

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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WEBSITE OVERHAUL

Our website, www.mcshanlumber.com recently received its quarterly update. This revision included several things we hope you will find helpful. We are particularly excited about our "Virtual Pack Inspections" that you can find on our "Products" page. Here, in the comfort of your office chair, you can go through a pack of every grade of lumber we produce. We have found this to be extremely helpful in explaining our grades to potential customers, new customers and even long-time customers.

Be sure and check out the "How Lumber is Made" page to see several interesting videos of what goes on around here on a daily basis. The short documentary "View From the Top of the Log Crane" is not to be missed!

On our "Newsletter" page, you can peruse back issues of the PLANE DEALER. You can also sign up to receive the PLANE DEALER on this page.

At our website you can also view our SFI and PEFC certification documents and see a photo of everyone who works here. Our goal is to provide you all the tools you need to buy and sell our lumber with confidence. We are always striving to make our site better and welcome any feedback.



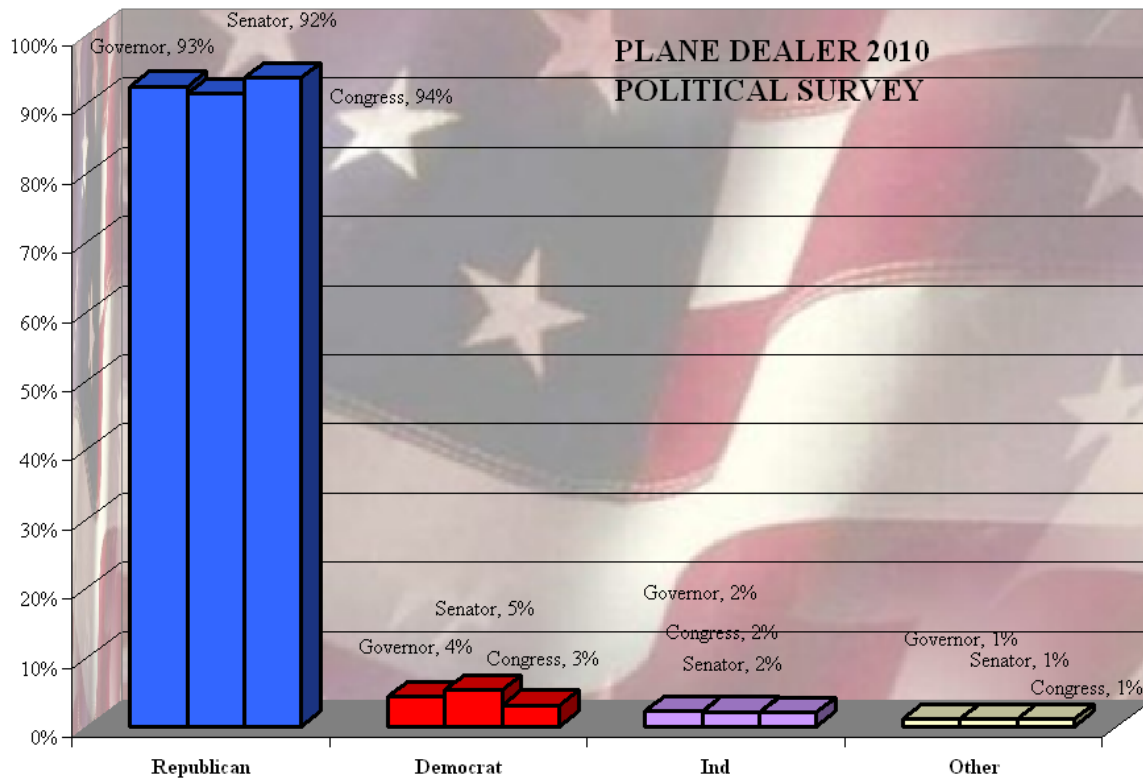
Photos like this one of McShan Lumber Co president, Hunter McShan can be found at our website



CURRENT PRODUCTION

In keeping with our goal to "profitably provide products our customers value anywhere on the globe" we are cutting some full sawn two inch (8/4) these days. Most of this stock is coming from the center of the log so we do not expect to develop a lot of clear 8/4 from this cut.

