

# THE LOG

Dec 2011 / Jan 2012

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## LAKE STATES LUMBER ASSOCIATION

### Address:

3071 Voyager Drive  
Suite E  
Green Bay, WI 54311

### Website:

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

### Email:

[lsla@lsla.com](mailto:lsla@lsla.com)

### Phone:

888-213-2397

## From the President

Greetings to all members and friends of our industry,

Sadly for me, this will be my last "President's Log article." It doesn't seem possible that more than two years have rushed by so quickly. I guess time flies when you are having fun! I have enjoyed this time as much as any in my life.

I would like to thank everyone involved with the progress we have made in the last two years, trying to effect positive change for the membership. We continue to build momentum with many of the key issues affecting our industry and the members. One of the most important in my opinion is our progress made increasing the awareness of the lack of harvest on our public lands. We must continue to expand our efforts with this issue.

As members you may continue to feel comfortable with the GREAT people making the day to day decisions concerning our association. You have a very strong and dedicated Board of Directors working hard for you. We also have the good fortune to be working with two hard working Legislative Consultants and a very knowledgeable attorney and last but not least a very organized coordinator pulling it all together.

I would like to challenge all current and soon to be members to jump on the "bandwagon"!! Please become more active in our association!!!

Lastly, I would like to wish every one reading this article and your families a MERRY CHRISTMAS and a Happy New Year.

My Best Regards,  
Dave Sebastian  
LSLA President



**LAKE STATES LUMBER ASSOCIATION, INC. . .  
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**2011 LSLA BOARD OF DIRECTORS**



Back Row (left to right): Lowell Peterson (Rockland Industrial Products Group), Brady Francois (Snowbelt Hardwoods), Nick Bunkelman (Menzner Lumber & Supply Co.), Greg Blomberg (GreaterValue Hardwood Consultants).

Front Row: Gary Halpin (Riverside Sawmill), Liz Russell (Stella-Jones Corp.), Dave Sebastian (Big River Lumber Co.), Scott Sawle (Rockbridge Sawmill, Inc.), Will Borden (Quality Hardwoods, Inc.), Mike Peterson (Kretz Lumber Co.).

Not Pictured: Dave Kuehl (North Cut Hardwoods).

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*The Log* is published bi-monthly by the Lake States Lumber Association, Inc. For subscription, address corrections, or to contribute news articles, opinion pages, classified ads, or advertising, contact us at:

3071 Voyager Drive, Suite E  
Green Bay, WI 54311  
888-213-2397  
lsla@lsla.com

## ALMOST THERE?

By Liz Russell—Stella Jones Corporation & LSLA Board Member

**Hands down**, the talk of the last few years has centered on economic conditions in this country. Turn on most news channels and gloom and doom fill the air waves. It was a breath of fresh air to me this week as I caught up on some old reading. In a past issue of the Hardwood Review Weekly, they had some interesting points that got me thinking that maybe we really aren't as bad off as everyone seems to believe.

- In the past 50 years, cancer survival rates have almost doubled in the US
- America produces more steel today than 30 years ago
- Charitable donations rose 3.8% in 2010 and as a nation, Americans gave twice as much as the next most charitable nation, England
- Americans have won 30 Nobel prizes in science and economics during the past 5 years

Granted, these aren't hardcore economic indicators, but I think they serve as a reminder that maybe we aren't as bad off as we like to think. The Hardwood Industry has shown a stamina and resiliency that we should be proud of through these past 5 years or so since business took a turn to the south. If we continue to focus on our core business strategies and pursue every efficiency we can, most of us should be around when the cloudy days finally go away.

Each of us has learned a lot as we've fought to survive the economic slump. I have to believe that every day brings us closer to a recovered business climate. I think it will look different than the "glory days", but maybe that is why we had to weather this storm. It taught us to not get stuck in a rut, and remind us that thinking outside of the box is critical to successful businesses. \*

## PRESENTATION FOR FORESTRY POLICY CONFERENCE

By WI Forests Association—Jane Severt, Exec. Director

**The following presentation** was given by the WI County Forests Association on October 17, 2011 at a Forestry Policy Conference in Rhinelander, WI:

Congressmen Duffy, Ribble, Benishek, and Cravaack—thank you for the opportunity to attend today's gathering and provide the following information.

