

# Bulletin



NAWLA.....PROFESSIONALISM • INTEGRITY • HONESTY • INNOVATION

The August 2007  
NAWLA Bulletin is  
sponsored by:



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NAWLA

## Exporter Resource Information

NAWLA, through its membership in the Softwood Export Council (SEC) [www.softwood.org](http://www.softwood.org), is a gateway to a wealth of lumber export information. The Softwood Export Council web site is loaded with information and resources including contact information for their in country staff around the globe and trade mission announcements. A very important part of the site is their links section. Perhaps one of the most important is their link to the Foreign Agricultural Service (FAS) of the US Department of Agriculture <http://www.fas.usda.gov/ffpd/fpd.html>. This site is enormously content rich and includes volumes of government funded research information and publications. Every NAWLA exporter or want to be exporter should visit this site and include it on their list of favorite place. The same holds true for the SEC website.

John Wadsworth audits the FAS lumber program world wide. John Wadsworth is our featured speaker for the NAWLA Magellan Club meeting being held as part of the NAWLA Traders Market®. When you visit [www.nawlatradersmarket.com](http://www.nawlatradersmarket.com) go to the Magellan Club section to learn more about Mr. Wadsworth's most impressive credentials as a global timber industry consultant. Then be certain to include the Magellan Club meeting as part of your 2007 NAWLA Traders Market registration.

Every day the world is a little more at your doorstep. NAWLA can help you to open the door and to learn how to be part of a growing segment of the solid wood industry. The resources above, including participation in the NAWLA Traders Market® and the Magellan Club program, will help you get started on the learning curve and/or accelerate growth for those already involved in offshore markets.

***Don't forget to book your hotel room for the  
2007 NAWLA Traders Market!***

Bulletin 8-07  
August 13, 2007

## Builder Confidence Level Hits 16-Year Low

A surplus of unsold homes, deepening affordability issues and ongoing concerns in the subprime mortgage arena are once again prompting single-family home builders to further adjust their perspectives on the new-home market according to the the National Association of Home Builders/Wells Fargo Housing Market Index (HMI), released July 17. The HMI declined four points to hit a 16-year low since 1991 of 24.

“The bottom line is that the single-family housing market is still in a correction process following the historic and unsustainable highs of the 2003-2005 period” said NAHB Chief Economist David Seiders. “Builders are actively trimming prices and offering buyer-incentives to work down their inventories, but meanwhile there is a large supply of vacant existing homes on the market, and affordability problems persist despite efforts to attract buyers.”

Source: *National Association of Home Builders*

## Housing Starts Up and Down

Builders are on a bit of a teeter totter as reported in a joint release by the U.S. Census Bureau and the Department of Housing and Urban Development.

Led by an increase in apartments, housing starts jumped 2.3% to an annual rate of 1.467 million while single-family starts fell 0.2% to a rate of 1,151,000 units. Building permits, a sign of future construction, fell 7.5 percent to a rate of 1.520 million, down 25% in the 12 months ended in June.

Source: *U.S Census Bureau and the Department of Housing and Urban Development*

### Included in the August NAWLA Bulletin:

- NAWLA Traders Market® Exhibitor List to Date
- NAWLA Caliper Webinar Information
- NAWLA Green Building Initiative Webinar Information

## “The Corporate Don” Coming to the NAWLA Traders Market® Grand Opening Luncheon!

No it's not Tony Soprano, but you will not want to miss this years NAWLA Traders Market® Grand Opening Luncheon entertainment as “The Corporate Don,” Don Friesen will be making an appearance that will have you laughing so uncontrollably that your 10-gallon hat will fall off!

Clean, clever and bursting with energy and enthusiasm, this up-and-coming comedian is the only two-time recipient of the San Francisco International Comedy Competition; other winners have been Robin Williams, Dana Carvey and Ellen Degeneres.

So pull up your chair, Saturday, November 16th at the NAWLA Traders Market® Grand Opening Luncheon from 11:45 - 1:15 p.m. and be prepared to get slightly out-of-control!

### Exhibit Space Still Available

There is a limited number of exhibit booths still available for the Traders Market®. If you wish to exhibit, call the NAWLA office at 800.527.8258.

## Industry News

*John W. Mergel*, president and CEO of **C.J. Link Lumber**, and a 50-year industry veteran, passed away July 14th with his family by his side.

**The Sustainable Forestry Initiative, Inc. (SFI, Inc.)** has announced the appointment of *Kathy Abusow* as its new president and chief executive officer.

*Aileen Shantz* has joined **Tristar Transload PNW, Inc** as assistant office manager.

