



**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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## WE GOT YOUR "GREEN JOBS" RIGHT HERE

A year ago, then candidate Obama promised to spend \$150 billion in ten years to create 5 million new green-collar jobs. Candidates McCain and Hillary Clinton also sang the praises of green jobs. Now president Obama has hired Oakland activist, author, green jobs evangelist and (you guessed it) former community organizer Van Jones to be his "Special Adviser for Green Jobs, Enterprise and Innovation at the White House Council for Environmental Quality" (try fitting that title on a business card). Obviously there is lots of interest in green jobs these days, even though there is often confusion about what exactly qualifies as a green job.

Upon accepting the North American Wholesale Lumber Association's (NAWLA) prestigious Mulrooney Award last month, Aubra Anthony, President and CEO of Anthony Forest Products stated the obvious. He reminded the audience "the forest products industry created the original green jobs".

While this statement may be obvious to those of us in this industry, many people, particularly those who are prone to keep up with things like the White House Council on Environmental Quality are completely unaware of how green we are. In order to assist you in your next discussion on the subject, here's a few but far from complete bullet points:

- our industry's raw material (trees) absorbs CO2 from the air and emits oxygen
- our raw material's ability to absorb CO2 decreases with age. Fortunately our industry cuts them down and replants more young trees which do a better job of CO2 absorption
- our final products sequester carbon forever
- our final products are completely biodegradable
- no part of our raw material is wasted. Bark, sawdust, chips and shavings all are used to make other products.
- most of our manufacturing facilities use some type of renewable energy in the manufacturing process. Many facilities are completely energy self sufficient with renewable energy, primarily burning waste wood to generate steam

Our industry's jobs "pay decent wages and benefits that can support a family, reduce waste and pollution and benefit the environment (criteria for green jobs stated in TIME magazine by the Apollo Alliance, "a coalition of business, labor and environmental groups championing green employment"). We can even go the Alliance one or two better. Forest products green job workers typically have relatively short commutes since they are likely to live in the same rural community as their job. And our green jobs are sustainable. Many forest products green job workers are likely to be the 3rd, 4th or 5th generation (or more) to work in this industry.

As politics and media searches for definitions of green jobs, they need to look no further than our industry. We have already set the bar very high.

"The forest products industry created the original green jobs".

**Aubra  
Anthony**

## *“Pining” for Love*

Late last year Tim Strickland, our one inch planer and moulder supervisor, told me that his daughter had asked him to build a bed for his granddaughter's bedroom. Tim had a catalogue that showed a picture of what the bed was supposed to look like and although it was very attractive it was painted solid white which completely disguised the wood.. (Probably stolen Russian timber sneaked across the Chinese border in the dark of night). I suggested to Tim that he build the bed from some of our SFI certified “new heart” pine and put a light finish on it that would highlight rather than cover up the natural character of this wood. We quickly reached an agreement whereby Tim would get the lumber for free and in return he would document the construction process with photographs that we would use as a marketing tool to promote the use of this extraordinarily beautiful product. Even though his daughter tasked Tim with building a matching armoire along the way he recently finished and the results are stunning. I think all will agree that the finished product showcases the beauty and versatility of this wood. This lumber's rich color and character make a beautiful floor. But as you can see, its applications are limited only by the creativity of the craftsmen who have the opportunity to work with it.



*Hunter McShan*

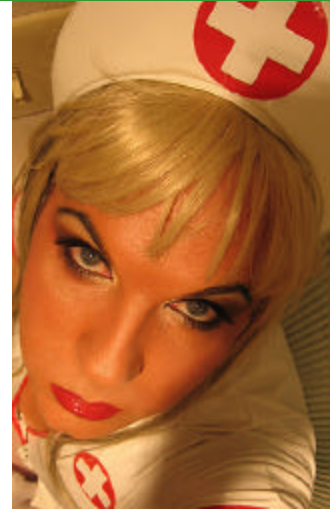


## Best Leadership Practices

The best leaders foster a climate where people aren't afraid to speak up. They do this because they know it is the best way to stay out of trouble and to get the maximum benefit of everyone on their team.

Most of us have at least a little bit of a problem in challenging someone in authority. The book *INFLUENCE* documents several studies where people blindly followed the instructions of someone whom they had been told or assumed was in a position of authority.

This problem has nothing to do with intelligence. Even the medical field has a problem with staff members blindly following doctors orders, even when they know the orders are wrong. The book, *Medication Errors, Causes and Prevention* documents an interesting case. A hospital patient, in addition to other problems had an earache. The doctor intended to instruct the nurse to administer the earache drops into the patient's right ear. His handwritten, abbreviated note said to "place in R. ear". Amazingly, neither the nurse nor the patient objected with the nurse dutifully administered the drops in the patient's rectum.



## WHAT'S NEXT?

At the recent North American Wholesale Lumber Association (NAWLA) Executive Conference, economist Dr. Adam Fein of Pembroke Consulting led an interesting discussion about the economy and housing market. The audience was broken into tables of five and asked to discuss several questions.

The discussions at my table were very enlightening. As we pondered the questions - "what strategies are you seeing from builders and contractors in your area?-and how will the building products channel be different once the recovery begins?" my table-mates made the following observations and predictions:

- we have seen the end of the steep, high pitched roofs. Home builders will become more standardized and commoditized in the style of home they build. Someone said we will see "Levittown" all over again.
- Builders want to control their destiny and want to own more of the supply chain.
- We have learned that bigger isn't better. The larger, more leveraged building products distributors are being thinned out. We will see an increase in the number of smaller distributors who are more nimble.
- Banks want no part of this industry.



What does your crystal ball say about the future of the lumber and building products industry?

Send us your thoughts:  
[mcshan@mcshanlumber.com](mailto:mcshan@mcshanlumber.com)

## MEMORIAL DAY 2009

As we struggle through a difficult lumber market, we hope that you will take time on Memorial Day to remember the significance of the day. Although we currently face difficult challenges, they seem small compared to the difficulties our servicemen and women and their families have faced and continue to face on our behalf.

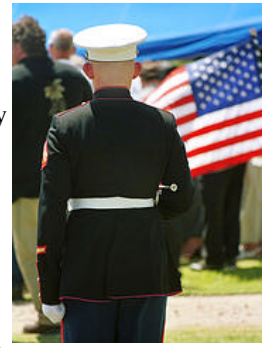
"In the American Revolution, no man sought or wished for more than to defend and enjoy his own. None hoped for plunder or for spoil. (Daniel Webster, Bunker Hill Monument Dedication 17 June 1825)

"We are met on a great battlefield of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that a nation might live. It is altogether fitting and proper that we should do this". (President Abraham Lincoln, Gettysburg, PA, 19 Nov 1863)

"Among the men who fought on Iwo Jima, *uncommon valor was a common virtue.*" (Fleet Admiral Chester W. Nimitz, USN, 16 March 1945.)

Betty Jivens Mapson is forty-two and has grown children of her own but she has been haunted for years by the trauma of her father's death on 15 Nov 1965 in the Ia Drang Valley. "Two weeks after the initial telegram we got another one stating when to meet the body at the train station. The hearse was already there when we got to the train station and soon a wooden cart with a long gray box was being pulled toward us. My Daddy! This is how he came back to us. And the pain started all over again for us."

*WE WERE SOLDIERS ONCE... AND YOUNG*



**McShan Lumber Company**  
PO Box 27  
McShan, AL 35471

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

**We will be closed Monday**  
**May 25 for Memorial Day**

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Since 1907*