My name is Jane Severt, and I currently serve as the Executive Director for Wisconsin County Forests Association (WCFA). WCFA represents the 29 counties in Wisconsin with county forests established under state statutes §28.10 and 28.11. Collectively these 29 counties manage nearly 2.4 million acres of forests, the largest public land base in our state.

Wisconsin's County Forests are working forests providing important tax levy relief for our local governments and a steady, reliable supply of raw forest products for Wisconsin's \$18 billion timber industry.

In addition, we provide abundant public recreational opportunities to a wide array of forest users.

Under state statute our county forests are developed and managed for optimum production of forest products together with recreational opportunities, wildlife, watershed protection and stabilization of stream flow, giving full recognition to the concept of multiple-use to assure maximum public benefits (emphasis

*Continued on next page*

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## PRESENTATION FOR FORESTRY POLICY CONFERENCE (CONT'D)

added). For the past three years our county forests have generated \$30 million in timber sales revenues. There are two points relative to this figure that I would like to make:

1) Timber stumpage prices on our county forests continue to be high reflecting a correspondingly high price paid by Wisconsin mills for the raw material they need. While this may be good for our counties in the short-term, we know these high stumpage prices are not sustainable for our loggers and forest products industries. It is critical that we work to get more timber from public lands on the market to increase supply and bring down high stumpage costs that contribute to extremely narrow profit margins and the loss of loggers and mills. If we continue to lose our timber industry infrastructure no forest owners in Wisconsin will be able to sustainably manage their forests as there will be no one to purchase our forest products. If we were to reach that point, Wisconsin will mirror conditions found in some states in the western U.S. that are currently deal-

ing with disastrous forest health issues and have no loggers or forest industries in place to deal with forest protection.

2) Our local and state governments realize the economic value we have in our renewable forest resources. As mentioned earlier, our county forests provide important levy relief for local governments by directly offsetting costs of services provided by county government and funded by the tax roll. Yet, the federal government found it necessary to offer stimulus dollars to the USFS while valuable timber assets were left standing to die and tumble to the ground. Why is it so difficult for our federal government to utilize the tremendous economic value we have going to waste in our national forests? Sustainable management of our national forests would alleviate a portion of our nation's horrendous debt.

Wisconsin's County Forests, Wisconsin's State Forests and additional state lands, along with private forest lands enrolled in our Managed Forest Law

*Continued on next page*



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## THE WISCONSIN REPORT

By Gunnar Bergersen, LSLA Wisconsin Legislative Consultant

### Economic, Social and Ecological Concerns Priority of new Chairman

Henry Schienebeck, Executive Director of Great Lakes Timber Professionals Association (GLTPA), was named by Governor Walker as Chairman of the Council on Forestry. The Governor's Forestry Council was initiated by Governor Tommy Thompson to make recommendations on forest policy issues. The Council on Forestry was made permanent under legislation supported by Lake States Lumber Association and signed into law prior to the Governor Doyle's tenure.

Schienebeck is Executive Director of GLTPA and was a professional logger. In a statement to his Board, Henry said, "In past conversations and correspondence with the Chief State Forester and DNR leadership, it has been our position that industry needs to be more directly involved in policy development as documents are being prepared for public input.

*The function of policy development was typically done by the Forestry leadership Team (FLT) and then submitted to its partners (GLTPA and others) for tweaking. We have been proponents of changing the Forestry Leadership Team to include industry, however the FLT serves other functions within the department such as staffing issues, that may not be best dealt with in open meetings.*

*Under the leadership of Fred Souba, the council was headed in the direction of giving more direct guidance to the department in a leadership role and we will continue down that path. Industry has many experts within its own ranks and it is our vision to utilize our experts as part of the council directly or on subcommittees in a coordinated effort with the department to develop future guidelines.*

*Picture if you will three circles that intersect in the middle. One circle is economy, another is social and another is ecological. The point at which the circles intersect is known*