**Manufacturers Reserve Supply** welcomes Tina Gorman as sales manager.

**Russin Lumber** announced the grand opening of a state-of-the-art radiata pine manufacturing facility in Chile.

*Chris Johnson* has been promoted as the new director of purchasing at **The Parksite Group**, Batavia, Illinois.

**Capital Lumber** welcomes *Neil Rasmusson* as account manager for its Chino division.

**Teal Jones Group** and **Premier Forest Products** have announced that they have joined forces, bringing over 100 years of experience to this new venture.

*Suzanne Gosselin* of **BCE Business Solutions** has been appointed as an Account Manager for **SCOOPSOFT™**.

## 2007 NAWLA Wood Basics Course September 10-13 • Corvallis, Oregon

### Sign-up Now!

#### Top 9 ½ Reasons Why Your Company Should Attend

*At the NAWLA Wood Basics Course, you can ....*

1. Experience the mountains and forests of the Northwest – the heart of the Pacific Northwest lumber industry!
2. Gain essential product knowledge and get a generous overview of the lumber industry without a final exam!
3. Learn the “correct” pronunciation of “Oregon” (OR–IH–GUN) and “Willamette” – Damn it!
4. Delve into a variety of topics to include the following: Ecology & Silviculture, Dimension Lumber, Grading, Specialty Products (Cedar and Redwood), Engineered Wood, Panel Products, Marketing, Sales, Transportation and Logistics (Stocking Distributor and Railroad perspectives) and Credits & Claims.
5. Hear 14, yes 14, different industry experts from Oregon State University – Department of Forestry and seasoned NAWLA Members.
6. Experience NAWLA's hallmark, off-site tours. Run through the forest with us at Starker Forestlands and witness how a harvested tree is transformed into final product at Rosboro (sawmill, plywood and engineered wood).
7. Become a part of the very fabric of our industry ...Network, network, network and establish industry relationships with fellow students and instructors.
8. Wine taste at Willamette Valley Vineyards and be returned safely back to the hotel.
9. Experience the best there is for this type of program and for a fantastic value (only \$1,795 for members – including hotel stay, most food and beverage, two receptions, all course materials and an unparalleled experience, bar none)!
- 9½. Meet NAWLA staff in person as an added bonus and have all your questions regarding NAWLA answered.

Fire up your promising new employees this September! For further information on Corvallis, please visit [www.visitcorvallis.com](http://www.visitcorvallis.com). For further information on the 2007 NAWLA Wood Basics Course, please visit [www.nawla.org](http://www.nawla.org) or contact NAWLA at (800) 527-8258.

**Seize the moment. ACT NOW!**

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## Please Welcome NAWLA's Newest Members!

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**Bel Air Lumber (W)**

13352 Coleraine Drive  
Bolton ON L7E 5R9  
Contact: Raami Durzi  
Phone: (905) 951-1212  
Fax: (905) 951-3104  
Website: [www.belairlumber.net](http://www.belairlumber.net)

Recruited by: *Roy Carroll*, **Angus Forest Products** and  
*Jim Livermore*, **Nicholson & Cates**

**Bel Air Lumber Mills** wholesales and distributes industrial and premium grade lumber to industrial accounts, wholesale trade, retailers and lumberyards. They have two other divisions which are segregated as they sell different entities and different products.

**Meridian Forest Products (W)**

1250 NW Waterhouse Avenue  
Beaverton OR 97006  
Contact: Jennifer Lovejoy  
Phone: (503) 439-6000  
Fax: (503) 439-6330  
Website: [meridianforest.com](http://meridianforest.com)

**Meridian Forest Products** are lumber importers and exporters.

**Onyx Innovation, Inc. (M)**

P.O. Box 42111  
Mississauga ON L5M 1K8  
Contact: Traci Cui  
Phone: (905) 567-5688  
Fax: (905) 567-5680  
Website: [www.luxrae.com](http://www.luxrae.com)

Recruited by: *Barry Russin*, **Russin Lumber** and  
*Paul Dean*, **Holbrook Lumber**

**Onyx Innovation** produces Luxrae decking system with the look and feel of natural wood.

**Texas Forest Products (W)**

P.O. Box 610  
Gilmer TX 75644  
Contact: Steve Dean  
Phone: (903) 843-3811  
Fax: (903) 843-3123  
Website: [texasforestproducts.com](http://texasforestproducts.com)

Recruited by: *Tom Rice*, **Conner Industries** and  
*Paul Owen*, **Vanport International**

**Texas Forest Products** distributes a variety of wood products but also does some manufacturing of pressure treated wood. They supply dimension lumber, timbers, plywood and specialty wood products.

