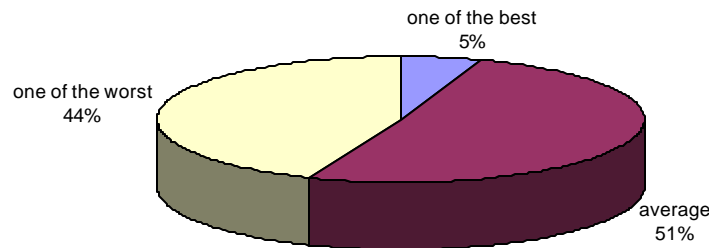




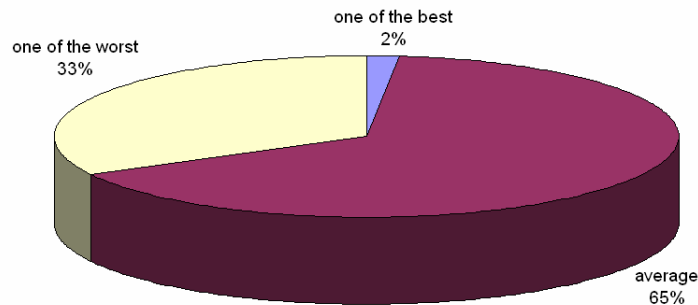
SURVEY SAYS:

We tried something new this year and surveyed our customers and asked about last year and their outlook for 2009. The results are listed below.

Regarding Sales Volume, 2008 was:



Regarding Margins, 2008 was :



**McSHAN LUMBER
COMPANY
McSHAN, AL**

205-375-6277 FAX 2773

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 that 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 strive daily to maintain this hard earned status.

IN THIS EDITION

Survey Results

Customers' Resolutions

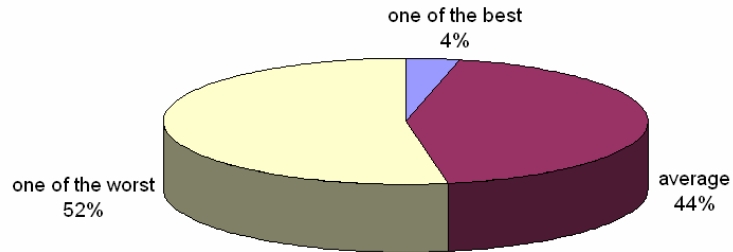
You can't do that

Featured Product

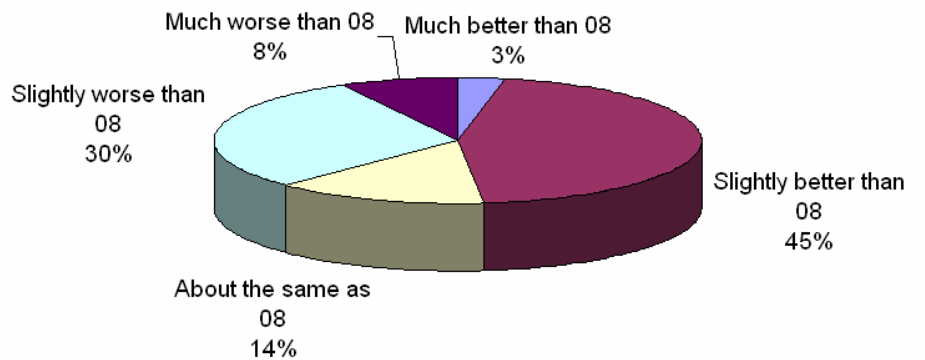
Build responsibly. Choose wood from well-managed  SFI® forests.

SURVEY SAYS

Regarding Profitability, 2008 was:

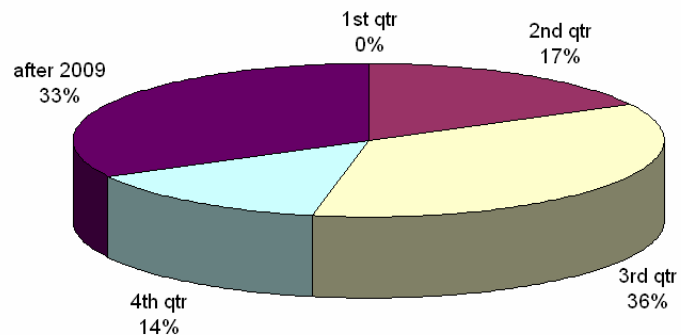


Expectations for 2009:



Predictions on Turn Around:

Our sincere thanks go out to everyone who completed our survey. If you would like the full report, please contact us.



WHAT'S YOUR NEW YEAR'S RESOLUTION?