*Continued on next page*

## PRESENTATION FOR FORESTRY POLICY CONFERENCE (CONT'D)

Program are independent third-party certified under Sustainable Forestry Initiative (SFI) and Forest Stewardship Council (FSC) standards. Forest certification has played a part in Wisconsin being named the number one state in the nation in forestry jobs and in economic value of wood and paper products shipped. Perhaps it is time to move ahead with forest certification on our federal forest lands. Being certified under SFI and/or FSC would require that the national forests follow their adopted management plan, something that has not occurred on the Chequamegon-Nicolet National Forest (CNNF) for over 20 years. A final suggestion for effective management of the timber supply on our national forests is perhaps it is time to consider returning the lands to the local jurisdictions who originally willingly gave them to the federal government under the guise they would be sustainably managed to provide a steady supply of raw material for the economic and social well-being of our rural northern communities. Wisconsin's County

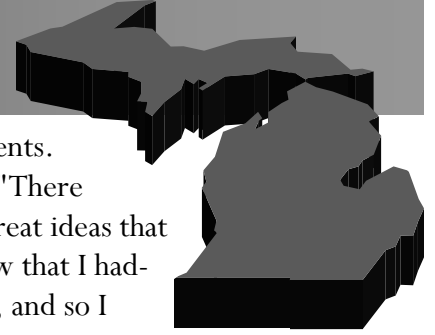
Forests have a proven record of sustainably managing our forests for economic, social, and ecological benefit while providing exemplary opportunities for public recreation. Counties are able to provide public forest management for multiple use by the owners of our forests while at the same time protecting the biological and ecological integrity of our forest ecosystems. This is something that the federal government does not seem to be able to accomplish for a variety of reasons.

Wisconsin needs sustainable management of all our public forest lands to ensure a viable forest products industry remains in our state to keep our communities economically and socially viable and our forests healthy and growing.

Again, thank you for the opportunity to provide this information at today's Forestry Policy Conference. \*

## THE MICHIGAN REPORT

By Scott Everett, LSLA Michigan Legislative Consultant



### Personal Property Tax Reform

Lt. Gov. Brian Calley and Senator Jack Brandenburg, Chair of the Senate Finance Committee, announced in November there is no plan to move on eliminating the Personal Property Tax (PPT) before the end of the year.

The administration has received a lot of input and feedback from different groups on the PPT, a tax businesses pay on their equipment with most of it go-

ing to local governments.

Lt. Gov. Calley said "There were really a lot of great ideas that were presented, a few that I hadn't thought of before, and so I guess I would describe it as tapping the brakes at the moment just so some of these new concepts or ideas could be considered."

Senator Brandenburg said "It's going to be an issue that we're going to have to take some time with," Brandenburg said. "I think that's why it's been decided we'll take it up after the first of the year."

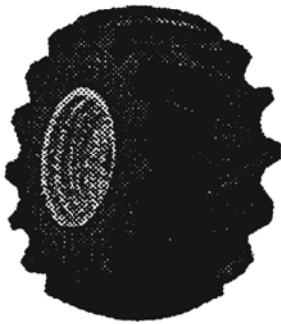
Meanwhile, local government organizations are saying they have taken a \$4 billion hit over the last 10 years in revenue sharing losses, and cannot take another if the PPT is revised without a 100 percent repayment plan in place.

The Anderson Economic Group has released an independent report concluding that doing away with the PPT in Michigan would make the state more economically competitive. The report found that the PPT's "high compliance costs add to the cost of doing business in Michigan in all sectors." Eliminating PPT would also eliminate some costs associated with implementing incentives offered by local and state economic development agencies to lower PPT liability and attract firms, according to the report.

LSLA supports equipment used within the timber industry being exempt from the PPT.

*Continued on next page*

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## THE WISCONSIN REPORT (CONT'D)

*as the sweet spot and will be home for the COF to make sure balance is reached and maintained."*

LSLA met with Governor Walker prior to his inauguration urging the Governor to activate the Council on Forestry and name a chairman who understands the lack of active management of public lands.

Henry fills the bill, and testified at the recent congressional conferences in Ironwood MI and Rhinelander WI concerning the poor management of U.S. Forest Service lands.

