

The McShan PLANE DEALER

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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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THIS TIME WE REALLY MEAN IT- LOGS ARE SCARCE

The threat of thin log decks has long been used by mill sales people to imply a looming lumber shortage. We've even been known to do it ourselves even though we know our production isn't enough to put a dent in the overall Southern Pine lumber supply. However, this year, when a mill tells you they are out of logs or will be out soon, you can bet they are telling the truth.

In this part of the world mills traditionally try to prepare for wet winter weather by building up log decks during the dry months in the Fall. After an especially wet Fall last year, we went straight into one of the nastiest winters we've seen in a long time.

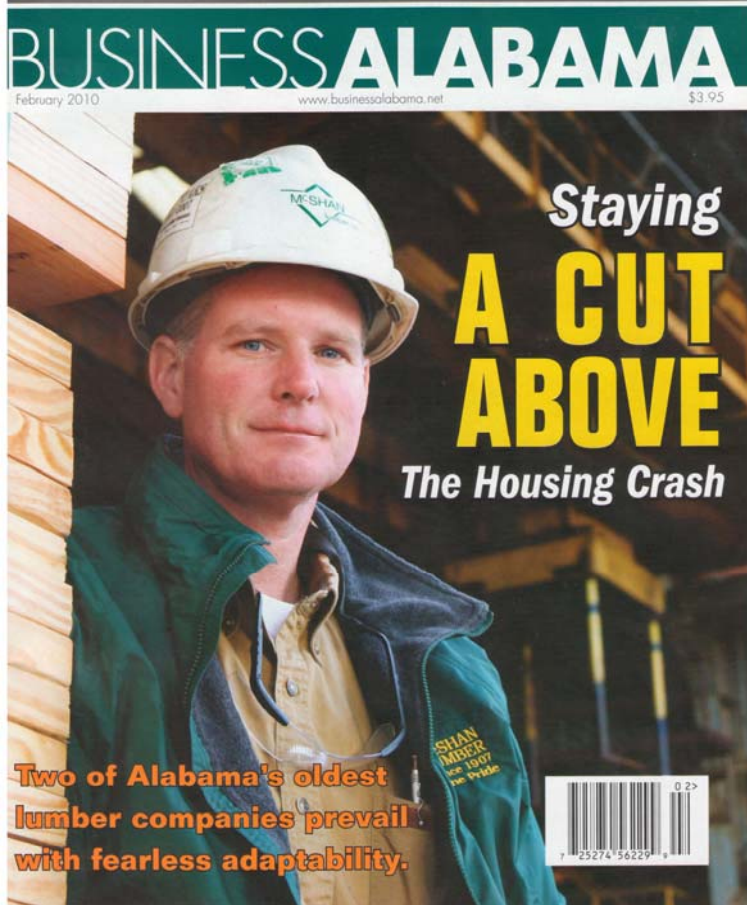
On top of the terrible logging conditions, the attention of landowners and loggers has been diverted to the pulpwood market due to a strong surge in pulpwood prices. In areas that can be logged the emphasis has been on making hay while the pulpwood market shines.

Curtailed production, limited production by mills that are still trying to run, and depleted inventories throughout the pipeline have led to the strong rally we have been enjoying, not to mention some nice shots in the arm by export markets. While no one seems to have much faith in this rally, no one guessed we would be at these levels now either. Skepticism may be all we need to extend this rally even further.



Conditions here on Friday, February 12, 2010

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We were fortunate to receive a nice write up in the February issue of BUSINESS ALABAMA magazine. McShan Lumber Company president Hunter McShan was interviewed for an article about mills in Alabama that have been able to weather the US housing./global economic storm.

GOOD GUYS IN THE LUMBER BUSINESS

Not that there aren't a lot of good guys in our business...

One of the great things about our business is the people we get to know. We wanted to share this picture with you. It is of our friend and customer John Quast of Patrick Lumber Company and Hao. Hao is a thirteen year old Chinese boy that John and his wife Sarah are hosting. He is a concert pianist and is here for several weeks to practice his English. John and Sarah have adopted children from China and Ethiopia so it is not surprising they have opened their home to young Hao.

Hats off to John and Sarah.



ARE 2' PLANER TRIMS WORTH IT? WE WANT TO HEAR FROM YOU

Due to the excessive amount of handling involved and the price compared to its value as shavings, the economics of offering 2' planer trims is questionable. It had become pretty much a no-brainer for us to stop pulling them a few months ago when lumber demand was weak. As the market has turned, we would like to hear from you. Should we continue to offer them?



COMMODITY LUMBER?

We aren't known for making commodity lumber and we rarely have any on hand. However, **we do currently have 2x12 S4S and 5/4x6 radius edge decking on hand for prompt shipment.** Considering the quality of log that we buy, our careful, slow drying, the superb finish on this lumber, and our strict grading standards, it doesn't quite seem fair to call it "commodity" lumber. We have some, ready to go when you need it.



Excuses, Excuses

Difficulty is the excuse history never accepts. **Edward R. Murrow**

Ninety-nine percent of the failures come from people who have the habit of making excuses. **George Washington Carver**

He that is good for making excuses is seldom good for anything else. **Benjamin Franklin**

It is easier to find an excuse than to find a reason. **Doug Brown**

No one ever excused his way to success. ~**Dave Del Dotto**

We excuse our sloth under the pretext of difficulty. ~**Marcus Fabius Quintilian**

One of the most important tasks of a manager is to eliminate his people's excuses for failure. ~**Robert Townsend**

Success is a tale of obstacles overcome, and for every obstacle overcome, an excuse not used. ~**Robert Brault**

The person who really wants to do something finds a way; the other person finds an excuse. ~ **Unknown**

Sometimes I wish I had a terrible childhood, so that at least I'd have an excuse. ~**Jimmy Fallon**

The effective range of an M-16 is 463 meters. The effective range of an excuse is zero- **US Army officer**



McSHAN LUMBER COMPANY, INC.
P.O. BOX 27
McSHAN, AL 35471