- to maintain my sanity in this economy and not give up no matter how bad it gets. Kari Kaufman, Fox Lumber Companies
- In memory of a dear friend (another lumber exporter) who died of cancer three years ago at too young of an age, I will run in the Portland Marathon in November 2009, which he had done twice, to raise money for cancer research. -Mike Parr, Oregon
- To be more OPTIMISTIC in 2009 and wish all the best for our new president during his first term !!! - Drew Hutson, Pine Forest
- Mine is simple...take better advantage of the **present** which is after all a gift- Ned Dejarnett- Southern Forest Products Association
- My resolution is to never stop counting my blessings- Nick Kent, North American Wholesale Lumber Association.
- My " New Year's Resolution " for 2009 is to remain thankful for my many blessings from God and to dwell on all the positive things knowing full well that God is in total control of everything. I also want to make an effort not to entertain any negative thoughts while refusing to believe all the non-truths that the media exposes me to on a daily basis. I want to continue to cultivate my relationships with my customers and my vendors....remembering that they are good friends as well as valuable assets that are paramount to my success-Pat Ogletree, Steel City Lumber Company
- Buy more lumber from you– Randy Barsalou, BCH
- To complain less about this lumber business we are in, and be more thankful for the many blessings we enjoy.Larry E. Landman, L&L Lumber Matthew 16:26
- My New Year's Resolution is to focus on the M68 Resolution: Micah 6:8 "...to do what is right, to love mercy, and to walk humbly with our God." - Jan Davis, The Marwin Company
- We do not need to look at the negative reports, but look to The One who is in charge-David Lawson, Hood Industries
- Bring it on 2009, like a stubborn ole mule, I'll stand at the trough whether there's any fodder in it or not! -Paul Howell, Gobble Fite Lumber
- Resolution: Save what you can, spend what you must, and remember those less fortunate along the way. John Logan, Industrial Lumber
- Spend more time with my family and continue working hard to promote the use of our natural, sustainable resources (Southern Yellow Pine lumber) in overseas markets– John Quast, Pacific Lumber Resources



YOU CAN'T DO THAT!

A new year is typically a time of fresh starts and optimism with plans for what we will accomplish in the coming months. However, this year we are told that 2009 won't be a normal year. Forecasts and outlooks are filled with warnings about what we can't do and won't be able to do. We have more financial shows than ever (certainly more than we had during the last downturn) telling us how bad it is. These shows are now available 24/7 and by podcast or satellite radio, just in case you missed the latest, breaking bad news. Economists are now in vogue and we can see why economics is called the "dismal science". Watching some of these guys is like watching the Weather Channel when a hurricane is brewing. They are having their 15 minutes of fame and they don't plan to squander it!

We are being told not to expect a turn around any time soon; the budget has been slashed, those visits, this project, that program can't be done. The Nautical Rules of the Road dictate that the "prudent" mariner will bring his vessel to a "safe" speed depending on the existing conditions and certainly the "prudent" businessperson is expected to do the same. On the other hand, we need to guard against being so prudent that we pass up opportunities. We should keep asking ourselves, what are we not doing because everyone says we can't? What has everyone else stopped doing? What has no one ever done? It could be great opportunity for someone who can and will do it.

smj

Featured product

5/4x6 C Radius Edge Decking



Beautiful, Affordable, Renewable. Our C grade Southern Yellow Pine decking is an affordable alternative to many of the more expensive decking materials that are in the market. Additionally, if you are courting the green building market, this stuff is as green as it gets.



RESOLUTION

“No one would have crossed the ocean if he could have gotten off the ship in a storm”

Charles Kettering

“Most good resolutions start too late and end too soon”- Arnold Glasgow

“When nothing seems to help, I go and look at a stonecutter, hammering away at his rock, perhaps a hundred times without so much as a crack showing in it. Yet, at the hundred and first blow it will split in two, and I know it was not that last blow that did it, but all that had gone before”

Jacob A. Riis

“A stout heart breaks bad luck”- Spanish Proverb

“Retreat hell! We just got here”.- Captain Lloyd S. Williams, USMC at Belleau Wood 1918

“And cowards’ funerals, when they come,
Are not wept so well at home,
Therefore, though the best is bad,
Stand and do the best, my lad”- A.E. Housman: A Shropshire Lad



McShan Lumber Company
PO Box 27
McShan, AL 35471

Loading Hours:
7am-4pm Mon-Thurs
7am-2pm Fridays

*Manufacturing Quality Southern Pine Products From Our Abundant and Sustainable Southern Forests
Since 1907*