The Governor still has several appointments to make before the Council is set. \*

## THE MICHIGAN REPORT (CONT'D)

### State Land Ownership Cap

Senate Bill 248 (Casperson) would cap state land ownership to 4.4 million acres has passed the Senate, (24-14) and is now before the House Natural Resources, Tourism and Outdoor Recreation Committee. Objections to the legislation are being raised by the MDNR, land trusts and other land recreation groups.

LSLA supports a no-net gain of state owned land.

### County Resolutions Supporting Forest Management

In an effort to gain support for better management of U.S. Forest Service lands, LSLA President Dave Sebastian wrote a letter and provided a sample resolution to certain Michigan County Boards of Commissioners. As of this writing the following counties have passed a resolution calling upon the U.S. Forest Service to manage their timber land better. Alcona,

Baraga, Chippewa, Delta, Dickenson, Gogebic, Iron, Lake, Marquette, Montmorency, Oceana, Ontonagon, and Wexford.

For a copy of President Sebastian's letter along with the sample resolution e-mail: [everett.erm@earthlink.net](mailto:everett.erm@earthlink.net). \*

## NEW MEMBER

LSLA welcomes a new member to our Association! Contact information for Acme Pallet is as follows:

#### ACME PALLET, INC.

PO Box 1438

Holland, MI 49422

**616-738-6452**

**FAX: 616-738-8020**

**Website:** [www.acmepallet.com](http://www.acmepallet.com)

Mark Machiele, General Manager

**Email:** [mmachiele@acmepallet.com](mailto:mmachiele@acmepallet.com)

**BUSINESS TYPE:** New Pallet Manufacturer

**SPECIES:** Softwood, Hardwood

**PRODUCTS:** Custom Built Pallets

#### DIVISIONS:

Acme Sawmill

7029 East Jackson Rd.

Walkerville, MI 49459

Kelly Purdy, Mill Manager

**231-873-9190**

**FAX:** 231-873-9192

SL Sawmill

13813 Pioneer Avenue

LeRoy, MI 49655

Vance Lockerby, Mill Manager

**231-388-9100**

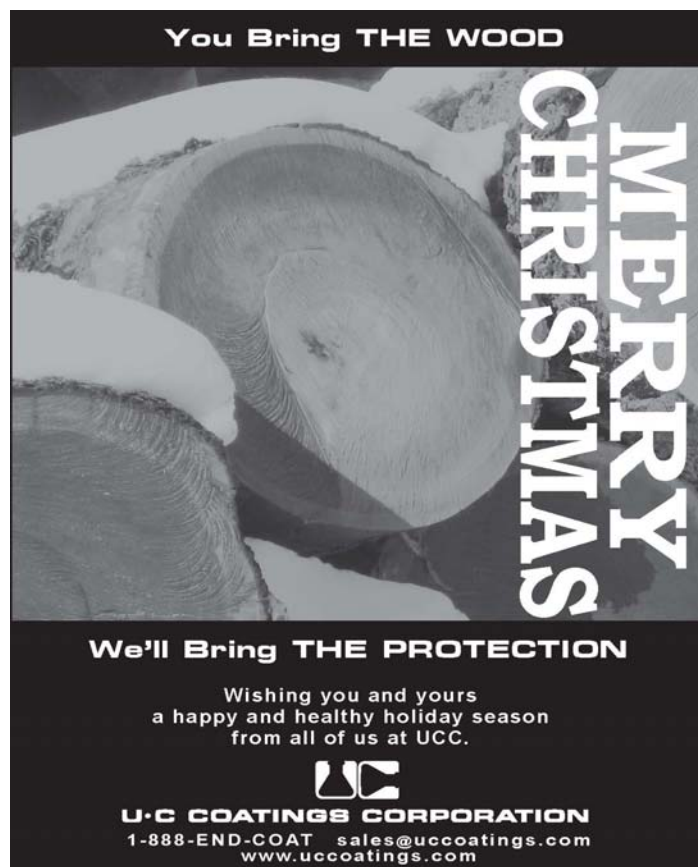
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## 2012 WINTER MEETING: JANUARY 19 & 20

The Radisson Hotel & Conference Center; Green Bay, WI

**Mark your calendars**, send in your registration, and make your hotel reservations now for LSLA's annual Winter Meeting, January 19 & 20! This Winter Meeting promises to be full of insightful sessions and valuable networking opportunities. We kick off the event on Thursday at noon with the Legislative & Forest Resource meetings—always a well-attended session with lively discussion on legislative issues. Following that are committee meetings and several new sessions that will offer you helpful information on international trade and marketing/promotion of hardwood. This year we are honored to welcome the NHLA's Executive Director Mark Barford as our keynote speaker for the Thursday night banquet. The

Friday morning breakfast session features election of officers, followed by industry and legislative reports. The complete schedule for the 2012 Winter Meeting is printed below. Check it out and plan to attend!

