



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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ANOTHER PROBLEM WE LIVE WITH

Fifty years ago this month, groups of civil rights activists boarded interstate buses in Washington DC and headed to New Orleans to call attention to segregationist laws that existed in the South in those days. These “freedom riders” were met with opposition and violence and it is a sad reminder of the ignorance, narrow-mindedness and intolerance that once was prevalent in our region.

Coincidentally, the present restoration of an iconic civil rights building in New Orleans should draw attention to the ignorance, narrow-mindedness and intolerance that exists in the world of forest certification today. We do not mean to imply that the dispute between forest certification programs can begin to compare to the struggles of the civil rights era. We merely wish to point out that the thought process in both situations are similar.

The William Frantz elementary school in the 9th Ward of New Orleans has the distinction of being the first segregated school in the country to become integrated. When 6 year old Ruby Bridges was escorted to the school by US marshals in 1960, the incident inspired the Norman Rockwell painting “The Problem We All Live With” The painting later appeared on the cover of Look magazine.

The Frantz school is currently undergoing restoration. We were made aware of the project by a millwork house that was looking for Forest Stewardship Council (FSC) certified Southern Pine. Upon further investigation, as we expected, we discovered that the project is required to meet LEED Green Building certification. As everyone in our industry should know by now, LEED refuses to recognize any forest certification programs except FSC. Virtually no Southern Pine lumber is FSC certified but there are abundant supplies of Southern Pine certified to other world-renowned certification standards.

To further complicate things, the Frantz project is also a historical restoration. This means original materials, in this case Southern Pine, must be used in the project.

“The present restoration of an iconic civil rights building ... should draw attention to the ignorance, narrow-mindedness and intolerance that exists in the world of forest certification today”

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ANOTHER PROBLEM

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Suppliers are in a Catch 22, it must be Southern Pine because it's historic, it can't be Southern Pine because it is LEED. Even though only a portion of the lumber in the project has to be FSC to achieve the LEED certification, invariably due to lack of education throughout the supply chain, someone sees LEED and specifies that all the wood shall be FSC.

Ironically FSC certification is meant to verify forest sustainability. The Southern Pine industry can supply exactly the same wood that was used when the school was built in the 1930's. This alone should be proof of sustainability, not to mention that if FSC wood is used, it must be transported great distances. In fact, it is almost certain that no softwood grown or produced in the state of Louisiana will be used in this project.

The same ugly ideas of intolerance, narrow-mindedness and ignorance that existed during the civil rights era can be found here. Intolerance and narrow-mindedness is exhibited by LEED in only recognizing FSC wood. Ignorance of green building and forest certification standards unfortunately run throughout the supply chain, beginning with many architects and specifiers.

Ruby Bridges is now 57 and serves on the Rockwell Museum board. In speaking about Mr. Rockwell's painting she recently said, "If (people) didn't know what was going on...this would have told them". We can only hope that the Frantz school restoration will have a similar affect on the Problem We All Live With now.

To see the Norman Rockwell painting, "The Problem We All Live With" click here: <http://collections.nrm.org/search.do?id=215620&db=object&page-1&view=detail>)

THE BIRD MAN STRIKES AGAIN

In the June 2010 issue of The McShan Plane Dealer we wrote about how lift driver James Ponds saved a nest of baby birds that was inhabiting a stack of rough 1x4's. James saved the day by carefully working around that particular stack until the birds had matured and migrated on to a more traditional bird habitat. Spring is here again and James recently spotted a mother killdeer that would fret and run around noticeably disturbed whenever he set a lumber pack down in a certain area of the yard. He searched the ground until he found the source of the bird's anxiety which was her nest of four speckled eggs right on the rocky ground near the edge of a lumber shed. James set up a "no fly" zone around the nest and we are looking forward to a brood of healthy chicks



McSHAN PLANE DEALER

May 2011

STEWARDSHIP OF NATURAL RESOURCES

Recently, at the Military Entrance Processing Command in Memphis, TN I had the privilege to watch several young men depart for boot camp in our various branches of our military. At this point they are still civilians and are just beginning their transformation to military life. While a handful of teary eyed moms and dads swelling with pride looked on, they made their way out to the bus that would take them to their respective boot camps. If you can witness such a process without getting a little teary eyed yourself, you need to have your citizenship papers checked out.