This stock is properly dried for interior applications and is suitable for many industrial and manufacturing applications.



SURVEY SAYS:

Our thanks to everyone who participated in our 2010 political survey. The results are posted above. An overwhelming number of you commented that the best thing government can do is shrink and get out of the way.

AND YOU THINK ITS DRY WHERE YOU LIVE BAD GOLF SHOT STARTS WILDFIRE

A bad slice into the rough not only can burn a golf score but also the surrounding terrain. That's what a golfer at Shady Canyon Golf Club in Irvine, California, found out on August 28 when he hit a rock while chipping his way back onto the course behind the fourth green. The rock strike apparently produced a spark that immediately ignited the dry brush, setting a blaze that eventually consumed 25 acres. It took 150 firefighters, 38 trucks, 53 helicopter drops and 22,000 gallons of water to put the brush fire out. No homes were damaged, and no charges were filed against the golfer.

Although suspicions immediately arose that the golfer had actually been smoking, club officials confirmed that neither the golfer nor the other members of his party—his wife and another couple—were smokers. Steve Buck, the general manager of Shady Canyon, also dismissed the skeptics, noting that a similar incident happened a few years ago, but that time the golfer had been able to put out the fire before it spread. -Noel Brinkerhoff, David Wallechinsky ALLGOV.COM



YES, WE CAN! LOAD RAILCARS



Periodically we have to remind customers that rail shipment is a shipping option from our mill. Recently we were visited by a long time customer who during a tour of our mill said, “I didn’t know you can load railcars”. It never seems to fail that a personal visit reveals things that often get missed in all other forms of communication.

We are located on the KCS railroad. KCS is the “NAFTA” railroad and we have shipped cars to Mexico from our location.

THIS TIME IT'S DIFFERENT?

Just how bad is the U.S. economy? TIME magazine pretty well summed it up:

“The US economy remains almost comatose... The current slump already ranks as the longest period of sustained weakness since the Great Depression... Once in a lifetime dislocations... will take years to work out. Among them: the job drought, the debt hangover, the (banking) collapse, the real estate depression, the health-care cost explosion and the runaway federal deficit”.

Yes, that's how TIME saw it in September. However, this gloomy report was written in September of 1992, at the beginning of what later became a decade of prosperity. Of course there were conditions in the '90's we don't have today, the “peace dividend” and a shrinking budget deficit most notably. However, as we have said before, you can learn a lot from history. One common theme in any literature about booms and busts is the quote, “this time it's different”. Usually it's at the front end of a new boom or bubble where fast money is made. The “In” crowd professes, “The economy has changed. This time it's different”. It has been repeated again and again throughout history. Economic historians tell us that the fundamentals of economics don't change and when we hear “this time it's different” look out, a big correction is imminent.

Certainly our economy has been dealt a huge blow and only a fool would ignore it. On the other hand, we've been through a lot before and it isn't likely that all the work ethic, spirit and entrepreneurship has been wrung out of the American people yet. Nowadays we hear a lot about how we should get used to the “the new normal” which, if you think about it, sounds a lot like “this time it's different”.

-smj

TIME cover posted above is from Sept 1992



CUSTOMER SPOTLIGHT:

Name: Walter Russell

Your Title: President and CEO

Your Company: American Lumber

Year company started: 1986

How long have you been in the lumber business? 38 years

Educational background: Twelve years grammar-high school and 38 years on the job training

Favorite movie- "Pearl Harbor"

Favorite music: Jazz and Classical

What is your relationship with McShan Lumber Company? – American Lumber has been buying pattern stock from McShan since early 1990 and I feel very fortunate having a good relationship with the management and sales staff.

What single thing makes your company stand out from the competition? Being consistent in all areas of the business

Personal and/or company goal yet to be achieved? Looking forward to building my dream home at Lake Martin and helping each employee fulfill their dreams as well.

