice a large clock tower with a large clock that obviously wasn't working. I immediately went into service rivalry mode thinking, "These Air Force guys, how could the base commander let something like that stay broken and allow everyone to see that you can't keep your equipment running". Later that day I was humbled to learn that it isn't a clock tower but a four sided memorial to 9/11 with a clock on each side, marking the time each plane crashed.

Always ask why.

*smj*



## OUR FINGERPRINTS ARE STILL ALL OVER IT

Steam Dried, Certified Lumber  
Made by Us

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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				

## QUOTES on “LEGENDS”

“When the legends die, the dreams end. There is no more greatness”– Tecumseh

“There used to be a time when the idea of heroes was important. People grew up sharing those myths and legends and ideals. Now they grow up sharing McDonalds and Disneyland” - Bob Dylan

“Legends die hard. They survive as truth rarely does.”- Helen Hayes

“I can't be a legend yet. I'm not dead.” –Maynard James Keenan

“Europe, in legend, has always been the home of subtle philosophical discussion; America was the land of grubby pragmatism. “–Daniel Bell

“I may be a living legend, but that sure don't help when I've got to change a flat tire.” –Roy Orbison

“I'm thankful that I have lived long enough to become a legend, and I hope I deserve it. “–Ralph Stanley



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