



**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.

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NICE TO HEAR

Back around New Year's we heard an interview with comedian George Burns that had been taped a few years ago. Mr. Burns was asked what was his most memorable New Year's Eve. He talked about how he and his wife would always gather in the New York apartment of various friends in the entertainment business. Burns said, "and the evening would wear on and eventually a shout would come from the crowd, "Let George Burns sing" and if there was no response, I would yell it louder!"

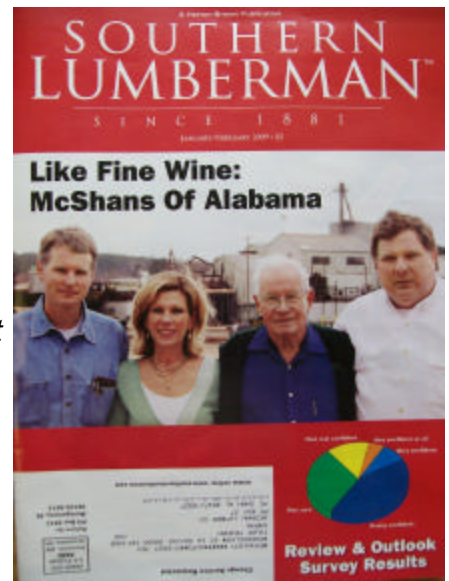
That story is a good analogy of how most advertising goes— companies tell how good they are and if no one is listening, say it louder and more often. Of course the best advertising is word of mouth and having someone else affirm your efforts. We were honored with that kind of affirmation recently after *SOUTHERN LUMBERMAN* magazine printed an interview with J.T., Hunter and Tyler McShan in the January/February 2009 issue. Editor David Abbott received the following email:


David

Thank you for the enjoyable article/ conversation with J.T. McShan and sons in the January/February issue of Southern Lumberman. We have always appreciated the quality of pine from McShan which we purchase from a preferred distributor. Whenever it is time to order more pine, our employees bring a corner tab from a unit and say "make sure that the lumber you order comes from this mill". The tab says "McShan Lumber Co." and your article explains the magic behind the quality we have discovered in their product. It is the pride, work ethic and determination of Mr. McShan's generation which made the United States of America the most prosperous country in the world. Perhaps our current economic trial is a reminder to all of us that we cannot forget the simple things it took to make us great.

Edward A. San Juan

E.F. San Juan



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

MARKETING 2009.62

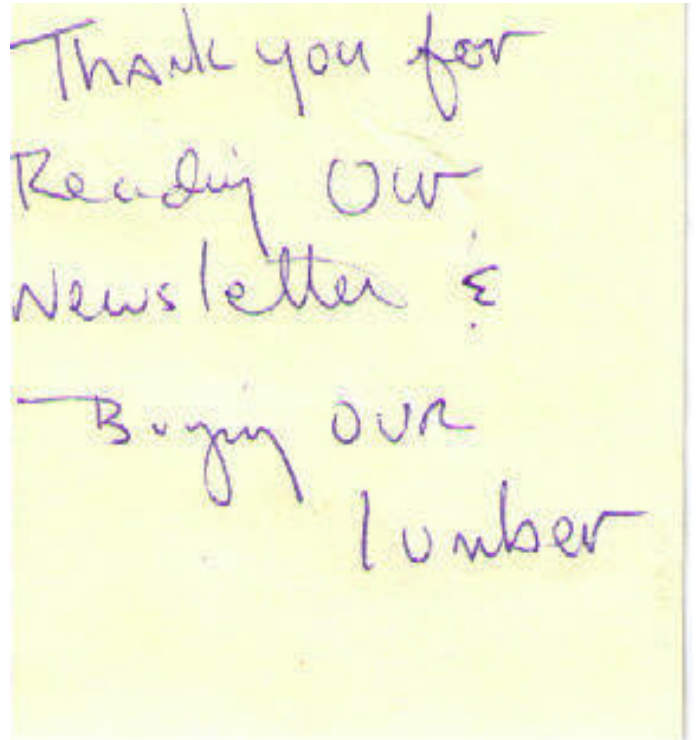
We recently noticed the following on *Marketing Profs'* website-

