

The McShan PLANE DEALER

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McShan Lumber
Company
McShan, Al

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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 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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Eugene Koenig Remembered

Eugene Koenig was in charge of North American sales, service, and distribution of sawmill equipment for the Esterer Company of Altotting, Germany up until his death from a stroke in 2008. Much of McShan Lumber Company's secondary breakdown machinery was supplied by Eugene through Koenig Sawmill Machinery of Memphis, TN and we were fortunate to have both a professional and personal relationship with Eugene since our first edger purchase in 1987. Eugene had a unique gift of common sensibility and lovability that made time spent with him a time to be cherished whether it was on the floor of the sawmill or sitting in a café in Germany. His demeanor was predictably optimistic regardless of the situation and a query of "how are you, Eugene?" always got the same response. "I am fine. You know me, I am always fine." And he meant it. His attitude was contagious and had a way of making everyone feel just a little bit finer too.

When Eugene passed away we wanted to do something to honor his memory and considered planting a tree or small orchard on company property that would serve as a reminder of his friendship and generosity. About the same time we were in the process of replanting pine on a recently harvested company timber tract and procurement manager Grover Allgood suggested we name the newly planted ground the Eugene Koenig Memorial Forest and that is exactly what we did. Instead of tree, Eugene appropriately got a forest.

Hunter McShan visited Eugene's wife Angela and long time friend Bobbye Blake at the Koenig office in Memphis Tuesday to present a book outlining the development of the forest and a framed photograph of the sign that stands at its entrance. That visit shall serve as the official dedication and opening of the Eugene Koenig Memorial Forest and it is our hope that friends and family of Eugene will enjoy visiting in future years and that those pines will grow to serve our environment and our industry in ways that would make Eugene proud.





THE VPI PROJECT

We are in the process of creating “Virtual Pack Inspections” (VPI) of all our products. Soon, if you or your customer wants to see what our product looks like prior to buying it, we can send you a VPI. We already have a few on our website:

<http://www.mcshanlumber.com/products/html>

It is our goal to have a pack inspection of each product on the website soon. We believe this will be a giant leap beyond the 2’ samples that have been mailed around the country since man first began sawing lumber.

SHIPPING OPTIONS

You have a wide range of options when shipping from our mill.

Flatbed– most common. All trucks are loaded under sheds and weighed by axle in the loading area

LTL-Van– loading vans is not a problem although it is the least preferred method of getting high grade lumber anywhere.

Container– primarily for export shipments. However, this could be an option for shipments to the West Coast via piggy back rail service.

Rail– **YES WE DO LOAD RAIL CARS!** We are on the KCS (NAFTA) railroad. Shipment to Mexico and Canada via rail is an option from our siding.



ARE YOU A PRO?

Let's face it, no matter how good we thought we were in little league or high school, most of us didn't wind up playing professional ball. We do, however, now find ourselves in the role of professional lumberman*.

Just what does it mean to be a professional lumberman? Or a professional anything for that matter? In general we consider a professional to be someone who has specialized training in a particular vocation or is someone we consider to be an expert in a particular area. Every day most of us are asked our expert opinion about different aspects of the lumber business. This is commonly called selling.

Most professions require a certain amount of specialized training or refresher training annually. The top pros in most any profession or sport are known to be students of their "game". They engage in continuous study and are always seeking a way to do it better and gain an edge on their competition. While the lumber profession doesn't formally require continuous training, it's a safe bet that the better performers seek opportunities to study and learn.

One of the hot topics in our industry right now is Certification. Whether you believe it is a good thing or not really doesn't matter, it's a topic that the professional lumberman should want to be fluent in, if for no other reason than to distinguish himself from his competition. From our perspective there is quite a bit of confusion and ignorance of the subject in our industry. We often receive phone calls that sound something like this:

Caller- "I need to source some certified wood. You're certified aren't you?"

Us- "Yes, we are SFI Chain of Custody certified. What kind of certified wood do you need?"

Caller- "I don't know, does it matter?"

Almost 100% of our calls for certified wood are from someone who needs FSC wood for a LEED project. (LEED's policy of only recognizing FSC wood is a topic for another day). They usually don't know it when they first call but after we question them and they call their customer back and he calls his customer back, who calls the architect back, they discover that yes, they do need FSC wood. All of this seems like a huge waste of everyone's time and is, quite frankly, unprofessional.

If SFI, FSC or LEED are terms you've never heard of, you may want to consider some refresher or professional development training. The web is an excellent source. Each of these certification schemes have extensive websites. The North American Wholesale Lumber Association (NAWLA) often covers the topic at its meetings and has regular webinars on the subject. Also you can hardly pick up any trade publication that doesn't have at least one article on certification.

On the other hand, you can remain ignorant on the subject and just call us. We're not experts but we're pretty fluent in certificationese. We don't mind hand-holding because we have found that it eventually leads to sales.

*for simplicity sake I have referred to all lumbermen and women as lumbermen in this article. I know lots of sharp women in this business and the term lumberman is not intended in any disrespectful or chauvinistic manner. I may be a knuckle dragger but not a chauvinistic knuckle dragger.- Smj



SHOULD WE CONTINUE TO PDF OR GO HTML?

Technology continues to improve and we now have marketing tools at our disposal that most of us could not have dreamed of just a few years ago. One recent advancement in email marketing has been the ability to broadcast emails through a third party. You probably already receive many of these emails. They're the ones that come in HTML format (look like a web page). The services these third parties provide allow the sender to collect all kinds of data on their customers and/or readers.