As I was talking to one of the Army recruiters he said, “You can see the ones who come from military families, they’re packing light. They know they aren’t going to need or have access to anything from their civilian life in boot camp. Either that or they are the kids who aren’t carrying much because they don’t have much in the first place”. While some of them had family there to see them off, most did not. I’m sure for those with no one to send them off it wasn’t because their family didn’t care, it was likely because they couldn’t afford to leave work or afford to travel to Memphis.

It takes a lot for a young man or woman to raise their hand and swear to serve our country and launch themselves into such a great unknown. No doubt all of them have a strong desire to serve and to them we will always be indebted. For many it is also the only way they can hope to achieve a college education and for some college was never in the cards. Some are there because they don’t have any other options but they do have the gumption to do something about it and change their circumstances.

I was reminded of the responsibility that all leaders, both in military and civilian life (including parents), have to be good stewards of these tremendous resources. In all our organizations we have people who may be there because of limited options. How terrible it would be to squander such remarkable resources and potential.



smj



We will be closed Monday, May 30th to observe Memorial Day

We hope you have a safe and enjoyable holiday and have the opportunity to reflect on the meaning of this day.

CUSTOMER SPOTLIGHT

Name: John Tsourmas

Title: Division Product Manager-Boards

Company: Boise Cascade Distribution.

How long have you been in the lumber business?
22 years

What was your first job in the lumber business?
Lumberyard load builder during summers

Your educational background:
B.S. Business Management, University of Oregon

Favorite music:
70's, 80's, 90's, 2000's Rock n' Roll

What is your relationship with McShan Lumber Company?
A willing buyer of McShan's quality high grade boards

What single thing makes your company stand out from the competition?

I feel that it is our company's culture. We value our relationships with customers, vendors, & co-workers. We work hard, while we are having fun doing so.

Personal and/or company goal yet to be achieved?
To manage people

What do you like most about our industry?
It is an industry that still depends on personal interaction & relationships

Professional pet peeve?
Poor communication skills

What is your personal "brand", how would others describe you?
I hope that others would think of me as a positive person with a "can-do" attitude. (besides being a huge DUCK FAN)

What are your hobbies and/or what do you do when you are not at your work?
Fly-fishing- once I got started, my golf rounds and time on the basketball court dwindled. My wife & I are also finishing the construction of our cabin in the mountains.

What would be the title of your autobiography?
Then Came Fly-fishing



CUSTOMER SPOTLIGHT: John Tsourmas

Who are your personal heroes?

My parents. My dad overcame a civil war in his native Greece, was separated from his parents at 11 years old, and emigrated to our country at 18. My mom survived a rare cancer that resulted from a pregnancy. She & my youngest brother are alive & well- and the only case on record where both mother and child survived that type cancer.

What advice would you give to a young person starting out in the lumber business today?

By being fair and honest, you'll make life in this business a lot easier on yourself.

Where is your most favorite place in the world?

On a river in the central Idaho mountains in the summer

What is your favorite meal?

Pizza

What are you most thankful for?

I'm thankful for my irreplaceable relationships with my wife, 2 daughters, parents, siblings, in-laws and my many good friends.

What is something most people don't know about you?

I have a minor scar on my forehead from an injury in a mosh pit at a Green Day concert.



TORNADO DAMAGE

According to estimates from the Alabama Forestry Commission, over 200,000 acres of timberland were damaged during recent tornadoes. The photos above give some appreciation for the challenges of harvesting timber in these conditions.

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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 Ignorance”

“The greatest ignorance is to reject something you know nothing about”

“There is nothing more frightening than ignorance in action”- Wolfgang von Goethe

“He who marches to the music in rank and file has already earned my contempt. He has been given a big brain by mistake, since for him the spinal cord would surely suffice”- Albert Einstein



“Being ignorant is not so much a shame, as being unwilling to learn”- Benjamin Franklin

“Real knowledge is to know the extent of one’s ignorance”- Confucius

“Nothing in the world is more dangerous than a sincere ignorance and conscientious stupidity”- Martin Luther King

“Discussion is an exchange of knowledge; an argument an exchange of ignorance”- Robert Quillen

“When ignorance gets started, it knows no bounds”- Will Rogers

“To be ignorant of one’s ignorance is the malady of the ignorant.”- Amos Alcott

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