“Everyone likes personalized attention and it seems that a handwritten note might be worth the time it takes to write. A post at the *Neuromarketing* blog cites an interesting study discussed by Robert Cialdini in the book *Yes! 50 Scientifically Proven Ways to be Persuasive*. When researchers sent a survey to busy doctors with three different cover letters, each produced a dramatically different result:

- A printed letter generated a response rate of 36%
- A printed letter with a handwritten message boosted this by one third to 48%
- A printed letter with a handwritten message on a Post-It note pushed the response rate to 75%

“It seems that what is causing the boost is a ‘reciprocity’ effect, notes *Neuromarketing*. “The recipient recognizes that the sender apparently put some personal effort into the mailing, and is more likely to reciprocate with some effort of his own”.

These are interesting findings and there is probably a lot of validity here although it sounds a little manipulative. I personally prefer to receive personal notes from people that I already personally know. Personal attention is great but it also helps to have a great product or service. Gimmicks may get you the business once but performance brings customers back.



THAT'S ONE WAY TO GET RID OF IT

Last month a Russian registered cargo ship lost 1.5 million board feet of lumber in the English Channel while in route from Oskarshamn, Sweden to Alexandria, Egypt. The lumber created a 8-mile long “slick” before coming ashore at Suffolk and Kent in the UK.

In January 2008, a Greek vessel, loaded with Russian lumber lost 2 million board feet near the same area.



Source: BBC

“The #1 habit successful people share with me is this: They read books to learn. They do it often and with joy. It's cheap (or free, at the library or online) and portable and specific” - Seth Godin



This quote got me to thinking— what do successful people or people who want to be successful in our industry read? That should be everybody if we assume all of us want to be successful, even though we all may have different definitions of success.

We would like to post a monthly “best sellers” or most read list of our customers. Maybe we will call it the Book Club for Knuckle Draggers, with sincere apologies to the ladies in the group.

Send us an email and tell us what you are reading.

mcschan@mcschanlumber.com

Join us at the NAWLA Regional Meeting— Birmingham, AL. Thursday Feb 19, 2009
at the Wynfrey Hotel

Featured product

FULL SAWN 2” (8/4)

We produce full sawn 2 inch lumber in 6-12” widths.

Grades: #2, #3, Merch and Prime and Better.

This stock is typically shipped rough. Most of this stock is exported but we do sell some domestically. Typical uses are in millwork and cabinet shops. This stock is dried properly for indoor applications.



2x6 Merch



2x12 Prime & Btr



Footprints are normally washed away by the rain or swept away by the wind. However, at McShan Lumber Company, we recognize that our activities can have an lasting impact on our environment. Fortunately we can proudly say that our impact has been positive. **For over 100 years** we have left our mark on our forests, our community and our industry. Our products are recognized all over the world for their quality. Now with our **SFI** © **certification** we have 3rd party verification that we are doing good things like we have always done.

McShan Lumber Company

McShan, Alabama USA

Your Certified Green Source for Quality Southern Yellow Pine Lumber

205.375.6277 fax 2773
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www.mcschanlumber.com

CONFIDENCE “Quotes”

Fields are won by those who believe in winning– **Thomas Higginson**

In confidence and quietness shall be your strength– **Isaiah 30:15**

Confidence is the foundation for all business relations. The degree of confidence a man has in others and the degree of confidence others have in him, determines a man’s standing in the commercial and industrial world–
William Boetcker

Skill and confidence are an unconquered army– **George Herbert**

He can inspire a coup only if he himself is filled with confidence and hope of success– **Floyd Filson**

To do anything in this world worth doing, we must not stand back shivering and thinking of the cold and danger, but jump in, and scramble through as well as we can– **Sydney Smith**

Have confidence that if you have done a little thing well, you can do a bigger thing well too– **Joseph Storey**

I had no vision of the scope of what I would start. But I had confidence that as long as we did our work well and were good to our customers, there would be no limit to us.– **Sam Walton**



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*