

# Machine Stress Rated Lumber Producers Council MSR Update

Winter Issue

December 1999

## BCMC 1999

As you can see, we were present at this year's Building Component Manufacturers Conference held October 20-22 in Kansas City, MO. The facility was wonderful and it was nice to see so many of you.

I would like to thank all of the people that spent time in the MSRLPC's booth at the BCMC with Kathy James, Gerry Wersch, Collin Zack, Cathy Clay, Brian Walker, Lori Stotts, Craig Stuart, Chuck Murdoch, Griffin Jones, Bill Love and Mike Casey.

Thanks so much.

Mike George



Cathy Clay and Mike George visit at the MSRLPC BCMC booth.

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## SIXTH ANNUAL WORKSHOP MAY 2-3, 2000

We are looking for sponsors for events at our next Workshop. The main events we would like to have sponsored are two receptions, one breakfast, one lunch, one dinner and possibly transportation to and from tours. There are three levels of sponsorship:

- Gold:** Donation of \$2,000
- Silver:** Donation of \$1,000
- Bronze:** Donation of \$500

Gold sponsors will receive two free registrations to the Workshop. A Silver sponsor will receive one free registration to the Workshop. In addition, we will have a sign posted at each particular event indicating which company(s) is sponsoring the Workshop. We will also have a sign posted at the registration table indicating the Gold, Silver and Bronze sponsors for the entire event. Sponsorship is open to any company.

If you are interested in sponsorship or have any questions, please contact Kathy James.

# PRESIDENT'S MESSAGE – by Mike George

If you're like most people, you see yourself as trustworthy. I'm also sure that most people you come in contact with value predictability in their world so they can anticipate changes, make intelligent decisions, and set plans. Yet some people in the lumber business are often kept in the dark about the types of lumber that they need to use. In the absence of good information, people draw their own conclusions; and guesswork is a shaky foundation for trust.

The MSR Lumber Producers Council is a non-profit corporation established in 1987. It represents the interest of both manufacturers and users of Mechanically graded lumber products. MSR lumber is the lumber your company needs if you value predictability. Every piece of lumber that has a MSR or MEL grade stamp has gone through a process that has evaluated the stiffness or another property that relates to strength. During production, samples are taken and tested on a regular basis. And the entire process is monitored by a third party grading agency.

This year, the MSR Lumber Producers Council has embarked upon a number of challenging events. This spring we held our annual meeting in Georgia. Next May the meeting will be held in Quebec City. The Council has worked closely with the WTCA in 1999, and was a Platinum Sponsor for the November

Chapter Summits across the U.S. The Marketing Committee has worked tirelessly with Jaenicke Marketing and the fruits of those labors will be seen in ads of upcoming issues of *WOODWORDS* and *Rural Builder Magazine* to name a couple.

The Technical Committee is producing new information sheets that will be available as they are finished, and Kathy James, the Council's business manager, has developed a web site you can visit. Look up [www.msrlumber.org](http://www.msrlumber.org) to find out more about activities we are involved in and who our member companies include.

So many of the changes you see going on these days are designed to help organizations pick up speed. These are not casual moves or random acts dreamed up by bored executives. What you are witnessing are instincts at work. Companies must change with their customer base. MSR is growing fast in all geographic segments. If you want to build a solid foundation, with lumber you can trust, then look to the MSR Lumber Producers Council for assistance.

Mike George


**NOTE: NEW EMAIL ADDRESS:**  
[mike.george@weyerhaeuser.com](mailto:mike.george@weyerhaeuser.com)

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## UPDATES


### **Marketing Update**


 The Marketing Committee has been working with Don Jaenicke to develop ads for a few magazines. One ad appeared in the December issue of **WOODWORDS** and the other in the December issue of **Rural Builder**.

 The Marketing Committee is also involved in the process of developing the "technical notes" by the Technical Committee.

### **Workshop Update**


 The Workshop is set for 2 - 3 May 2000 in Quebec City, QB. At the Le Chateau Frontenac Hotel.


 A brochure should be mailed out within the next month.

 Information will also be posted on the web site within the next month.


### **Web Site Update**

 Further development of the web site is in progress.

 Educational brochures and information are the next pieces of information set to be added.

 A questionnaire has been sent to the membership regarding particular information to list on the web site. The Board of Directors and Web Site Committee have determined what information to include so each member will be represented equally.

### **Technical Update**

 The technical committee is in the process of developing a series of one page "technical notes" to be distributed at trade shows and in mailings.

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# NEW MSR LUMBER ADS AND PUBLICITY REFLECT RESULTS OF RESEARCH SURVEY

– by Don Jaenicke

Trade magazine ads and publicity articles have been developed from information generated by the MSR Lumber Producers Council membership survey conducted at the annual meeting in April.

