

# Bulletin

NAWLA - The Global Network of Channel Partners in the Lumber and Building Materials Industry



The May 2007  
NAWLA *Bulletin* is  
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## 115th NAWLA Executive Conference A Success!

The 115th NAWLA Executive Conference was held May 6-8, 2007 at the Desert Springs, JW Marriott Resort & Spa in Palm Desert, California. With the desert temperature nearing 100 degrees, delegates were still able to enjoy camaraderie, networking, business and relaxation over the course of their stay.

The event began Sunday with Committee meetings in the morning, followed by a NAWLA Board of Directors meeting in the afternoon. The dancing shoes were in full swing as the evening ended with the NAWLA Chairman's Banquet and Dance.

Monday began with the ever popular 5K Run/Walk and Spouse Breakfast. This year's educational programs highlighted an *Economic Overview for 2007* by Dr. Stanley Duobinis. Walter Foxworth, Paul Hylbert and John Mikkelson followed with a Panel discussion on the *Industry Outlook*. Tours of the San Andreas Fault and Aerial Tram rounded out the afternoon.

Tuesday, the final day of the conference, featured the NAWLA Open Golf Tournament in the morning, followed by the General Session and Contact Session in the afternoon. The event concluded with the Fun Night Party - Vegas Theme in the evening.

*Please see the enclosed photo recap for a detailed view of events along with a complete list of our event sponsors.*

**Bulletin 5-07**  
**May 29, 2007**



## AF&PA Announces New Acting President and Executive Director

The Board of Directors of the American Forest & Paper Association (AF&PA) announced the appointment of Donna A. Harman as acting President and CEO replacing Juanita Duggan who has resigned to pursue other interests. Donna previously served as the AF&PA's Senior Vice President, Policy and Government Affairs.

Michael A. Virga will take over as Executive Director of the Association's Forestry Sector bringing with him over 23 years of experience. Mr. Virga will lead the development and execution of policies and strategies at the federal, state and local level to maintain the long term value and productivity of private forestlands throughout the United States.



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

The NAWLA Wood Basics Course is an intensive, four-day training experience that is custom-tailored to the forest products industry. This course is a must-attend for employees and management with two weeks to two years of experience in all areas of their companies. Since its inception in 1981, over 1,300 lumber professionals have graduated from this course.

While receiving specialized training, students interact closely with one another throughout the course, developing close ties that will benefit them throughout their careers. Course topics include Forest Ecology, Engineered Products, Transportation, Grading, Structural Panels, Lumber Manufacturing, Dimension Lumber, Specialty Products, Environmental Issues and many more. This course also includes mill tours and a trip to a working instructional forest.

*Please see the enclosed flyer for more details.*

**Included with this month's NAWLA Bulletin:**  
**2006 - 2007 NAWLA Chairman's Report**  
**2007 NAWLA Executive Conference Photo Recap**  
**NAWLA Wood Basics Course Info**  
**NAWLA Succession Planning Webinar**

## Industry News



*Lance Hopper* has joined **Capital Lumber** as sales manager for its Dallas location.

The **North American Building Material Distribution Association (NBMDA)** has elected *Roger Debnam* as president.

*Ed Linehan* has joined **Russin Lumber** as the director of marketing.

*Eric Stout* has joined the Tacoma division of **Capital Lumber** as assistant sales manager.

**Capital Lumber** welcomes *Michelle Tharp* as account manager for its Dallas division.

**American Lumber** is proud to announce the appointment of *Neil Nugent* as director of distribution sales.

*Jim Teadt* has been appointed general manager of **Biewer Lumber's** new division, **Biewer Industrial Lumber**.

**Forest Sales Corporation** welcomes *Michael E. Johnson* to its sales staff.

*Ron "Coach" Anderson* of **Weekes Forest Products** and **North Star Forest Materials** will retire after dedicating 31 years to the lumber industry.

**Northwestern Lumber Association** has appointed *Paula Siewert* as its new president, replacing *Gary Smith* who is retiring.

**Capital Lumber** announced its Chino distribution facility will be expanding by 2 ½ acres.

*Sakhawat Amin* has joined **Capital Lumber** as an EWP Department Supervisor.

*Lampe & Malphrus Lumber Company* - Smithfield, N.C.; *Anthony Forest Products* - Atlanta, TX; *Hood Industries, Inc.* - Waynesboro, Miss.; *Weyerhaeuser Company* - New Bern, N.C. and Taylor, LA will receive **Southern Forest Products Associations** 2006 Sawmill Safety Award.

### Looking For a Highly Qualified Summer Intern?

Eric Karbowski, an Eagle Scout in his early 30's is looking for an internship opportunity with a NAWLA member in the Portland, Oregon area over the Summer. Eric is currently enrolled in a lumber program, working with Terry Brown, Director of the Lumber Quality Institute and former Professor at Oregon State University.