Consider also how you can show your support for our industry. Several sponsorship options are offered—check them out on page 12.

Send in your registration before Dec. 21 and you will be entered in a drawing for two free registrations for the 2012 Golf Outing. See pages 10 & 11 for registration information.

### THURSDAY, January 19, 2012

11:00 a.m.—

5:00 p.m.

Noon—1:30 p.m.

1:30—2:15 p.m.

2:15—3:00 p.m.

2:15—3:00 p.m.

3:00—4:15 p.m.

5:00—6:30 p.m.

6:30—7:30 p.m.

7:30—8:30 p.m.

Registration

Legislative & Forest Resource Meetings (Huron Room)

**International Trade and the Services Available Through WEDC & DATCP** (Huron Room; presented by Brad Schneider, WEDC & Jennifer Lu, WI DATCP)

**Promotions—Hardwoods: Treasured for Generations—How This Logo and Tagline Can be Used by Our Companies** (Huron Room; presented by Mark Barford, NHLA Executive Director)

Committee Meetings:

LSLA Education (Ontario Room)

Recreation & Meetings (Michigan Room)

**Hardwood Check Off Discussion/Presentation—The Hardwood Version of “Got Milk”** (Huron Room; presented by Ted Rossi, Hardwood Check Off Blue Ribbon Committee Co-Chair) **The Check Off vote is in March; come and learn what this important issue will mean to our mills.**

Cocktail Hour—Hors d'oeuvres and cash bar (Turtle/Bear Room)

Banquet (drawing for Golf Outing Certificate)

Keynote Speaker: Mark Barford, NHLA Executive Director

### FRIDAY, January 20, 2012

**Breakfast:**

6:00—6:45 a.m.

6:45 a.m.

7:00—7:15 a.m.

**Industry Report:**

7:15—8:00 a.m.

Registration; “Early Riser” Continental Breakfast

Breakfast Served (Turtle/Bear Room)

Election of Directors and Business Meeting (during breakfast)

**Historical Perspectives of Markets Following This Type of Downturn** (Judd Johnson, *Hardwood Market Report*)

**Legislative Reports:**

8:00—8:45 a.m.

8:45—9:15 a.m.

9:15—9:45 a.m.

Deb Hawkinson, Hardwood Federation Lobbyist

Scott Everett, LSLA Michigan Legislative Consultant

Gunnar Bergersen, LSLA Wisconsin Legislative Consultant

**Closing:**

9:45—10:00 a.m.

10:00—10:15 a.m.

10:15 a.m.—Noon

Announcements & Adjourn

Board Photo

Board of Directors Meeting (State Board Room)

## 2012 WINTER MEETING SPEAKERS: JANUARY 19 & 20, 2012



### **Keynote Speaker: Mark Barford, NHLA Executive Director**

Since November 2006, Mark Barford has served as Executive Director of the National Hardwood Lumber Association. Prior to coming to the NHLA, Mark was President of the Appalachian Hardwood Manufacturers (1993-2006), Director of Forest Resources and Membership for Southeastern Lumber Manufacturers Assoc. (1990-1992), and Director of Member Services and Exposition Manager for the Virginia Forest Products Association (1981-1990), as well as holding positions as a logger, forester and timber buyer. The NHLA, based in Memphis, TN, is a 108 year old association with over 1,600 members. The primary mission of the NHLA is to maintain structure, order and ethics in the hardwood marketplace.

