
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 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 that 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 strive daily to maintain this hard earned status.

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FORMER McSHAN LUMBER COMPANY EMPLOYEE SELECTED AS PICKENS COUNTY FIREMAN OF THE YEAR

Amid a roomful of enthusiastic applause and a standing ovation, McShan fireman Elmer Aldridge, 67, was proclaimed Firefighter of the Year by the Pickens County Firefighter's Association (PCFA) during its 18th annual banquet.

"He has always been a full participant in all drills and classes and has helped to mold younger members in his department," PCFA Secretary Larry Rader declared of Aldridge while presenting the award. "This year's Firefighter of the Year has never hesitated to give back. Even in retirement, he has spent much of his time working with the department." Referring to Aldridge as "the storm watcher" and "road clearer," Rader added, "It is common for him to take his chainsaw and clear the roads of any trees that may have been blown across them.... He embodies what a firefighter, and especially a volunteer, should be--loyal to God, his family, his community and his department."

Accepting his plaque, Aldridge's voice began to quaver emotionally as he briefly expressed his gratitude. (By Keith Huffman Staff Writer Pickens County Herald)

Elmer retired from McShan Lumber Company in 2006 after a little over 33 years of working with us. Elmer's wife, Wanda, has worked at McShan Lumber for the past 16 years. Elmer is currently battling cancer and we were extremely proud to see him recognized by the Pickens County Firefighters Association.



PEFC RECOGNIZES ATFS

Earlier this month the Program for the Endorsement of Forest Certification schemes (PEFC) announced its endorsement of the American Tree Farm System (ATFS). Tree Farm Officials welcomed this step that will open the door to new green markets for wood that is sustainably produced on Tree Farm lands.

PEFC is a global umbrella organization for the assessment of and mutual recognition of national forest certification schemes developed in a multi-stakeholder process. These national schemes build upon the inter-governmental processes for the promotion of sustainable forest management, a series of on-going mechanisms supported by 149 governments in the world covering 85% of the world's forest area.

The American Tree Farm System was first launched in 1941 as a private initiative to address concerns that America's forests were being cut at unsustainable rates without reforestation. It now represents more than 90,000 family forest owners in 45 states, most of whom manage woodlots of less than 100 acres. ATFS is the largest private forest conservation and forest restoration initiative in the history of the US.

Recognition by PEFC means that more timber will be readily available for various certification Programs.



FSC STRANGLEHOLD ON LEED MAY SOON BE BROKEN



If you have ever spent countless hours in the fruitless pursuit of certified lumber for a Leadership in Energy and Environmental Design (LEED) project, good news is hopefully on the way. The US Green Building Council, which oversees LEED, recently announced a draft revision to the LEED specification which would expand the pool of certified lumber allowed in its projects. Currently LEED recognizes only lumber certified by the Forest Stewardship Council (FSC). This effectively excludes virtually all US sawmills. Most of the certified lumber in the US is certified by the Sustainable Forestry Initiative (SFI). In fact, of all the

certified timber in the world, the majority is SFI certified and most of it is in the Southeastern US.

LEED is taking public comments on the proposal until Sept 7, 2008. We strongly urge you to go to their website and show your support for including SFI in the certified wood section of the LEED standards. The web address is <http://www.usgbc.org/LEED/LEEDDrafts/RatingSystemVersions>

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GREAT TEAMS, GREAT EXPECTATIONS

With the Olympics just ending and college football beginning this weekend, teamwork is a major topic of discussion. Teamwork and other sports metaphors are often mentioned in business discussions no matter the season and our industry is sometimes referred to as “the lumber game”.

Too often businesses make the mistake of throwing a group of people together and expecting them to act like a team just because we call them one. Successful, high achieving teams don't just happen. They usually have or have had great coaching. Sometimes the great coach may no longer be with the team but he or she laid the groundwork that stays long after they leave. Great teams also have great people. Sometimes they weren't great when they joined the team but became great through coaching and encouragement from teammates.

I have had the privilege of participating on some high performing teams (although not sports teams and anyone who has seen me try to walk and chew gum knows why) and I have noticed some other characteristics of high performing teams:

Members of these teams have high expectations of themselves. Winners like to be around winners. Many think a person either has expectations of themselves or they don't and you can't create it. I have observed that high achievers have experienced some success somewhere in their lives before and have had others champion their wins and point it out.

We play to win but we play fair and we hope you chose to play with us.

Members of high performing teams have high expectations of their teammates. Lou Holtz says that it's easy to motivate people, you just get rid of those who aren't motivated. While he tells that as a joke, there is truth to it as high performing teams are somewhat self pruning. I have observed that people are willing to carry their wounded but only for a certain distance and never for an unlimited time. People grow weary of carrying their comrade, particularly when there is no evidence that the comrade desires to improve or is capable of improving. Nothing kills team spirit more than a teammate who gets to participate in the glory but doesn't pull his share of the load. Good coaches address those problems early and sometimes may have to shoot (fire) the wounded.

Members of high performing teams would rather do anything than let their teammates down. This is why players play with broken bones and a gymnast can “stick” a landing with a bad ankle. Great teams are filled with stories like these.

Members of high performing teams love their teammates and are willing to make sacrifices for each other. We get uncomfortable talking about love, particularly in a male dominated industry like ours, but spend a little time with any elite military unit and you soon learn that they do love each other and are willing to put their teammates before themselves.

We believe that we have assembled the best team in the history of our company. However, like any good coach, we aren't satisfied with the status quo and are always striving to make improvements anywhere we can. Hopefully this is evident in the way we play the game every day. We play to win but we play fair and we hope you chose to play with us.

smj



OUR YELLOW PINE IS GREEN

The Southeast's history of over 300 years of forest harvest and re-growth makes a strong statement about forest Sustainability in our region. We believe our recent SFI certification makes a strong statement about our commitment to continuing to perform the sustainable practices that we've always done AND to provide what our customers request.

We didn't just jump on the Green bandwagon like so many have recently done. We've been on it a long time. In fact, if you look closely, the bandwagon is probably made out of wood.

YOU ASKED FOR IT. WE HAVE IT
Certified GREEN Yellow Pine



Featured product

#3 S4S One Inch Boards



Although we prefer to avoid #3 lumber, we have to take what the logs give us and naturally we generate some downfall. If your market or production demands a high end #3 board, please contact us.





POLITICS '08



Politics is the only profession for which no preparation is thought necessary

-Robert Louis Stevenson

Being in politics is like being a football coach; you have to be smart enough to understand the game and dumb enough to think it is important

- Eugene McCarthy

Politics is a jungle– torn between doing the right thing and staying in power

- John F. Kennedy

Every time we have an election, we get in worse men and the country keeps right on going. Times have proven only one thing and that is you can't ruin this country even with politics–

Will Rogers

He knows nothing and thinks he knows everything. That points clearly to a political career

-George Bernard Shaw

My reading of history convinces me that most bad government is the result of too much government

-Thomas Jefferson



McShan Lumber Company
PO Box 27
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Loading Hours:
7am-4pm Mon-Thurs
7am-2pm Fridays

*Manufacturing Quality Southern Pine Products From Our Abundant and Sustainable Southern Forests
Since 1907*