



THE McSHAN PLANE DEALER

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Manufacturing Quality
Southern Pine Products
From Our Sustainable
Southern Forests
Lumber Since 1907

THINK SOUTHERN PINE PATTERNS WON'T SELL IN YOUR MARKETS?

Think again. We often hear from potential customers that it is useless to try to sell Southern Pine in their market because it's a Pond Pine, Doug Fir, White Pine, etc... market. The truck in the photo is going to Portland, Oregon to a customer that buys our Southern Pine pattern stock and stepping. This customer has distinguished himself for many years by providing something no one else has in his market. Of course it takes courage to bring on a new product, particularly in today's market. On the other hand, how much security is there in being just another "me too" supplier?



PLACE YOUR ORDER

Rather than grind out products that are easy for us to make, we prefer to make items that customers actually want. We recently took a large order of 1x10 & 1x12 for a customer. If you need these products, send us your order. We'll be happy to add it in.



Now making 1x10 & 1x12

*Beautiful
Affordable
Durable
Renewable*



LISTEN UP DIRTBAG!

The genius of boot camp is hard to appreciate when you are experiencing it. Like most experiences, when you look back on it, you tend to remember the good (or maybe funny) things more than the bad. I will never forget the night at Navy Officer candidate school that my buddy Joe showed up. We had quickly learned that when the trash can was thrown down the passageway early in the morning we had better be out of our rooms, fully dressed and inspection ready, immediately. It was about our third night there and Joe was brought in after midnight from Aviation Officer candidate school in Pensacola. Nobody told Joe that unlike in Pensacola where they fell out in their skivvies every morning, in Newport we fell out in winter working blues. Also nobody told us that a new man had joined our company during the night. As luck would have it, Joe was put in a room directly across from my roommate and me. The next morning when the trashcan went down the hall and everyone in our company fell out, inspection ready and Joe fell out in his underwear, half of the instructors descended on Joe and the other half descended on my roommate and me for laughing.



“Fear robs you of initiative”

After we had been there several weeks we were marching back from chow one day when a new recruit showed up in a taxi, with his golf clubs. I don't know what the heck he was thinking but the last time I saw him, an instructor was yelling in his ear that he was going to help him with his golf clubs and he had better be glad because it was the last nice thing that would happen to him for a long, long time!

The basic idea of boot camp is to bring an individual down to their “bare metal” then build them back up again into a person full of confidence. Early in the process you are told how ignorant and unworthy you are. You are told not to speak unless spoken to, where to march, when to march, and even where to look (as in “cage those eyes, Mister!”). Any mis-step is met with lots of yelling and screaming. You become afraid to move until told to move. I learned that fear robs you of initiative.

Later in the process, you are allowed to slowly “win” a few rounds. Small wins are recognized although often grudgingly. Little by little your confidence is restored. You discover that when you do things you didn't think you could do or didn't know you could do, your confidence soars.

As we labor through our current, frightening market we should keep in mind that fear robs you of initiative. Recognizing and celebrating wins restores confidence and resourcefulness. This may be a year that we have to look hard to find even small wins but it must be done to prevent paralysis by fear.

In his book “Wild at Heart”, author John Elredge describes a scene from the movie “Braveheart”. He says we all want to feel like the courageous warrior Braveheart with a big sword leading the army but sometimes we feel like the peasant guy in the back of the crowd with only a hoe for a weapon. Looking for wins, even small ones, can help us drop the hoe and pick up the sword.



EDITORIAL CHANGES & REQUESTING FEEDBACK

You probably noticed that this issue of the Plane Dealer does not include a "Business Page" Stock Offerings list. We are sending this out by separate email. If you did not receive a copy of our Stock Offerings this week, please let us know and we will get one out to you.

We also would like to hear your thoughts on the subject.

Are you more prone to take a look at our Stock Offerings if it is included in the Plane Dealer or if you receive it by separate email?

Please let us know your preference. Thank you.

SAWMILL INDUSTRY STATS:

The April issue of Timber Processing magazine contains enlightening statistics and information about the sawmill industry in North America. Among the more interesting are:

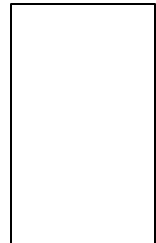
- ◆ -US and Canadian sawmill capacity grew from 63.1 billion board feet in 1995 to 80.6 billion BF in 2007
- ◆ during that time, the number of sawmills shrunk from 1,311 to 990
- ◆ Direct sawmill employment fell from 115,000 to 93,000 from '95 to '06.

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