**Woodsmart Solutions (M)**

3500 N.W. Boca Raton Blvd. #701  
Boca Raton FL 33431  
Contact: Charles Morando  
Phone: (561) 416-1972  
Fax: (561) 416-1218  
Website: [www.bluwood.com](http://www.bluwood.com)

Recruited by: *John Stembridge*, **Swanson Group Sales** and *Pat Heffernan*, **North Pacific**

**Woodsmart Solutions** produces a factory applied coating, which provides moisture non-decay and wood ingesting insect resistant coating for above ground structural wood components.

**Mark Your Calendar!**  
**2007 NAWLA Buyers' School**  
**December 10-13**  
**Downtown, Chicago, IL**  
**Hyatt Regency Chicago On the River Walk**  
**Look for the official brochure in mid August!**

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## Upcoming NAWLA Webinars

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Don't forget that NAWLA is continuing its excellent schedule of educational and informational webinars. Following are two don't-miss webinars:

**Thursday, August 23, 11:00 AM CST**

Patrick Sweeney, Executive Vice President, Caliper -  
"How to Help First-Time Managers Reach Their Potential".  
How can you tell if someone who you've just promoted to a management position has what it takes? Cost: \$79

**Thursday, September 19, 11:00 AM CST**

Ward Hubbell, President, Green Building Initiative -  
"Navigating Environmentally Friendly Design with Today's Sustainable Construction Tools".  
Participants will acquire a practical understanding of Commercial Green Building principles, practices, techniques and much more. Cost: \$79

Registration materials for each webinar are included with this month's Bulletin. Check the NAWLA website at [www.nawla.org](http://www.nawla.org) for a list of additional upcoming webinars.

**Check out the NAWLA website at [www.nawla.org](http://www.nawla.org) for direct links to:**  
**New Trade Leads**  
**NAW Legal Advisory:**  
**"Supreme Court Approves Greater Supplier Control Over Minimum Resale Pricing"**  
**"Private Labeled Products – Opportunity is Not Without Risk"**

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## Don't Forget To Mark Your Calendars For These Upcoming Industry Events

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September 5-10, 2007

### Hoo-Hoo International

Hervey Bay - *Queensland, Australia*  
(870) 353-4997 [www.hoo-hoo.org](http://www.hoo-hoo.org)  
International Convention

September 10-13, 2007

### North American Wholesale Lumber Association (NAWLA)

Salbasgeon Suites - *Corvallis, OR*  
(800) 527-8258 [www.nawla.org](http://www.nawla.org)  
NAWLA Wood Basics Course

September 11-15, 2007

### Wood Moulding & Millwork Producers Association

Fairmont Lake Louise - *Lake Louise, AB*  
(530)661-9591 [www.wmmpa.com](http://www.wmmpa.com)  
Summer Business Meeting

September 12-15, 2007

### National Hardwood Lumber Association

Washington Hilton - *Washington, DC*  
(901) 377-1818 [www.nhla.com](http://www.nhla.com)  
Annual Convention

September 22-24, 2007

### International Wood Markets Group

Shangri-La Hotel - *Qingdao, China*  
(604) 801-5996 [www.woodmarkets.com](http://www.woodmarkets.com)  
China International Wood Products Summit

September 29-October 2, 2007

### Southern Forest Products Association

Francis Marion Hotel - *Charleston, SC*  
(504) 443-4464 [www.sfpa.org](http://www.sfpa.org)  
Annual Meeting

October 3-5, 2007

### Wood Truss Council of America

Greater Columbus Convention Center - *Columbus, OH*  
(608) 274-4849 [www.bcmshow.com](http://www.bcmshow.com)  
Building Component Manufacturers Conference

October 23-27, 2007

### Society of American Foresters - *Portland, OR*

(301)897-8720 [www.safnet.org](http://www.safnet.org)  
National Convention

October 4-6, 2007

### National Lumber & Building Material Dealers Association

JW Marriott Resort & Spa - *Las Vegas, NV*  
(202)547-2230 [www.dealer.org](http://www.dealer.org)  
Pro Sales Industry Summit

November 1-6, 2007

### Association of Millwork Distributors

Colorado Convention Center - *Denver, CO*  
(727)372-3665 [www.amdweb.com](http://www.amdweb.com)  
Annual Convention

November 7-9, 2007

### South Carolina Forestry Association

Embassy Suites Hotel/Airport Convention Center - *N. Charleston, SC*  
(803)798-4170 [www.scforestry.org](http://www.scforestry.org)  
Annual Meeting

November 10-13, 2007

### APA - The Engineered Wood Association

Hyatt Grand Champions Resort & Spa - *Indian Wells, CA*  
(253)565-6600 [www.apawood.org](http://www.apawood.org)  
Annual Meeting

November 15-17, 2007

### North American Wholesale Lumber Association (NAWLA)

Hilton Anatole Hotel - *Dallas, TX*  
(800)527-8258 [www.nawla.org](http://www.nawla.org)  
NAWLA Traders Market®