Please contact Eric Karbowski at:  
karbowse@onid.oregonstate.edu

## NAWLA Executive Conference Golf Outing Results



With plenty of extra golf balls and cigars in tow, twenty two foursomes teed it up in the grueling 100 degree heat on the beautiful Valley Course at the Desert Springs, JW Marriott Resort & Spa. The scramble format golf outing once again proved to be a big hit (*no pun intended*)!

Congratulations to the following winners of the 2007 NAWLA Executive Conference Golf Outing:

**First Place Team:** John Jayne, Tom Rice, Brad McMurchie and Greg Ryback.

**Second Place Team:** Alan Wagner, Clint Darnell, Mike Russell and Monte Jensen.

**Third Place Team:** Omar Lavelle, Mark Donovan, Bruce Johnson and Gregg Riley.

### Women Skills Contest Winners:

Barbara Boyd - Closest to Pin  
Chris Cooper - Longest Drive  
Frankie Epperson - Most Accurate Drive

### Men Skills Contest Winners:

Chuck Harris - Closest to Pin Hole 6  
Buddy Klumb - Closest to Pin Hole 15  
Bob Maurer - Longest Drive  
Pat Colgan - Most Accurate Drive

Thank you to everyone who purchased mulligans benefitting the Temperate Forest Foundation.



## 2007 NAWLA Traders Market Update

The 2007 NAWLA Traders Market® is approaching quickly and will be returning to Dallas and the Hilton Anatole November 15-17. The event has drawn enormous advance interest and promises to be a tremendous success.

Booth space for the 12th NAWLA Traders Market is almost at capacity, so if you are interested in a booth please contact NAWLA as soon as possible at (847) 870.7470. Registration information for the Traders Market is forthcoming and will include a 4-color brochure, registration, advertising and sponsorship forms. All registration forms will also be available online at [www.nawla.org](http://www.nawla.org).

## Green Book's Softwood Marketing Directory Now Available ONLINE!

The 2007 edition of Green Book's Softwood Marketing Directory is now available ONLINE! This service gives softwood lumber sales representatives instant access to over 5,000 woodworking and industrial plants' softwood lumber purchasing needs. Each listing includes species, grades, thicknesses and quantities of lumber purchased regularly. It also gives the lumber buyer's name, address, telephone and fax numbers, e-mail and web address.

The 2007 edition of Green Book's Hardwood Marketing Directory is also available for lease in both a printed version and ONLINE! It is filled with over 7,900 woodworking plants and distribution/concentration yards throughout North America. For more information on either Green Book, contact Charlene Jumper at (901) 372.8280 or [greenbook@millerpublishing.com](mailto:greenbook@millerpublishing.com).

**Thanks to all for making the 2007 NAWLA  
Executive Conference a complete success!  
We look forward to seeing everyone next yeat at the  
Loews Ventana Canyon Resort — Tucson, Arizona  
April 20-22, 2008**



## NAWLA President and CEO, Nicholas Kent Honored as Distinguished Alumni

Nick Kent, NAWLA President and CEO, was recently honored as a distinguished Alumni of the West Virginia University, College of Agriculture, Forestry and Consumer Sciences.

Nick has been President and CEO of NAWLA since 1988, and has guided NAWLA in becoming one of North America's leading trade associations.

Nick's vision has brought NAWLA much success with its industry networking efforts, educational offerings, and the continuously successful NAWLA Traders Market®.

Congratulations to Nick for this recognition and for his efforts on behalf of the industry and NAWLA.

## NAWLA Bulletin Sponsorship Opportunities

Looking for some additional exposure? Consider sponsoring the *NAWLA Bulletin*. The *Bulletin* is an excellent way to increase both name and brand recognition. Sponsorship includes a banner on the top front page with your company information. Please contact Susan Skorich at: [sskorich@nawla.org](mailto:sskorich@nawla.org) if you are interested.



## Softwood Export Council Trade Leads

NAWLA is an association member of the Softwood Export Council (SEC). The SEC, funded through dues and funds from the U.S. Department of Agriculture, recently hosted booths at various International Trade Shows.

Craig Larson, Softwood Export Council President, visited several of the shows and has provided NAWLA members with a lengthy list of importer contacts for both structural and interior construction applications.

These are "raw" trade leads and neither NAWLA nor SEC can vouch for the integrity of the firms submitting inquiries.

NAWLA's membership in the SEC is a gateway to the wealth of information on export opportunities for U.S. products.

Please go to the NAWLA website at [www.nawla.org](http://www.nawla.org) for a direct link to the trade show leads.

Note: NAWLA has no immediate knowledge of companies making inquiries. It is incumbent upon those contacting these importers to satisfy themselves as to the qualifications of all referrals that NAWLA posts.

