

The McShan PLANE DEALER

Page One

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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.

IN THIS ISSUE

- Crisis
- Log Supply
- Veterans Day
- Traders Market
- Holiday Schedule
- Thanksgiving

A CRISIS IS A TERRIBLE THING TO WASTE

We've heard that phrase more than once recently and it usually hasn't been in a positive manner. In spite of this, there is some truth to the statement and the lumber industry finds itself with a huge opportunity amidst these challenging and difficult times.

Everywhere we look we see more and more evidence that Green Building is becoming accepted and in some cases demanded. Once building returns (and it will someday) all evidence indicates that more construction will be done to some type of Green Building standards.

In any honest discussion of green building products, lumber will be the clear winner every time. The rising interest in green building presents us with the opportunity to tell our product's remarkable story to an audience that is more ready to listen than any time in recent history, and possibly ever.

Sadly, at this time of great opportunity our industry seems ill-prepared to capitalize on it. Our manufacturing associations, that would normally lead the charge in marketing our products, have seen dues drop off due to decreased production. Added to this lack of funding is a lack of willingness to work together.

If ever there was a time for us all to pull together for the common good of our industry, this is it. We hope that these differences can be put aside so that we can all band together to fight our real enemies and their mis-guided ideas.



YOU CAN'T SELL FROM AN EMPTY WAGON

September and October are traditionally two of our driest months here in Alabama and it's when we normally build up our log deck prior to wet winter weather. However, this year has been unusual. After a wetter than normal summer we had an extremely wet September and October. We received over 50% of our average annual rainfall in these two months alone this year. It was looking like we would struggle with keeping logs for the mill throughout the winter.

Thanks to the hard work of our lean timber procurement team, the log trucks have started to flow. We are building up a good winter time pile of logs and the quality of these logs is exceptional.

We've heard lots of reports of mills in the South being completely out of logs. This is understandable given the low inventory position many chose through the summer and the exceptionally wet weather we have had during traditional prime logging weather.

Every company's situation is different and we aren't in a position to judge anyone else's inventory decisions. We can only comment on our own. Just as "sales cure many ills" in our case, good logs cure many ills as well.

We want you to know that we have a good supply and plan to continue to make high quality lumber through the winter.



If you missed our video tour of logs, please click here:

<http://www.youtube.com/watch?v=LgLV9GJrel>

VETERAN'S DAY

Although we are getting our newsletter out after Veteran's Day, we couldn't let its passing go un-noticed.

My wife and I have the honor of leading a Bible study for student pilots from nearby Columbus (Mississippi) Air Force base. These young men and women are here for about a year while they receive their initial flight training. We often have them out to our house to shoot skeet, go fishing or engage in their favorite activity, armadillo hunting. Primarily we just offer them a place to escape the rigors of flight training for a few hours. One of the great things about leading this group is we get to stay in touch with them after they leave our area and report to their operational squadrons.

Recently, when one of our former students left for a four month deployment to Iraq and Afghanistan, his wife and 11-month old son stayed with us for a few days. One night, just before midnight he called our house. That's the thing about military deployments, you are usually on the other side of the world and your friends and family back home are asleep when you are awake. He needed to talk to his wife and her cell phone didn't work in our area.

I went back to her room, gently knocked on the door, and quietly called her name. She shot straight up in bed and with some pain and fear in her voice asked "what's wrong?" Her response reminded me that many of us go to bed every night with little thought of what's happening in the two theaters of war. However, it's the first thought on the mind of those who have family members there. Her response also reminded me that not only do our servicemembers deserve remembrance on Veteran's Day (and every other day) but their families do too. If you know someone who has a family member deployed, I hope you will go out of your way to do something nice for them and I hope you don't wait until next Veteran's Day to do it.

– *smj*



Unlikely Vets

TRADERS MARKET RE-CAP

If you weren't in Chicago for the NAWLA Traders Market earlier this month, you missed a great opportunity to be educated, entertained and to network with industry colleagues. The number of attendees was down this year and understandably so. However, given current market conditions, we considered it to be a good turn out and we were very pleased with the traffic at our booth. The one word that can sum up the attitude of attendees is *resolved*. No one was predicting smooth sailing ahead but everyone we talked to seemed resolved to make it through. It was actually quite refreshing to rub shoulders with such a resilient crowd.



THANKSGIVING SHIPPING SCHEDULE

Mon– Nov 23 7am-4pm

Tues- Nov 24 7am-4pm

Wed- Nov 25 7am-3pm

Thurs- Nov 26– closed

Fri Nov- 27– closed

Thank you and have a safe
and Happy Thanksgiving!



THANKSGIVING

Gratefulness is the key to a happy life that we hold in our hands, because if we are not grateful, then no matter how much we have we will not be happy -- because we will always want to have something else or something more.- David Steindl Rast

Happiness cannot be traveled to, owned, earned, worn or consumed. Happiness is the spiritual experience of living every minute with love, grace and gratitude.- Denis Waitley

The Pilgrims made seven times more graves than huts. No Americans have been more impoverished than these who, nevertheless, set aside a day of thanksgiving. H.U. Westermayer

As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them. J.F. Kennedy

You may say to yourself, "My power and the strength of my hands have produced this wealth for me." ¹⁸ But remember the LORD your God, for it is he who gives you the ability to produce wealth- Deuteronomy 8: 17-18



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