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## Quote of the month

*"Without change there is no innovation, creativity, or incentive for improvement. Those who initiate change will have a better opportunity to manage the change that is inevitable" -*

*William Pollard*

## Keep The News Coming!

Contact us at:

NAWLA

3601 Algonquin Road, Suite 400

Rolling Meadows, IL 60008

Tel: (847) 870-7470 or (800) 527-8258

Fax: (847) 870-0201

Website Address: [www.nawla.org](http://www.nawla.org)

Editorial ideas, quotes, and news stories go to

[lrowe@nawla.org](mailto:lrowe@nawla.org)





# 2007 NAWLA Traders Market®

## Exhibitor List to Date (8/8/07)



### Over 295 Exhibitors to Date!

Booth space for the NAWLA Traders Market® is almost at capacity, don't miss your opportunity to showcase your company's products.  
Contact NAWLA today at: 847.870.7470

A.E.R.T./MoistureShield  
Abitibi-Consolidated Inc.  
Ainsworth Group of Companies  
All-Fab Building Components. Inc.  
Allwood Industrials  
Anglo American Cedar Products  
Ante-Holz GmbH  
Anthony Forest Products  
Anton Heggenstaller GmbH  
Arauco Wood Products  
Arch Wood Protection  
Arrow Reload Systems Inc.  
Ashton Lewis Lumber Co.  
Asia Building Materials Limited  
Auto-Stak Systems, Inc.  
**Azek Building Products, Inc.**  
BLG Cargo Logistics GmbH & Co. KG  
BNSF Railway  
Beadles Lumber Company  
Benjamin Obdyke Incorporated  
Bennett Forest Industries  
Bennett Lumber Products  
Biewer Lumber  
Binder Holz Deutschland  
Bitterroot Valley Forest Prds.  
Boise Wood Products  
Boozer Laminated Beam Co.  
Brite Manufacturing Inc.  
Buchanan Lumber Sales  
Buse Timber & Sales, Inc.  
C&D Lumber Co.  
CMPC  
Cabot  
Caliper  
Canadian National Railway  
The Carolina Plum, Inc.  
Carrier Lumber Ltd.  
Cascade Structural Laminators  
Cecco Trading  
Cedar Valley Shingle Systems  
Cedarsource Manufacturing, Inc.

Centre Island Cedar Products Ltd.  
Century Aluminum Railings  
Cersosimo Lumber Company  
Chicago Mercantile Exchange  
Coastal Lumber Company  
Coastal Plywood Company  
Collins Companies  
Columbia Cedar  
Colville Indian Plywood & Veneer  
Colville Indian Precision Pine Co.  
Combilift Ltd.  
Composatron Manufacturing  
Correct Building Products LLC  
Cowichan Lumber Ltd.  
DMSi  
Dakeryn Industries Ltd.  
Dansu International  
Desticon Transportation Services Inc.  
Diacon Technologies Ltd.  
Digger Specialties, Inc.  
DiPrizio Pine Sales  
Disdero Lumber Company  
Distribution Open Joist 2000 Inc.  
Domtar Inc.  
Duckback Products, Inc.  
Dunkley Lumber Ltd.  
Durgin & Crowell Lumber Co., Inc.  
Eagle Plywood Specialties  
East Texas Forest Products  
Elk Composite Building Products, Inc.  
Elk Creek Forest Products  
Emerald Forest Products  
Empire Lumber Company  
FLW Wood Products, Inc.  
Federated Co-operatives Limited  
Filler King Company  
Finnforest USA - Engineered Wood Div.  
Fletcher Wood Solutions, A Tenon Co.  
Florida East Coast Railway  
Forest Grove Lumber Co.  
Forest Products Distributors, Inc.

Forest Products Mktg. Council of Guyana, Inc.  
ForesTel, LLC/NAWLA TeleLink  
ForestWeb, Inc.  
Fritch Mill  
GRK Fasteners  
Gator Joist LLC  
Gilbert Smith Forest Products Ltd.  
Gilman Building Products  
Gorman Bros. Lumber Ltd.  
Great Southern Wood Preserving  
Great Western Lumber Company  
Greenland Composites Inc.  
Greenwood International Inc. (GWI)  
Gulf Trading LLC  
Haida Forest Products Ltd.  
Hampton Lumber Sales  
Hancock Lumber Company  
Hankins Lumber Sales  
Hardel Mutual Plywood  
Hoover Treated Wood Products, Inc.  
Huber Engineered Wood LLC  
Hy Mark Wood Mfg., Inc.  
ISIS Wood Product Solutions Inc.  
Icy Straits Lumber & Milling  
Idaho Timber  
Idaho Veneer Co.  
Independent Dispatch, Inc.  
Industries Perron Inc.  
Inter Dyn-Artis  
INTERFOR  
INTERFOR PACIFIC  
International Beams Inc.  
International Forest Products - IFP  
Canada  
InterWrap Inc.  
Irving Forest Products  
J.D. Lumber, Inc.  
Jager Engineered Wood Products  
Norman G. Jensen, Inc.  
J.W. Jones Lumber Co., Inc.  
K Ply, Inc.  
KP Software Systems  
Kalesnikoff Lumber Co. Ltd.  
Keener Lumber Company, Inc.  
Kenora Forest Products  
Klausner Group  
Klenk Holz AG  
Kott Lumber Company  
Krauter Storage Systems  
Kullik & Rullmann AG German Timber  
Export Co.