What do you like most about our industry? Being able to work with ordinary people that are easy to relate to.

Professional pet peeve? Manufacturers that sell through their own distribution

What is your personal "brand", how would others describe you? I would hope others would see me as being fair, honest, and happy.

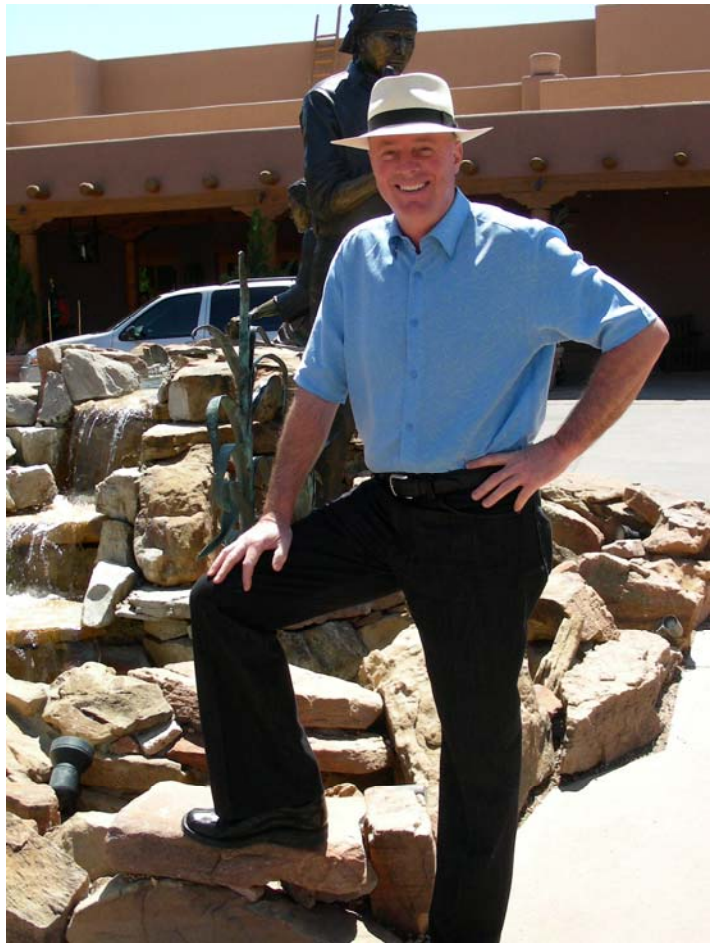
What is the most "out of the box" thing you have done? Snow skiing down double blacks at Jackson Hole, Wyoming

What are your hobbies and/or what do you do when you are not at your work? I enjoy buying and selling antique cars, spending time at the lake and working on my farm.

If you weren't doing this, what career field would you be in? Land developer

Name a company or organization that you admire? Epperson Lumber, Statesville North Carolina

Who are your personal heroes? Alan Drennen, Jeff Darden, Bart McKinney, Charles Darden, and Jimmy Finley



“Quotes on Herd Mentality/Critical Thinking”

Those who can make you believe absurdities can make you commit atrocities.” — Voltaire ...

It is the example of other people that is our undoing; let us merely separate ourselves from the crowd, and we shall be made whole-Seneca

Where all think alike, no one thinks very much- Walter Lippmann



First, we seem to assume that if a lot of people are doing the same thing, they must know something we don't. Especially when we are uncertain, we are willing to place an enormous amount of trust in the collective knowledge of the crowd. – Robert Cialdini

We are governed, our minds are molded, our tastes formed, our ideas suggested, largely by men we have never heard of.- Ayn Rand

The great masses of the people...will more easily fall victims to a big lie than to a small one. ~ Adolf Hitler,

We learn from history that we do not learn from history. ~ George Wilhelm Hegel

Do not go where the path may lead; go instead where there is no path and leave a trail. - Ralph Waldo Emerson

Not everything that counts can be counted and not everything that can be counted counts. - Albert Einstein

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



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