### **Friday Morning Speakers:**

#### **Judd Johnson—*Hardwood Market Report***

Judd Johnson is Managing Editor for *Hardwood Market Report*, the industry's leading publisher of North American hardwood pricing and market information since 1922. He joined *Hardwood Market Report* in 1994 as Associate Editor. Mr. Johnson has extensive experience in the hardwood industry. Having worked summers during college years for a consulting forester and then completing the National Hardwood Lumber Association Inspection Training School, Mr. Johnson began his career in the hardwood industry in 1976 as a lumber inspector. Since then, his work experience encompasses primary manufacturing, processing, and sales of hardwood lumber, and secondary manufacturing of hardwood dimension, components, furniture, and flooring.



#### **Deb Hawkinson, Hardwood Federation Lobbyist**

Deb Hawkinson joined Hardwood Federation in July 2007 after over 20 years of industry experience in Washington, DC. Previously she spent 15 years in Weyerhaeuser Company's Federal and International Affairs office and served as Director of Operations and Director of Issues Management for the American Forest and Paper Association. Her experience has been in the alignment of business and public policy goals, and political involvement efforts including grassroots and PAC objectives.



#### **Scott Everett, LSLA MI Legislative Consultant**

Since 1989, Scott Everett has been involved in organizational and managerial roles with a variety of organizations and local governments in Michigan and has represented many of them on a variety of issues at the County, State and Federal levels. In 2005 he joined Earthscape Resource Management, to concentrate representation on policy issues exclusively related to land based industries. Currently, Scott represents Lake States Lumber Association in Michigan.



#### **Gunnar Bergersen, LSLA WI Legislative Consultant**

Gunnar Bergersen has twenty five years' experience representing private industry before local government and the State. He has served as a financial advisor to various counties and local governments and a Business Administrator and Director of Economic Development for two medium-sized Wisconsin cities. He has successfully lobbied on behalf of his clients on legislative issues vital to their industries. Currently, Gunnar represents Lake States Lumber Association in Wisconsin.





# 2012 WINTER MEETING: JANUARY 19 & 20

## Registration Form

Please complete and mail with your check or fax with credit card information.  
**Registration Deadline: January 12, 2012**

### LSLA Winter Meeting 2012:

Name \_\_\_\_\_ Company \_\_\_\_\_

Name \_\_\_\_\_ Company \_\_\_\_\_

Name \_\_\_\_\_ Company \_\_\_\_\_

Name \_\_\_\_\_ Company \_\_\_\_\_

Spouse Name \_\_\_\_\_ Family Member Name(s) \_\_\_\_\_

Spouse Name \_\_\_\_\_ Family Member Name(s) \_\_\_\_\_

### Pre-Registration Costs:

\$145 per person (LSLA member)

\$70 for spouse or family member

\$195 for non-member

Check here if any in your group require special meal selections for the Thursday evening dinner:

\_\_\_\_\_ Vegetarian—how many? \_\_\_\_\_

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## 2012 WINTER MEETING: JANUARY 19 & 20

### Sponsorship Opportunities

#### GOLD SPONSOR—\$750

- Industry and Lake States Lumber Association recognition at the LSLA Winter Meeting
- Exhibit space for table-top display at 2012 LSLA Winter Meeting
- Two (2) Associate/Employee passes to the LSLA Winter Meeting (\$290 value)
- Sponsor name displayed on LSLA Winter Meeting banner
- Sponsor name featured in all 2012 issues of The Log

#### SILVER SPONSOR—\$500

- Industry and Lake States Lumber Association recognition at the LSLA Winter Meeting
- One (1) Associate/Employee guest pass to the LSLA Winter Meeting (\$145 value)
- Sponsor name displayed on LSLA Winter Meeting banner
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#### BRONZE SPONSOR—\$250

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**If you would like to be a Sponsor for LSLA's 2012 Winter Meeting, please indicate below and return to us.**

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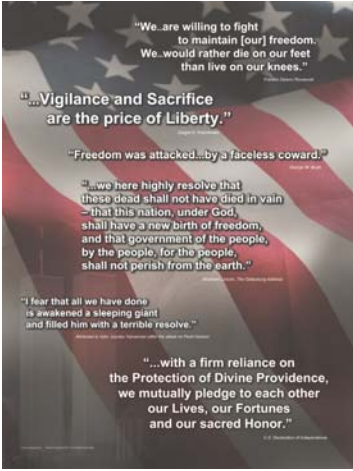
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# MEMBER NEWS

## PATRIOTIC POSTER PROJECT TO SUPPORT VETERANS' ORGANIZATIONS

(Buffalo, NY) U-C Coatings employees have been packaging posters for mailing, kicking off a project to benefit servicemen & women -- past and present.



