



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 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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OBJECTS OF BEAUTY

For a long time we have thought that our Southern Pine boards are a thing of beauty. Naturally we would think that but we were happy to have that idea confirmed recently when our lumber was featured in an exhibit at the University of Alabama's Sarah Moody Gallery of Art.

Last month The Auburn University School of Architecture's Rural Studio joined forces with the University of Alabama to present an art and architecture exhibit at the gallery. The Rural Studio designs and builds houses for people in the Black Belt region of Alabama who are in need. Due to our past involvement with the Rural Studio, we were asked to participate in this exhibit.

Auburn's visiting professor of architecture, Elena Barthel designed the exhibit based on the Courtyard House which Rural Studio designed and constructed last year in Footwash, Alabama. Professor Barthel arranged the exhibit to depict all stages of the lumber similar to that used in the construction of the house. McShan Lumber Company 1x6's and 2x10's were featured prominently throughout the exhibit.

For more photos of the exhibit, visit:

http://picasaweb.google.com/mcshanolumber/RuralStudioMoodyGalleryExhibit?authkey=Gv1sRgCNH3_oLCiuqEjAE&feat=directlink



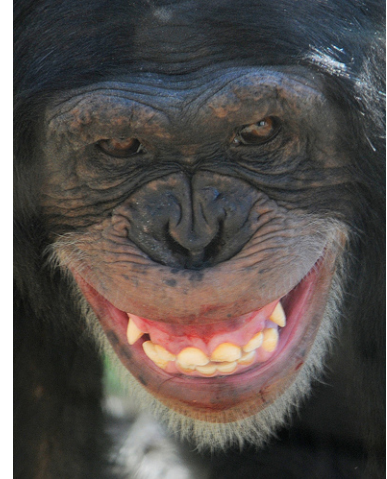
MARKET PREDICTIONS

Lumber people are by nature an optimistic lot, even if many are prone to “poor mouth” conditions in general. Based on my observations, we also are a group that likes to pontificate on what the lumber market will do next. I am often amused at the inference we can draw from single events.

The big talk in our neck of the woods most recently has been rain. The state of Alabama averages a little less than 5 inches of rain per month, second only to Louisiana. September is typically one of our driest months but this year we received over 15 inches of rain. Most mills have been running with thin log decks and the rain caused many mills to run completely out of logs. This always leads to discussions of how the wide dimension will get tight and higher prices are just around the corner.

I can recall a similar situation years ago. There was vast flooding in east Texas and Louisiana. Numerous bridges were washed out and mills ran out of logs. We had lots of 2x10's and 2x12's on the ground and just knew they were headed up. The next week, mills in east Texas and Louisiana cut the price on wides by \$20 per thousand!

All this just reminds us how big the market is and how many different variables influence its direction. We all certainly have to make decisions based on what we know but as a local wise man told me long ago- “one monkey don't make no circus”.



NEW WEB SITE

We recently overhauled our website, www.mcshanlumber.com. If you haven't visited it recently, we invite you to take a look. We have added some interesting videos under the “how lumber is made” section. You can also retrieve back issues of “The Plane Dealer”. We update the site at least once a quarter so we encourage you to visit often and see what's new.

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NEWSLETTER

CERTIFICATION

HOW LUMBER IS MADE





WE'LL BE IN THE SPOTLIGHT

We are proud to participate in the EXHIBITORS SPOTLIGHT at the NAWLA TRADERS MARKET in Chicago next month. We have the distinction of being one of two sawmills that will give a 30 minute presentation during the gathering.

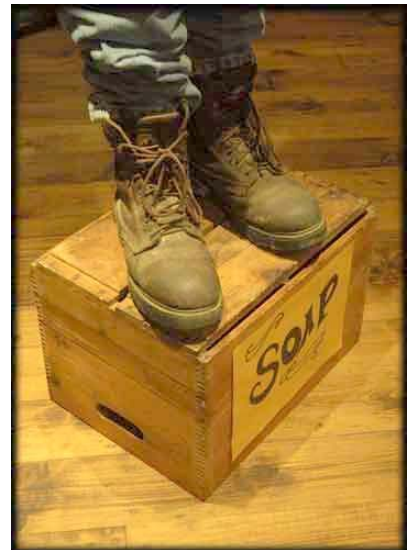
We hope you will **join us at 2:15 PM on Friday, November 6** to see our presentation.

We applaud NAWLA for developing this new opportunity at the Traders Market.

MAKES YOU WONDER

Some things make you get on your soapbox. We recently received an application from an individual who had lost his job at another company after working there for 33 years. He said he could only do two things, which may be why he is no longer employed. I don't know all the details of his situation. Maybe two jobs were all he had the capacity to learn or maybe he lacked initiative and two jobs were all he wanted to learn.

On the other hand, it makes you wonder about an organization that would keep a man around for 33 years and never expect, encourage or demand that he improve his skills. Perhaps one good thing to come out of this painful recession will be leaders who understand that it is a disgrace to squander any resources, particularly human resources.



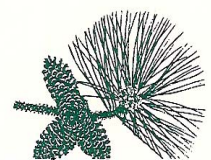
TIME TO RE-CONSIDER SOUTHERN YELLOW PINE FOR MOULDINGS?

With current supply and demand so out of balance, it is hard to contemplate any type of lumber shortage these days. However, as a recent article by the forest products market reporting company RISI points out, there is a looming shortage of lumber suitable for moulding and millwork manufacturers

This industry was once supplied almost exclusively by domestic lumber. In the early 1990's US millwork manufacturers began importing sufficient supplies of pine for moulding from South America and New Zealand. Today those suppliers have dwindled significantly due to attrition or have found new markets to replace the US.

We have provided our Southern Pine lumber to the millwork industry for years both at home and abroad. We know how to dry it properly and can provide the necessary grades. There is potential for US made, SFI certified moulding and we can assist.

*Beautiful
Affordable
Durable
Renewable*



FUTURE “QUOTES”

“Don’t ever prophesy; for if you prophesy wrong, nobody will forget it; and if you prophesy right, nobody will remember it”
-Josh Billings

“You can never plan the future by the past” Edmund Burke

“Neither a wise man nor a brave man lies down on the tracks of history and waits for the train of the future to run over him”- Dwight Eisenhower

“There is no future in any job. The future lies in the man who holds the job”- George Crane

“I like the dreams of the future better than the history of the past”- Thomas Jefferson

“The future is purchased by the present”- Samuel Johnson

“Never before has the future so rapidly become the past”- Arnold Glasow

“The best thing about the future is that it comes only one day at a time”-Abraham Lincoln-



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Manufacturing Quality
Southern Pine Products
From Our Renewable
Southern Forests
Since 1907

