
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.

IN THIS EDITION

Teacher's Tour

HOLIDAY SCHEDULE

Fishing Tournament

Optimizer Friendship

Pattern Stock

Busy

McSHAN HOSTS TEMPERATE FOREST FOUNDATION TEACHER'S TOUR

On June 5, 2008, McShan Lumber Company had the pleasure to host more than 20 teachers during the Temperate Forest Foundation's (TTF) first South Central Teachers Tour. The Foundation was started years ago with seed money from the North American Wholesale Lumber Association (NAWLA) and is now a stand alone organization. TTF's mission is to empower the public with a better understanding of the issues and options surrounding the conservation and development of natural resources. One of the effective ways this mission is accomplished is through teacher tours. These tours allow teachers to hear the forest products industry's great story of sustainability and allows them to experience it in person.

Our teachers started the day at a logging site before arriving at the mill for a brief presentation. Following a tour of the mill, they enjoyed a fine lunch prepared by the legendary McShan Homemakers at the McShan Community Center. For photos of the tour and teacher's comments, please see page 4.



HOLIDAY SCHEDULE

OUR MILL WILL BE DOWN JUNE 30-JULY 4

WE WILL BE SHIPPING THE WEEK OF JUNE 30-JULY 3

PLEASE CALL BEFORE SENDING IN
TRUCKS NEXT WEEK.

Thank you and have a great, safe 4th

ANNUAL FISHING TOURNAMENT

McShan Lumber Company held its 3rd Annual Pine Pride Fishing Tournament for employees on May 31st on McShan Lake, just across the road from the mill. The Saturday event provided everyone with a day of relaxation, fun, and entertainment away from the normal working environment. We called upon our long list of vendors and suppliers to help add to the excitement of the day by asking for door prizes that were given away at the end of the day. Forty-seven companies and businesses provided gifts ranging from cash, tools, fishing tackle, coolers, and lots of gift cards. The cash and gift cards alone totaled more than \$1200. Thirty people were present, so there was plenty of loot to pass around. Prizes were also awarded for various categories such as “Most Bass, Bream, and Crappie”, “Biggest Fish”, “Smallest Fish”, and “Most Improved Fisherman/Fisherwoman”.

The tournament began at 6:30am and adjourned at 12:30. Everyone enjoyed a lunch of grilled hot dogs while the fish count was being tallied. A total of 409 fish was caught, leaving the remainder of the day for everyone to clean their catch.

The event was a great success and was enhanced significantly by the generosity of everyone who donated items.



AN OPTIMIZED FRIENDSHIP

Although “optimizers” are as common as splinters in sawmills today they were something of a novelty back in 1987 when the first one was installed at McShan Lumber Co. It was a BNK 160 from the Esterer Company in Altotting, Germany and it arrived in McShan the same week that I began working here full time. One of my first assignments was to drive to the Atlanta airport to pick up the German technician who would oversee the installation and startup of this amazing piece of cutting edge technology. The technician, Josef Salzinger, spent the next 6 weeks bringing the machine on line and up to speed and along the way became a member of the McShan family. Josef was pretty limited when it came to the English language and about the only thing our sawmill crew knew of Germany had to do with beer so needless to say it was an educational and often humorous time for all of us.

Josef came in to work one morning saying that he had a big problem which I assumed meant that something was wrong with the machine. He eventually made me to understand that the problem was with some blue jeans he had purchased at Wal-mart the day before! My brother in-law from Atlanta met Josef at a cocktail party and not knowing he was foreign decided after several failed attempts at conversation that he was a bit simple and from some part of the McShan family that he had not been told about. However, Josef is anything but simple and he worked tirelessly to get the BNK performing up to his standards and I can assure you that is a measure not easily reached.

Thanks to an airline pass, Josef was also able to travel around the country on weekends and even ended up with a girlfriend in Wisconsin. Josef returned to Mcshan last month to do some tuning on the machine which is still a marvel to watch and it was one of those moments where you can't decide if time is standing still or flying by. Here was Josef with the same machine and much of the same crew he began work with 21 years ago. His English is much improved and back in Germany he has his own sawmill to tend to while working for Esterer part time. The only difference is that now we spend as much time talking about our families and children as we do about the machine.



Hunter McShan and Josef Salzinger

Hunter

TEACHER'S TOUR

"I thought like my students that every time a tree was cut down, the environment was hurt. I know better now! I'm very excited to be able to clear up this misconception"-
Joyce

Teachers' Parting Comments to the Temperate Forest Foundation

"I look at trees in a very different way now I view the industry as a more viable part of the country's economic plan.- Jennifer

"I was fascinated by the importance of sustainable forest management and its role in the full "circle of life" of a tree"- Barbara

"The industry is very green. All parts of the tree are used and there is very little waste"- Cindy

"There are so many misconceptions about cutting timber"- Missy

"Cutting trees is an educated process. A necessary process"- Nina

"I'll teach my kids the importance of trees and their uses. There are green lumber mills that really care about the environment"- Fannie

"I will be better informed to teach my children about the forest industry and environmental concerns that they have about logging"- Brandie

"The whole industry cares about the environment"-
Jennifer



Lunch was provided by the McShan Homemakers. Some NAWLA Members still talk about a meal that was prepared by this group over 15 years ago!



McSHAN LUMBER COMPANY PATTERN STOCK



HAND SELECTED

Everyone likes to believe their product is better than the competition's and we are no exception. We recognize there is some very good Southern Pine pattern stock on the market these days and customers can choose from a wide range of suppliers. Here's a few reasons why we think our pattern stock is better than most:

- We use only our own stock. Unlike some producers who bring in rough green boards from different sources, we control the manufacturing process from the log to the finished product
- Consistent, proper drying. Boards make up over 90% of our production. We understand the importance of moisture content for interior use. All our lumber is carefully dried in our steam fired kilns.
- Selection, Selection, Selection. Our stock goes through a rigorous selection process. After planing, our boards are graded to our own grade rules which are more strict than the standard grading rules. We limit wane and do not allow any blue stain. We grade our stock again, after it has been run to pattern and pull out any pieces that do not measure up.

YA'LL BEEN BUSY?

Ya'll been busy? -is a standard business related greeting here in the South. You can count on being asked this question any time you go to the barbershop, parts store, church, doctor, just about anywhere. People don't really mean anything by it and it is more polite than asking "Ya'll making any money?" A recent Starbucks encounter reminded me that being busy doesn't mean you are productive or profitable.

While on a trip, I stopped by a Starbucks. When it was my turn in line, I told the young lady behind the counter (don't know if she was a certified barrista or not) I wanted two small, black coffees. She looked behind her at the pots, turned back to me and said "I'm sorry, we don't have any". I said, "Wow, this is a Starbucks isn't it?". She said yes but she had been so busy, she hadn't had time to make any. I asked how long would it take and she said *if* she could find some in the back, it would take about 10 minutes. We decided we didn't need coffee that badly any way. The young lady was pleasant and seemed genuinely concerned about her work. There was none of the attitude you often find in retail encounters. She had taken great care to write the name correctly



on the chilled, sissy drink that the guy in front of me bought. The problem was she had gotten so caught up in the process, she forgot one of her primary purposes for being there.

Someone once said, "never confuse activity with accomplishment". A good quote to keep in mind as we struggle through our current market where profits are thin or elusive.



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