**Note to Wholesalers — Are all your suppliers on this list?  
If not, give them a call and let them know they should be!  
There are a limited number of exhibit booths still available.**

*There's more...*

LISA Technologies Inc.  
**LP Building Products**  
LWO Corporation  
Lake States Lumber, Inc.  
Lazy S Lumber, Inc.  
Leslie Forest Products Ltd.  
Lewis County Forest Products L.L.C.  
Limington Lumber  
Long Hoh Enterprises Canada Ltd.  
Lumber Loc/KK Mfg. Co., Inc.  
Lumbermen's Underwriting Alliance  
Magnolia Forest Products  
Maibec Industries Inc.  
Maiweave, LLC  
Majure Data, Inc.  
Malheur/Ochoco Lumber Company  
Manke Lumber Co., Inc.  
Manning Diversified Forest Products Ltd.  
Martco Limited Partnership  
Mary's River Lumber Company  
Masisa USA  
Master Mark Plastics  
Maze Nails  
McShan Lumber Co.  
Meridian Forest Products Inc.  
Middle Tennessee Lumber Co., Inc.  
Mill Direct Sales  
Mill River Lumber Ltd.  
Million Loy Development  
J. Mueller Breakbulk Terminal GmbH & Co. KG  
Murphy Plywood  
NAWLA  
Neiman Enterprises, Inc.  
Nordic Engineered Wood  
NorSask Forest Products Inc.  
North American Reload, Inc.  
North Florida Lumber Co., Inc.  
Northland Forest Products Inc.  
Nova USA Wood Products  
Old Town Lumber Co.  
Onyx Innovation, Inc.  
Oregon-Canadian Forest Products  
Owl Distribution Inc.  
PPG Machine Applied Coatings  
The Pacific Lumber Company (PALCO)  
Pacific Western Wood Works Ltd.  
Pacific Woodtech Corporation  
Pactiv Building Products  
Palliser Lumber Sales Ltd.  
Pat Power Forest Products Corporation  
Patriot Timber Products, International  
Pattar Cedar Products Ltd.  
Pennsylvania Lumbermens Mutual Ins. Co.  
Pine Tech, Inc.  
Pittsburgh Logistics Systems, Inc.  
Plum Creek  
Pope & Talbot, Inc.  
Porcupine Wood Products Ltd.  
Postsaver USA  
Potlatch Corporation  
Power Wood Corp.  
Precision Lumber Co.  
Premier Forest Products, Inc.  
PrimeTECH

Probyn Group Ltd.  
Progressive Solutions Inc.  
QB Corporation  
RISI  
RPM Wood Finishes Group  
RBI Enterprises Trading, LLC  
Reality Sales Training  
Redwood Empire  
Reload Inc.  
Rielly Industrial Lumber  
Riley Creek Lumber Company  
Robbins Lumber, Inc.  
Roberts International Corporation  
Rosboro  
**Roseburg Forest Products Co.**  
The Safer System  
Samuel Strapping Systems  
SASCO, Inc.  
Sawarne Lumber Co. Ltd.  
Scoopsoft/BCE Business Solutions  
Seattle-Snohomish Mill Co., Inc.  
Selkirk Specialty Wood, Ltd.  
Seneca Sawmill Company  
Shakertown 1992, Inc.  
Shasta Green Inc.  
Shawood Lumber Inc.  
**Sherwin-Williams Co.**  
Shuqualak Lumber  
Sierra Cedar Products LLC  
Sierra Forest Products  
Sierra Pacific Industries  
Simpson Timber Company  
Sinclar Enterprises Ltd.  
Siskiyou Forest Products  
Skana Forest Products Ltd.  
Snavelly Forest Products  
Snider Industries  
The Softwood Forest Products Buyer  
South Coast Lumber  
Spruceland Millworks Inc.  
Stallinger Timber Industries  
Starborn Industries  
Stimson Lumber Company  
F.H. Stoltze Land & Lumber Co.  
F.C. Stone  
Stora/Enso Timber Group  
Sunbelt  
Sundance Forest Industries Ltd.  
Sunset Moulding Company  
Swan Secure Products, Inc.  
Swanson Group Sales Company  
TAMKO Building Products, Inc.  
TATA Enterprises, Inc.  
TMO Global Logistics  
The Teal-Jones Group  
Teton West Lumber, Inc.  
Tiger Deck LLC  
Timber Products Inspection, Inc.  
TimberTech  
Tolko Marketing & Sales Ltd.  
TradeTec Computer Systems Ltd.  
Tri Pro Cedar Products, Inc.  
TrimJoist Corporation  
Trinity River Lumber Company  
Tripp Lumber Company  
Tristar Companies