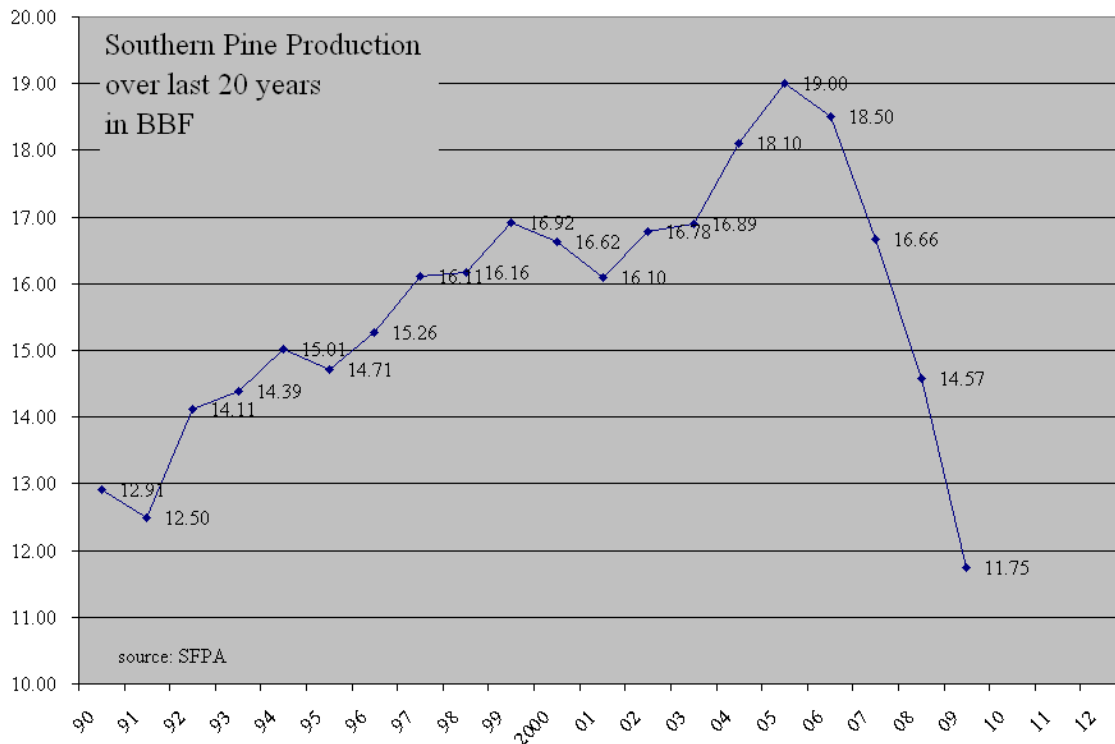


There are lots of advantages to sending a newsletter via HTML. Data collection is just one. Another is the viewer doesn't have to click on an attachment or make any adjustments to view it.

We considered HTML recently and its advantages make it tempting. However, for now, we plan to stick with the pdf attachment format like we always have. We recognize that you have to go through a little effort to read our newsletter in pdf. format but we put lots of effort into it and hopefully make it worth your while.

We have found the Plane Dealer to be an excellent way for us to build relationships with our customers. Turning it into just another HTML broadcast and collecting data just doesn't seem like something you want to do with your friends. Consider the Plane Dealer in its current format as our little gift to you each month. All you have to do to unwrap it is click on it.

PRODUCTION ADJUSTMENT



No doubt you have seen the numbers but putting them on a graph more clearly shows the dramatic decline of Southern Pine production in the last few years.

“Quotes” on Professionalism

“No man ever reached to excellence in any one art or profession without having passed through the slow and painful process of study and preparation”– Horace

“Professionalism is knowing how to do it, when to do it, and doing it.”- Frank Tyger

“ A professional writer is an amateur who didn’t quit”-Richard Bach

“If you think it is expensive to hire a professional to do the job, wait until you hire an amateur”-Red Adair

“You have to perform at a consistently higher level than others. That's the mark of a true professional.”- Joe Paterno

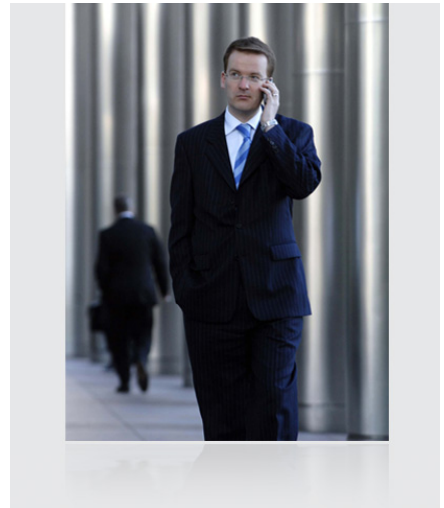
“Golf is the only sport that a professional can enjoy playing with his friends. Can Larry Holmes enjoy fighting one of his friends?”-Chi Chi Rodriguez

“Professionals built the Titanic, amateurs the ark”- Frank Pepper

“Being with a woman all night never hurt no professional baseball player. It’s staying up all night lookin’ for a woman that does him in”-Casey Stengel

A professional is someone who can do his best work when he doesn't feel like it. –Alistair Cooke

The bond between a man and his profession is similar to that which ties him to his country; it is just as complex, often ambivalent, and in general it is understood completely only when it is broken: by exile or emigration in the case of one's country, by retirement in the case of a trade or profession.- Promo Levi



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