

# 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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Gee Allgood, McShan Lumber, SFI Auditor Norman Boatwright and Alabama Forestry Association SFI Coordinator Chris Erwin walk over timberlands harvested by McShan Lumber during a late afternoon SFI field visit.

## McSHAN LUMBER COMPLETES SFI /PEFC SURVEILLANCE AUDIT WITH ZERO DISCREPANCIES

We recently completed our annual Sustainable Forestry Initiative (SFI) and Programme for the Endorsement of Forest Certification (PEFC) audit for Fiber Sourcing and Chain of Custody Certification. Our auditor gave us a clean bill of health with no discrepancies noted. When you consider all the people, procedures and documentation that are required for a successful certification program, a zero discrepancy inspection is a notable accomplishment. These kind of things don't just happen by themselves and is the result of a lot of hard work and attention to detail by many in our organization.

# Alabama Committee Wins SFI Award at 12th SFI Conference

Sustainable Forestry Initiative (SFI) Inc.'s 37 SFI Implementation Committees help the SFI program maintain a vital link to communities across North America, working with local government agencies, forestry and professional associations, landowner groups and many others to improve forest management. Each year, one committee receives the achievement award based a broad range of criteria – such as leadership, the growth of the SFI program, logger education, landowner outreach and education, recognition and SFI program integrity.

The Alabama SFI Implementation Committee received the 12th achievement award for innovative activities that strengthen forest practices and raise awareness about the benefits of using wood from responsible sources. Its accomplishments included qualified logging professional training and outreach to landowners, legislators and educators. This is the second time the Alabama committee has won the achievement award.



AL Committee Chair Mike Griggs of International Paper; Vice-Chair Sam Hopkins of the Westervelt Company; Committee Coordinator Chris Erwin of the Alabama Forestry Association receive SFI award

McShan Lumber Company's VP of Procurement, Grover Allgood, is an active member of the Alabama SFI implementation committee. He is also the prime mover behind our company's certifications.



## WHAT'S DRIVING 1X4 C?

In case you haven't noticed, 1X4 C is a lone stand out on an otherwise dismal list of Southern Pine product offerings this Fall. Although we make it every day, we too are a little baffled by its recent rise. This product began the year at \$565 and has gone up almost \$300 year to date.

There's a wide range of speculation about what has caused the increase. Here's some of what we've heard:

- more mills cutting smaller logs and developing fewer boards
- the supply of 1x4 has been steadily drained over the year
- blue stain over the summer has limited C grade
- increased use by off shore markets.

We don't know how long these increases will continue. If demand is indeed sufficient, we should continue up from here. It's hard to imagine supply increasing much. No sawmill manager wants to increase 1x4 production. It is easy to forget that just a couple of years ago 1x4 C was bringing almost \$1000/mbf.

## The Dollars per MBF Problem.

While it is the norm for pine lumber to be bought and sold based on an amount of money for 1000 board feet of lumber this can present a distorted perception about the actual value of the product being purchased or sold. This became obvious to me when we installed our first Lucidyne grade mark reader at the planer mill to interpret the trim and grade marks from our lumber graders. The Lucidyne cares nothing about \$/mbf as it scans every board from every grader and calculates not the dollars per thousand but the dollars and cents of every stick. It acts less like the lumber wholesaler and more like the final customer who wants to know; how much is that 1x4? I say 1x4 because there is not a better example than the C grade 1x4 to illustrate this point. Random Lengths says 1x4 C is now worth \$850.00 per mbf and that sounds like a huge sum of money until you remember that for that price you are getting 384 pieces in a 12' bundle which is a remarkable bargain at \$3.40 per piece. A stroll through some local stores reveals comparable prices for other items such as:

- 1 pound tub of imitation seafood salad. \$3.96
- 2 pack of "silly bands". \$3.94
- Refill package of nerf darts. \$4.97
- 2 "Crappie Thunder" spinner baits. \$3.76
- Golf balls. Whatever you want to spend.
- Value pack of assorted cat toys. \$4.00
- One 4"x36" wood grained vinyl flooring plank. \$1.02 (\$1020/mbf!)

I realize that price and value are often at odds but it should be obvious that a beautiful, natural, durable piece of wonder like a C grade 1x4 is a far greater value than a bag of cat toys even at \$850 FOB mill.

*Hunter McShan*  
*Cat Lover*



# DON'T KNOW MUCH ABOUT (OUR) HISTORY

In his book *Joker One*, Marine Corps First Lieutenant Donovan Campbell describes a conversation with one of his Marines after his platoon's first big firefight in the Iraqi city of Ramadi. His Marine asked "how did we do today sir? Do you think the Marines who fought on Iwo Jima and Okinawa would be proud of us?" When you consider that the average age in the Marine Corps is 23 (the most youthful of all our branches of service) and that a recent survey found most college seniors lack basic knowledge in US history, the young Marine's question may be surprising. However, the Marine Corps, more than our other branches of the military, ensures their proud history is known throughout the organization, even down to the lowest ranking members. The Marine Corps knows what studies tell us about organizations— those that know their history perform better.