Tri-State Lumber Co., Inc.  
Trout River Lumber LLC  
C.M. Tucker Lumber Companies LLC  
Ty-Lan Enterprises, Inc.  
U.S. Fence  
Union Pacific Railroad  
Universal Forest Products  
Vaagen Bros Lumber Inc.  
Versatex Trimboards  
Visscher Lumber Inc.  
**The Waldun Group**  
Warm Springs Forest Products Industries  
Watkins Sawmills Ltd.  
Weaber, Inc.  
Weiss Group  
Welco Lumber Corp.  
West Bay Forest Products & Manufacturing Ltd.  
West Fraser Mills Ltd.  
Western Forest Products Inc.  
Western Lumber Company, LLC  
Westervelt Lumber  
Weston Forest Group  
Westran Services Limited  
Westridge Forest Products  
Westshore Specialties  
Weyerhaeuser Company Ltd.  
Williams Lumber Co. of NC, Inc.  
Wood Priming Products  
WoodPro Software Inc.  
WoodSmart Solutions Inc.  
Woodtone Building Products  
Wynndel Lumber Sales Co. Ltd.  
Yakama Forest Products  
Zip-O-Log Mills

### **Associations**

APA - The Engineered Wood Association  
IWPA  
Northeastern Lumber Manufacturers Assn.  
Softwood Export Council  
Southern Pine Council  
Press  
The Merchant Magazine/Building Products Digest  
Random Lengths Publication

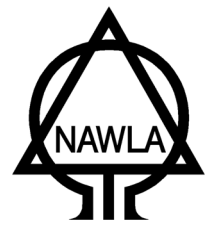
## ***NAWLA Traders Market<sup>®</sup>***

***November 15-17, 2007  
Hilton Anatole,  
Dallas, TX***

***Don't forget to book  
your hotel room.  
See Y'all There!***



# NAWLA Webinar



## “How to Help First-Time Managers Reach Their Potential”

**Thursday, August 23, 11:00 AM CST • Cost: \$79 per site**

How can you tell if someone who you’ve just promoted to a management position for the first time has what it takes? Will they be able to organize projects? Keep others motivated? Will they be overly demanding? Or not demanding enough?

In this Webinar conducted by Caliper Corporation, NAWLA’s recommended and approved service provider of human resources consulting, you can learn more about the common pitfalls for first-time managers and how to set your newly promoted leaders up for success. Please join us on Thursday, August 23rd at 11:00 AM CST.

**Moderator:** Patrick Sweeney, Executive Vice President, Caliper  
**Executive Perspective:** Eileen Krantz, Vice President of Organizational Development, Caliper  
Amy Addison, Internal Sales Director, John Hancock  
John Carlson, President & CEO, Bridgton Hospital

A few days prior to the program, you will receive an e-mail that contains a phone number to call, a pin number and instructions to log onto the Website to view the information as the seminar unfolds. When it is time to gather around the computer/speakerphone, dial in the phone number, log onto the Website and enjoy this interactive Webinar. The Webinar will last approximately 45 minutes with 15 minutes at the end for questions.

### Here's How to Register

Fax your completed registration form to NAWLA at (847) 870-0201. The cost is only \$79 per site, and you can have as many people at your site as you would like. No limit!

Complete the form below and return to NAWLA for the "How to Help First-Time Managers Reach Their Potential" Webinar, August 23, at 11:00 AM Central Standard Time.

Name _____	Company_____
Phone _____	E-mail Address _____
Credit Card Number _____	Expiration Date _____
Cardholder’s Name on Card _____	
Cardholder’s Signature _____	
Billing Address _____	



# Navigating Environmentally Friendly Design with today's Sustainable Construction Tools.

By: Ward Hubbell, Green Building Initiative™

Building performance is a hot topic in the news today. Growing concerns regarding global warming as well our over-dependence on a limited supply of fossil fuels are just two of the many factors which have made green building one of our society's true imperatives.

