

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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NOT HERE

"Southern Pine #2 narrows accumulated at some mills and remanufacturers as blue stain became more prevalent. Exporters and buyers seeking pattern stock turned away blue-stained boards" - Random Lengths July 9, 2010

The Southern Pine Inspection (SPIB) Grade Rules for #2 boards allow Medium stain. The rules for D grade allow Light stain but also allows 25% of boards to have Medium stain on the face. Medium Stain is described as "has a pronounced difference in coloring. Sometimes the usefulness for natural finishes but not for paint finishes is affected".

Since most of our #2 boards are used in some type of appearance application, we go to great lengths to eliminate blue stain. During humid weather, every piece of lumber from our mill is dipped in an anti-stain solution. We also have to hustle to ensure it gets into the kilns before blue stain sets in. Despite our best efforts, blue stain sometimes does crop up. However, if we do get blue stain in a board, it goes into our #3, regardless of its other attributes.

We like to point this out every year to remind you that our #2 boards far exceed the minimums established by the grade rules.



Every piece of lumber from our mill is dipped to prevent stain



Mcshane Lumber Co 1x6 #2- manufactured July 2010

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European Parliament Votes in Favor of Illegal Timber Regulations

The United Kingdom based Timber Trade Journal reports “the European Parliament’s full session has overwhelmingly voted in favour of banning illegally-logged timber imports into the [EU](#). Members of the European Parliament (MEPs) meeting (on 7 July) in Strasbourg (France) voted 644 in favour of legislation to prohibit illegal timber imports, with due diligence requirements on timber importers. Twenty-five MEPs voted against and 16 abstained. The draft regulation will now go to the European Council of Ministers for a decision, expected to be a formality following a recent breakthrough in informal negotiations between the parliament and council. The regulation would then be likely to become law by the end of 2012”.



With our Sustainable Forestry Initiative (SFI) and Programme for the Endorsement of Forest Certification Schemes (PEFC) chain of custody certifications, McShan Lumber Company should be well positioned to continue supplying customers in the EU.

MOST

Imagine any and every field possible. There are so many brands, so many choices, so many claims, so much clutter, that the central challenge is for an organization or an individual is to rise above the fray. It’s not good enough anymore to be “pretty good” at everything. You have to be the most of something: the most elegant, the most colorful, the most responsive, the most accessible.

For decades, organizations and their leaders were comfortable with strategies and practices that kept them in the middle of the road—that’s where the customers were, so that’s what felt safe and secure.

Today, with so much change and uncertainty, so much pressure and new ways to do things, the middle of the road is the road to nowhere. As Jim Hightower, the colorful Texas populist, is fond of saying, “there’s nothing in the middle of the road but yellow stripes and dead armadillos.” We might add: companies and their leaders struggling to stand out from the crowd, as they play by the same old rules in a crowded marketplace.

Are you the most of anything?

From the e-book, “What Matters Now”. William C. Taylor is a co-founder of Fast Company. His new book is “Practically Radical”.



“there’s nothing in the middle of the road but yellow stripes and dead armadillos.”

-Jim Hightower

CUSTOMER SPOTLIGHT:

Name: Randy Barsalou

Title: Co-owner

Company: BCH Trading Co.

Year company started: My goal to achieve: start a business, and did so with partners with the same desire in 1998.

How long have you been in the lumber business? 40 years

Educational background: Grew up in the family lumber yard business in New Orleans.

Favorite music: Southern rock

What is your relationship with McShan Lumber Company? I buy and sell Mc Shan high grade products exclusively for export markets.

What single thing makes your company stand out from the competition? Experience and building customer relationships.

What do you like most about our industry? Good friendships made with customers and suppliers that appreciate and understand the lumber business.

Professional pet peeve? People not in our business but trying to be on a spot basis.

What is your personal “brand”, how would others describe you? Tenacious

What are your hobbies and/or what do you do when you are not at your work?

Scuba diving, don't get to dive as much as I would like. Travel and spending time with grand kids and family.



If you weren't doing this, what career field would you be in?
Dive shop owner and instructor.

Name an organization that you admire? “Da” Saints



REVOLUTIONARY CHANGE

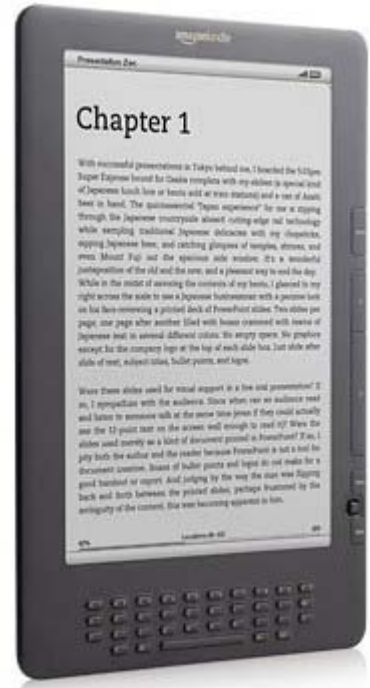
This week the on-line bookseller Amazon marked a historical milestone. For the first time, sales of digital books for its “Kindle” e-reader outpaced sales of hardback books. The implications of this milestone could be significant for the forest products industry, including the lumber business.

Consider that the printing industry was started almost 600 years ago, around 1440. Although the printing process has changed considerably, the medium, paper, has remained pretty much the same for centuries. The Kindle e-reader was launched on Nov 19, 2007. So in less than 3 years, this device is having an impact on an industry that has been around since the 1400’s. Talk about change at the speed of light, we are witnessing it right now.

Of course the Kindle isn’t changing the paper industry all by itself. There are other e-readers on the market and the number of people who get their news digitally instead of by traditional newspapers is growing at about 10% per year. More and more information that once was communicated by paper is now available only digitally. Think about the things we now buy that come with an instruction CD instead of paper instructions or a booklet. All of this leads to less paper.

So how does this affect the lumber industry? Decreased demand for paper and subsequently pulpwood could turn the whole business model for Southern Pine forestry on its head. Currently after a tract of land is planted in pine timber, a pulpwood thinning is conducted at 12-15 years. This thinning creates early income for the landowner and makes way for the larger sawtimber to grow. Without a pulpwood market, instead of making money, landowners will have to pay to remove these trees. Will landowners be willing to keep their land in timber for 20-30 years before getting a return? Some mills already report having trouble getting sawlogs because limited pulpwood markets are making it difficult for loggers to cut tracts of timber in their area.

Trees take a long time to grow and it is hard to imagine timber markets being affected overnight. However, the 3 year old Kindle has shown us that it could happen.



ACHIEVING EXCELLENCE IN ALL AREAS

Hunter McShan Jr., son of McShan Lumber Company President Hunter McShan displays a two and a half pound Brandywine tomato grown by Hunter at his house.

“Quotes on Change”

“If you don’t create change, change will create you”

“There is nothing wrong with change, if it is in the right direction”- Winston Churchill

“Change your thoughts and you change your world”- Norman Vincent Peale

“Any change, even for the better, is always accompanied by drawbacks and discomforts”- Arnold Bennett

“When the music changes, so does the dance”- African proverb

“Not everything that is faced can be changed. But nothing can be changed until it is faced”-James Arthur Baldwin

“When you’re finished changing, you’re finished”- Benjamin Franklin

“Our only security is our ability to change”- John Lilly

“To change is difficult. Not to change is fatal”

“It is not necessary to change. Survival is not mandatory”- W. Edwards Demming

“If you want to make enemies, try to change something”- Woodrow Wilson



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