The poster, titled "Vigilance and Sacrifice", was designed by U-C Coatings to capture the strength of the American spirit in the face of attacks on freedom and democracy. Inspired by our nation's enduring resolve in the aftermath of the 9/11 attacks on the World Trade Center

and the Pentagon, the poster was originally created for use within the company.

"We decided to share it with a wider audience, and donate a portion of any proceeds to veterans support

organizations," said Norm Murray, U-C Coatings CEO. "It reminds us that Vigilance and Sacrifice truly do make up the fabric of American character and determination".

\$5.00 from each poster sold will be donated: \$1.00 will go to each of these five organizations:

- Disabled American Veterans (DAV)
- Special Operations Warrior Foundation
- TAPS (Tragedy Assistance Program for Survivors)
- Homes For Our Troops
- Injured Marine Semper Fi Fund

In addition, U-C Coatings will send a poster, at no charge, to APO and FPO addresses (U.S. Armed Forces personnel serving overseas) to the first 5000 individuals to request it. Requests can be made by emailing UCC at [V&S@uccoatings.com](mailto:V&S@uccoatings.com). The unmounted poster is available for purchase online at [www.uccoatings.com](http://www.uccoatings.com) for \$16.95 each, including shipping. \*

Come work with LSLA to promote and improve the Wood Industry! Become a member and enjoy the benefits of networking, publicity, and educational opportunities. Contact us today at 888-213-2397 or email at [lsla@lsla.com](mailto:lsla@lsla.com).



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Becoming part of our growing association is as simple as completing this form and mailing it to:

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- Enclosed is payment for Dues: \$500 annually, or \$250 semi-annually
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## GLOBAL MARKETS FOR WISCONSIN WOOD PRODUCTS

World trade in solid wood products continues to rise steadily and surpassed \$250 billion in 2010. During the past 30 years, the United States has become increasingly active in world wood products trade, becoming one of the world's largest exporters of wood related products. In 2010, U.S. exports of wood products surpassed \$7 billion for the first time ever, while Wisconsin exports of lumber, plywood, and a wide variety of value-added wood products exceeded \$184 million, a new record for the wood products category. It is clear that trade in solid wood products

has assumed a much greater importance in our diversified portfolio of export products and that it will continue to be very important to the U.S. and Wisconsin forest sector.

Please join the WI DATCP and WEDC at 1:30 pm on Thursday, January 19, 2012 at the Winter Meeting to learn more about the importance of wood product exports, available export services and programs and market opportunities for Wisconsin wood product companies. \*

### LSLA CALENDAR OF EVENTS

*Dec. 13 & 14, 2011*

**Board Planning & Business Meetings**  
Wausau, WI

*Jan. 19 & 20, 2012*

**Winter Meeting**  
Green Bay, WI

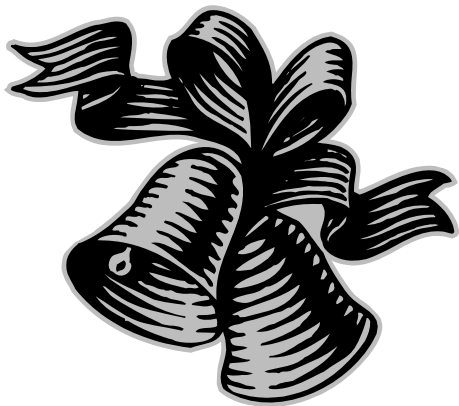
*July 18 & 19, 2012*

**Annual Golf Outing**  
Berlin, WI

### THANK YOU!

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**Lake States Lumber Association  
would like to wish you and yours  
a very Merry Christmas and  
a Happy New Year!**



Lake States Lumber Association  
3071 Voyager Drive, Suite E  
Green Bay, WI 54311

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Dec 2011 / Jan 2012

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