Yet while the building sector has an opportunity to lead the fight against climate change by developing carbon neutral buildings, this task can be especially challenging because there are no proven tools exist to track progress. Additionally, there is the all-too-common problem of buildings designed to be energy efficient, environmentally sustainable and healthier for occupants failing to meet performance expectations.

The facts are very clear – buildings are huge emitters of greenhouse gases and even larger consumers of energy. The silver lining in this rather ominous cloud is the projection by the American Institute of Architects that in less than 30 years, 75 percent of the buildings in this country will be either new or remodeled.

With that in mind, one must realize that today's building community has the unprecedented opportunity to literally change the world. Getting there won't be easy, and our biggest challenge is addressing the increasingly obvious gap between design and performance.

Think about it. Why would building owners continue to approve (and pay for) designs if they're predicated on cost savings or other values that may never be realized. How long will designers be willing to predict values that are beyond their control? How do we collectively ensure that high performance designs lead to high performance buildings?

The green building movement is experiencing a fundamental shift, away from a prescriptive methodology—whereby materials are assumed to have environmental benefits based on rapid renewability, recycled content and other attributes—toward one that emphasizes measurable performance.

At the core of this transformation are aspects such as Life Cycle Assessment (LCA), a focus on effective building operation and maintenance and movement toward the development of true consensus standards for green building.

The importance of each of these aspects, combined with green design techniques from the beginning, is necessary to ensure a sustainable built environment. Just as one can purchase a superbly designed vehicle, performance will greatly depend on how often one changes the spark plugs, rotates the tires and drives in for a tune up. The same principle applies to buildings.

That's why the Green Building Initiative™ (GBI), a not-for-profit, 501(c)(3) organization dedicated to accelerating the practice of designing and maintaining more energy efficient, healthier and less environmentally-impactful buildings, offers its Green Globes™ suite of tools to facilitate and certify building design as well as building operation and maintenance.

Green Globes is a revolutionary green management tool that features an assessment protocol, rating system and guide for integrating environmentally friendly design into commercial buildings. It features modules for New Construction and the Continual Improvement of Existing Buildings and facilitates recognition of completed projects through third-party verification. The system is successful because it is rigorous, yet easy to use and affordable. Due to its unique, Web-based platform, the detailed information and references users need to design sustainable, energy-efficient buildings are embedded within the system providing the most relevant information at exactly the time it is needed.

However, no matter what path you follow when building a sustainable structure, it's important to ensure you incorporate the following elements:

## The Importance of Life Cycle Analysis

While environmental attributes—such as durability, recycled content and short term renewability—are all important considerations, we must ultimately make decisions about the products we use based on a sound understanding of their lifetime environmental impact. Good life cycle assessment data can help to achieve our goals of carbon neutral buildings.

While LCA, which allows the impartial comparison of materials, assemblies and even whole buildings, from cradle-to-grave, in terms of quantifiable indicators of environmental impact such as global warming potential, has been widely accepted in the environmental research community as one of the best ways to assess building sustainability, its applications have historically been limited because of complexity and cost—but that's about to change.

For more than a decade, the Athena Institute has been helping architects, engineers and other to evaluate the environmental impacts of new and existing buildings through LCA. In North America, they offer the only two software tools for the life cycle assessment of whole buildings and assemblies—including the new ATHENA® EcoCalculator for Assemblies—which was completed in June.

The EcoCalculator, which can be downloaded free of charge from Athena's Web site ([www.athenasmi.ca](http://www.athenasmi.ca)), provides instant LCA results for more than 400 common building assemblies. The information embedded in the tool is based on detailed assessments completed with its parent software, the ATHENA® Impact Estimator for Buildings, which in turn uses Athena's own widely-acclaimed datasets and data from the US Life Cycle Inventory Database ([www.nrel.gov/lci](http://www.nrel.gov/lci)).

The tool takes into account aspects such as resource extraction and processing, product manufacturing, on-site construction of assemblies, all related transportation, maintenance and replacement cycles over an assumed building service life and structural system demolition and transportation to landfill.

The EcoCalculator is a generic version of a tool commissioned by the GBI for integration with the Green Globes environmental assessment and rating system, which was developed in association with the University of Minnesota and Morrison Hershfield Consulting Engineers.

## Ensuring Effective Building Operation and Maintenance

There is an increasing demand for accountability—through mechanisms such as climate change legislation, which mandate energy and CO<sub>2</sub> reductions—and building owners are being called upon to improve building performance with verifiable results. They need to know quickly and reliably whether specific improvements are having the intended effects.

However, the unfortunate reality is that many buildings designed to be sustainable fail to perform as expected. There are logical reasons, such as predictions having been based on ideal assumptions, while actual performance was diminished by unforeseen variables, such as moving budget targets, value engineering, or insufficient commissioning. Yet to a building owner that receives higher than expected utility bills or fails to achieve his or her energy reduction targets, the reasons matter less than the results.