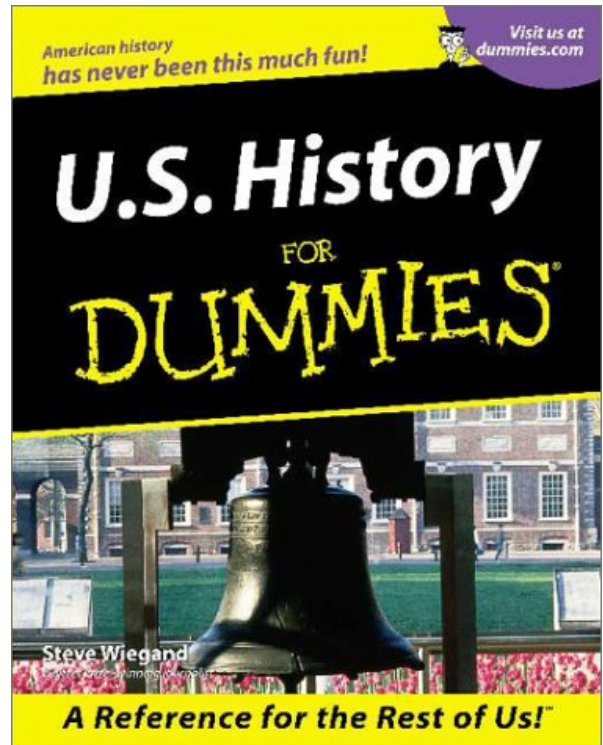
Our industry has a great and illustrious history but sadly we rarely take the time to reflect on it or draw strength from it. Our industry built this nation. That symbolism wasn't lost on the Republican party when its members recently chose a lumberyard to make their announcement of how to rebuild our economy. Each time our country has called on our industry, we have answered. Westward expansion, World War I, the Panama Canal and World War II are just a few of the times in our nation's history that our industry has made substantial contributions.

Our industry has also produced its share of individual characters and heroes as well. For example, A.J. Higgins, the designer and builder of the famous World War II Higgins boat started out as a lumber wholesaler. Many historians have stated that without the Higgins boat, (which was made of plywood and lumber ) Allied victory in WWII was questionable and some say it would have been impossible.

During these difficult times we would do well at all our industry gatherings to spend a little time discussing where we came from and what we are made of.

Pass it on.

*smj*



## CUSTOMER SPOTLIGHT

Name: David Lawson

Title: Sales

Company: Hood Distribution

Year company started:- 1995

How long have you been in the lumber business?- 32 years

Your educational background: BS Biology from Harding College & Masters in Biology from University of Louisiana Monroe.

Most recent book you read- Crazy Love by Francis Chan

Favorite music: Gospel

What is your relationship with McShan Lumber Company? We buy 1" and 2" clears and patterns from McShan.

What single thing makes your company stand out from the competition?- Quality

Personal and/or company goal yet to be achieved?- Retire

What do you like most about our industry?- the quality of the people in our industry

What is your personal "brand", how would others describe you? Honest and dependable

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

If you weren't doing this, what career field would you be in?- Teaching

Who are your personal heroes? My Dad and Jesus Christ.



David has traveled to Central America on numerous mission and humanitarian trips.

# Sports Quotes

The air is getting crisp, it's football season, major league baseball playoffs, NASCAR races and the NBA is probably still playing. It's a great time of year and we can always count on our sports heroes to inspire us and humor us.

You have to expect things of yourself before you can do them. Michael Jordan

Former MLB pitcher Bill Lee on drug testing in baseball: "I'm all for it. I've tested just about all of them myself."

Do not let what you cannot do interfere with what you can do. John Wooden

Lawrence Taylor on his autobiography: "It's going to be about me."

All I want out life, is that when I walk down the street folks will say, "There goes the greatest hitter that ever lived." Ted Williams

Atlanta first baseman Gerald Perry, on his team's paltry yearly attendance: "This would've been a good year to paint the seats."

My motto was always to keep swinging. Whether I was in a slump or feeling badly or have trouble off the field, the only thing to do was keep swinging- Hank Aaron

It's a funny thing, the more I practice the luckier I get" Arnold Palmer

"If a woman has to choose between catching a fly ball and saving an infant's life, she will choose to save the infant's life without even considering if there are men on base." -Dave Barry

The will to win is important, but the will to prepare is vital. -Joe Paterno

We didn't lose the game. We just ran out of time." - Vince Lombardi

"Anyone with a grain of sense would know that if I punched my wife I would rip her head off. It's all lies. I have never laid a finger on her." -Mike Tyson

Brooklyn Dodger pitcher, Billy Loes on why he let a grounder go through his legs: "I lost it in the sun."

- "I knew when my career was over. In 1965 my baseball card came out with no picture."
- "I led the league in "Go get 'em next time"
- "I hit a grand slam off Ron Herbel and when his manager Herman Franks came out to get him, he was bringing Herbel's suitcase."
- "When I came up to bat with three men on and two outs in the ninth, I looked in the other team's dugout and they were already in street clothes."- Bob Eucker



Michael Waltrip (NASCAR): "In our sport, if you go out of bounds you're likely not coming back."

Mark Martin (NASCAR), explaining why he crashed: "I ran out of talent before I ran out of nerve."

On October 31, 2004, the Minnesota Timberwolves offered Latrell Sprewell a 3-year, \$21 million contract extension, substantially less than what his then-current contract paid him. Insulted, he publicly vented his outrage, declaring, "I got my family to feed".

"Only fruits wear earrings" Marge Schott

"This was fun, but it's gonna get a whole lot funner."- Roy Halliday, after the Phillies clinched the NL East 9/26/10. (I'd say pitching the 2nd no-hitter in playoff history qualifies as "funner")

Slump? I ain't in no slump. I just ain't hittin. -Yogi Berra

To succeed, you need to find something to hold on to, something to motivate you, something to inspire you. - Tony Dorsett

*With acknowledgements to the Freakonomics Blog for many of these.*





# STEADFAST...

Since 1907

McShan Lumber Company, Inc.

McShan, AL

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Visit our new website:

[www.mcshanlumber.com](http://www.mcshanlumber.com)

Stop by and see us at the NAWLA Traders Market

Chicago Nov 3-5

Booth # 718

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