## Save the Dates!

## NAWLA Traders Market®

**November 15-17, 2007**

**Hilton Anatole Hotel    Dallas, TX  
214.761.7500    [www.nawla.org](http://www.nawla.org)**

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



May 30-June 1, 2007

### Maritime Lumber Bureau

Charlottetown Delta - *Prince Edward Island*

(902) 667-3889 [www.mlb.ca](http://www.mlb.ca)

Annual Meeting

June 3-6, 2007

Kitchen Cabinet Manufacturers Association

The Resort at Squaw Creek - *Lake Tahoe, CA*

(703) 264-1690 [www.kcma.org](http://www.kcma.org)

Annual Convention

June 4-7, 2007

Intertribal Timber Council - *Poison, MT*

(503) 282-4296 [www.itcnet.org](http://www.itcnet.org)

National Indian Timber Symposium

June 10-13, 2007

### Forest Products Society

Hilton Hotel/Knoxville Convention Center - *Knoxville, TN*

(608) 231-1361 [www.forestprod.org](http://www.forestprod.org)

International Convention

June 14-16

### Florida Building Materials Association

Ocean Reef Club - *Key Largo, FL*

(352) 353-0366 [www.fbma.org](http://www.fbma.org)

Summer Conference

June 21-23

### Southern Forest Products Association

Georgia World Congress Center - *Atlanta, GA*

(504) 443-4464, ext. 214 [www.sfpaexpo.com](http://www.sfpaexpo.com)

EXPO 2007 - 29th Forest Products Machinery & Equipment Exposition

June 27-30, 2007

### Temperate Forest Foundation - *Portland, OR*

(503) 579-6762 [www.forestinfo.org](http://www.forestinfo.org)

Pacific Northwest Teachers Tour

July 12-15, 2007

### Mississippi Lumber Manufacturers Association

Grand Casino & Resort - *Tunica, MS*

(610) 982-1731 [www.mslumbermfg.org](http://www.mslumbermfg.org)

Mid-Year Convention and Trade Show

July 18-21, 2007

### Temperate Forest Foundation - *Escanaba, MI*

(503) 579-6762 [www.forestinfo.org](http://www.forestinfo.org)

Lakes States Teachers Tour

July 19-21, 2007

### Western Red Cedar Lumber Association

Grand Okanagan Resort - *Kelowna, BC*

(604) 891-1231 [www.wrcla.org](http://www.wrcla.org)

WRCLA Annual Cedar Conference

July 22-24, 2007

### Appalachian Hardwood Manufacturers, Inc.

The Greenbrier - *White Sulphur Springs, WV*

(336) 885-8315 [www.appalachianwood.org](http://www.appalachianwood.org)

Summer Family Conference

July 26-28, 2007

### Southeastern Lumber Manufacturers Association

Lansdowne Resort - *Leesburg, VA*

(404) 361-1445 [www.slma.org](http://www.slma.org)

Annual Conference

July 26-29

### NOFMA - The Wood Flooring Manufacturers Association

Amelia Island Plantation - *Amelia Island, FL*

(901) 526-5016 [www.nofma.org](http://www.nofma.org)

Mid-Year Meeting

## Quote of the month

*"Character cannot be developed in ease and quiet. Only through experiences of trial and suffering can the soul be strengthened, vision cleared, ambition inspired and success achieved."* - **Helen Adams Keller**

## Keep The News Coming!

Contact us at:

**NAWLA**

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

Editorial ideas, quotes, and news stories go to

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



## Succession Planning: When Executives Leave, Who Will Take Over?

Caliper Management, Inc.

When General Electric CEO Jack Welch announced his retirement in 2001, the big question was, “Who would take his place?” Interestingly enough, he said at that time, “All I know for certain is that my replacement will not be like me.”

And later this month, Colgate-Palmolive and AT&T will encounter the same issue when their CEOs step down. Nothing could be more important to the future of these iconic companies than who takes the helm.

This is happening at a time when more and more of the baby-boom generation are retiring, which is leaving the corporate world to face the most severe leadership shortage of our time. As a result, companies are investing more than ever before in recognizing the potential and developing the talent of their key executives. Otherwise, when the time comes for their leaders to retire, these companies will find themselves in dire straits. What they desperately need – and for too long have been ignoring – is a pool of talent that is ready to step in and move the organization forward.

“Every time I have conversations with CEOs, they are concerned about their leadership team,” said Jo Moore, Senior Vice President of Organizational Development at Caliper, an international management consulting firm. “There is a war for talent going on, and people are realizing they have not been developing others the way they should have in order to replace this large amount of people who will retire in the next few years.”

According to a Caliper survey, half of the companies that participated expect to lose 50 percent or more of their senior management by 2010. With key positions left unfilled, an organization can find itself at a standstill - decisions left unmade, problems left unsolved and money being lost.