What's been lacking is a way to measure and monitor performance on an ongoing basis, which is why the GBI recently introduced Green Globes for Continual Improvement of Existing Buildings (Green Globes-CIEB).

The CIEB module allows building professionals access to a tool that enables them to create a baseline of their building's performance, evaluate interventions, plan for improvements, and, most importantly, monitor success—all within a holistic framework that also addresses the building's physical and human elements such as material use and indoor environment.

At the heart of the system is a questionnaire divided into the six main categories used to define building sustainability, including: energy, water, resources, indoor environment, environmental management, and emissions, effluents and other impacts. Questions are mostly of the yes/no variety and can be answered in two to three hours, providing users have information such as their utility data. Once complete, the system generates a report identifying strengths and weaknesses, suggesting opportunities for improvement and providing an interim score based on a total of 1000 possible points.

Buildings that achieve a minimum score of 70 percent or more out of 1,000 possible points receive a Green Globes rating, but they must undergo an audit and on-site inspection by a qualified third-party verifier before being promoted as Green Globes certified. The audit includes a review of utility bills and evaluation of strategies related to air quality, lighting loads and acoustics as well as supporting documentation (such as preventive maintenance records). The site inspection includes a review of the building's features and systems, and an interview with the facility manager regarding operational policies and procedures.

In the context of climate change, energy is the most significant area of assessment within Green Globes-CIEB. A combined focus on energy use, building features and management helps to pinpoint where performance is lacking and what corrective action is required.

Green Globes-CIEB is being pilot tested with the goal of demonstrating that it provides the combination of a credible baseline and guidance that allows users to plan with accuracy the interventions required to achieve measured reductions in energy consumption for existing buildings.

### **A Move Toward Standardization**

True consensus standards are established when a recognized standards developer follows a prescribed process that subjects every aspect of its rating system to review, analysis and voting by a balanced group of independent stakeholders.

GBI is the first green building organization to become a standards developer under ANSI whereby the Green Globes system is undergoing a thorough review by an independent technical committee and seven expert sub-committees, which will make modifications through a formal voting process.

Before it can be ratified, the standard must be released for public comment and all negative comments must be addressed by the committee in writing.

While other green building standards may be referred to as consensus standards, they are neither developed nor maintained through an independent, third-party process for consensus development. This is an important distinction, not only because the federal government has stated that it prefers voluntary consensus standards for use in federal buildings, but because standards not developed by consensus are under the control of their governing bodies.

With an estimated 100 million buildings in operation by 2010, it is vital that organizations like the GBI and others encourage green building by developing third-party codified consensus standards buildings based on sound building science.

The GBI is committed to offering consensus-based standards that are also practical and affordable, and give design and construction professionals the confidence that they are working with the best tools available. Utilizing established, consensus-based procedures, such as those required by ANSI, to develop a green building standard encourages a fair, equitable and open process that helps ensure the best standard will be brought forward to the public and will only further benefit our built environment.

### **Green Design Remains Key**

While we focus on topics such as LCA and building management, let's not also lose sight of the importance of environmentally conscious green design. It is vital that we continue to focus on building sustainable structures, but also make this technology accessible to the mainstream. Green Globes and other similar tools play an important role by attracting mainstream design and construction professionals whose needs (and budgets) aren't met by other systems, and it's important for them to know about the options available as we seek to improve our built environment.

### **About the Green Building Initiative**

The mission of the Green Building Initiative is to accelerate the adoption of building practices that result in energy-efficient, healthier and environmentally sustainable buildings by promoting credible and practical green building approaches. A not-for-profit education initiative, the GBI is supported by a broad cross section of organizations and individuals with an interest in residential and commercial construction. For more information on the Green Building Initiative, please visit [www.thegbi.org](http://www.thegbi.org).

*Learn more about "Navigating Environmentally Friendly Design with today's Sustainable Construction Tools" in a webinar conducted by the GBI on Thursday, September, 19th at 11:00 AM CST. This webinar will be moderated by Ward Hubbell, president of the Green Building Initiative.*

*For nearly two decades, Ward Hubbell has been a leading communicator and strategic advisor in the natural resources field serving in a range of capacities in the public and private sectors.*

*Since helping to establish the Green Building Initiative in 2004, Hubbell has guided its evolution into a national organization promoting green building approaches in dozens of major U.S. markets. Under his leadership, the GBI became the first green building organization to be certified as a standards developer by the American National Standards Institute (ANSI), and is in the process of establishing its proprietary tool, the Green Globes environmental assessment and rating system for commercial buildings, as an official ANSI standard. Hubbell has also been instrumental in the development of locally-relevant green building programs based on the NAHB Model Green Home Building Guidelines across the country.*