To ease the transition of new management, companies can turn to succession planning, a process in which high-potential employees are identified and developed to fill key leadership positions. With an effective succession plan in place, employees are prepared for high-level roles to help companies drive their competitive strategies, reinforce values and secure its future.

At Franciscan Health System, 50 percent of its executive team was approaching retirement age within the next three to four years, and without a plan to fill these spots, management had to create a system for identifying and grooming potential leaders so they could move seamlessly into key roles as they opened up. President and CEO Joseph Wilczek and Vice President of Human Resources Dave Lawson agreed replacing employees in leadership positions with outside candidates was costly and somewhat risky, so they looked at untapped talent within the organization to identify and begin developing the right people.

“The assessment of our staff and finding out their leadership qualities is what will make us or break us,” said Lawson. “We have to see how someone is doing now to determine if they have the potential to go two to three levels beyond what they are today.”

### How to Get Started

To create a succession plan that produces a strong talent management pool, companies can follow these steps:

#### Step One: Assess the business strategy and define leadership objectives.

Succession planning cannot even begin without a thorough understanding of where the company needs to go – and how it plans to get there. Top management needs to assess current and future business strategy. Then, a clear vision of the company’s competitive position in the marketplace will come into focus. From this, management will start to get a glimpse of the company’s future leadership needs.

#### Step Two: Develop the model for an integrated talent management system.

To prepare future executives, it is important to determine what they will be called upon to do and what competencies they will need to succeed. Once these are established, a company can identify and evaluate internal talent and then create a selection system to choose the best candidates for its high-potential talent pool.

In addition to identifying executive competencies, organizations should try to uncover executive “derailers,” traits that can cause executives at any level to fail. These might include the inability to motivate others or build a team, indecisiveness or the tendency to take criticism too personally. Knowing what works and what doesn’t makes for a comprehensive leadership model.

#### Step Three: Assess and align the talent in the organization with its business strategy.

In this step, a company can begin to assess and identify people with leadership potential. To ensure the process is objective and to avoid overlooking individuals currently in non-management roles, assessments should be used along with information regarding an employee’s current performance. Casting a wide net makes certain promising people at various levels of the organization are included.

#### Step Four: Provide leadership feedback and development planning.

Filling key positions from within an organization is often more desirable than bringing in an executive from the outside. It has the added benefit of providing talent growth and retention, and employees can feel valued and confident they have a future with the company. Therefore, it is crucial to facilitate a clear understanding of an organization’s leadership competencies and developmental needs to the executive team.

#### Step Five: Implement, monitor, measure and report developmental strategies.

To be certain the right people are waiting in the wings, leadership development has to be a continuous process. People can change their behavior and develop new skills if they are motivated and provided with the required resources and support. This type of learning can have a much greater and lasting impact than conventional training. As individuals in the talent pool grow, that growth should be measured over time. Also, specific strategies to address a company’s business needs will have to be implemented.

Preparing individuals for future leadership roles will save time and money, while also ensuring the vision, goals and values of the organization are maintained and the growth of the company is secured.

*Learn more about the benefits of succession planning in a webinar conducted by Caliper, NAWLA’s endorsed management consulting firm, on Wednesday June 20<sup>th</sup> at 12:00 PM EST.*

*This webinar will be moderated by Patrick Sweeney, Executive Vice President of Caliper and co-author of the best-selling book “How To Hire & Develop Your Next Top Performer.” He will interview Caliper Senior Vice President of Organizational Development Jo Moore, who has worked extensively with executives in the succession planning process, as well as Dave Lawson, Vice President of Human Resources at Franciscan Health System, who has his high-potential employees assessed and developed to prepare them to be tomorrow’s leaders.*



# NAWLA Webinar

## Succession Planning:

### How to Develop the Future Executives of Your Organization

Wednesday, June 20, Noon EST • Cost: \$79 per site

As more and more of the baby-boom generation are retiring, the corporate world is left to face the most severe leadership shortage of our time. With key positions left unfilled, an organization can find itself at a standstill - decisions left unmade, problems left unsolved and money being lost.

To ease the transition of new management, companies can turn to succession planning, a process in which high-potential employees are identified and developed to fill key leadership positions. With an effective succession plan in place, employees are prepared for high-level roles to help companies drive their competitive strategies, reinforce values and secure its failures.

Learn more about "Succession Planning" in a NAWLA Webinar presented by Caliper Corporation, NAWLA's recommended and approved service provider of human resources consulting.

**Moderator:** Patrick Sweeney, Executive Vice President, Caliper

**Presenters:** Jo Moore, Senior Vice President of Organizational Development, Caliper

Dave Lawson, Vice President of Human Resources, Franciscan Health System

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 "Succession Planning Webinar" at Noon EST.

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

Phone: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholder's Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

\_\_\_\_\_