Responses to the survey indicated that:

1. Truss manufacturers, retail dealers, architects and builders are the most important specifiers for MSR lumber.
2. The most significant benefits of MSR lumber to lumber specifiers are:
  - Increased confidence, because of its reliability and predictable performance.
  - More accurate measurement of stiffness and strength.
  - Less waste, fewer callbacks.
  - Helps avoid overbuilding.
3. The most significant problem areas for MSR lumber are:
  - Limited awareness and availability.
  - Competition from engineered wood and visually graded lumber.
  - The need to create additional markets.
4. What message should MSR lumber be communicating to the specifier?
  - MSR lumber offers higher market value and predictable performance.
  - It is a structurally engineered building product that is cost effective.
  - It targets the lumber to specific end-use applications.
  - It's backed by four decades of proven performance—one of the first “engineered wood” products, now generating one billion BF of production annually.

## Look for MSR Ads

**Jaenicke Marketing Works** has developed two new ads aimed at lumber specifiers, and two trade magazine articles with “testimonials” on MSR. The ads are running in the current issues of *Rural Builder* and *WOODWORDS*. The publicity articles are being reviewed by the board.

**In Rural Builder:**  
**MSR Lumber Gives Your Trusses Less Fat and More Muscle.**

*“With MSR Lumber, you utilize full design strengths to minimize expensive over building.”*

**In WOODWORDS:**  
**MSR Lumber Eliminates Call-Backs and Surprises.**

*“Builders and framers...have two main reasons for specifying MSR lumber - reliability and elimination of call backs.”*

## “Notable Quote”

From the December issue of **WOODWORDS** (magazine published by WTCA).

*“Years ago I when I started tracking the cull percentage [of the lumber I buy], I discovered my true cost and made the decision to do something about it. Today I don't buy the lowest grade of lumber on the market and hope that everything will work out in the end. As a*

*matter of fact, our company now exclusively purchases MSR and MEL for chord stock...Our current cull percentage is less than two percent on all grades...five percent savings in lumber costs is much more dramatic than a five percent savings in plates or labor.” - Roger Gibbs, President of WTCA*

First of all, WTCA thanks the MSRLPC for being a Platinum Sponsor of all four of our Chapter Summits. WTCA believes that great changes are taking place in our industry, all of which are being driven by our customers. Our industry's desire is to be responsive to the needs and demands placed on us. This will result in great opportunities for us.

It seems to the truss industry to make incredibly good business sense to listen closely to these customer needs as an industry. Then do everything in our power to work on activities that meet those needs or guide those needs in a way that allows us to meet them better than we currently may be.

One of the underlying tenants that all businesses face is that the industry that understands the economic structure of the market stands the best opportunity to have a very positive impact on the future. It is clear that the only solution that ultimately has an impact in the game of business is the economic solution that has the greatest value in solving the customer's problem. There is a great deal of work to be done by all industries in this area.

To that end here is what the WTCA Board views as its top mandatory priorities for 2000 in priority order:

1. Development of the Structural Building Component Manufacturers Council–WTCA Investment \$30,000 for 2000.
2. *WOODWORDS*
3. BCMC
4. Follow through on Smart Components to Logical Conclusion. Phase 1 Analysis and Testing for Permanent Wood Bracing Evaluation and Optimization. Project Goals Improve Bracing Knowledge and Optimize for Reduced Cost of Installation and Material in the Field. WTCA Investment \$2,000,000.
5. Staff to attend as many chapter meetings as possible. Membership Development. WTCA Investment \$80,000.
6. Chapter Summits WTCA Investment \$30,000 for 2000.
7. NAHBRC Certified Carpenter Program – Goal is to improve installation of all framing components, reducing construction defect litigation, improve cycle time, etc. WTCA Investment \$75,000 for 2000.
8. Wage and Benefit Survey.
9. NAHB Research Center \$25,000 Funding to provide NAHBRC support and for Home Base. WTCA involvement has direct benefits to all industry suppliers.
10. Wood Solutions Fairs (5 in 2000). WTCA Annual Investment to Undertake these at a total cost of \$60,000 annually. WTCA involvement has direct benefits to all industry suppliers.
11. Alpine Fire Endurance Assemblies. Broadens the based of wood fire endurance assemblies that can be used by all truss industry members. Cost to convert to a WTCA set of assemblies is estimated at \$25,000 annually.
12. Fire Sprinkler Assistance with NFPA 13 Integration. Broadens the base of wood fire endurance assemblies that can be used by all truss industry members. Cost to WTCA is estimated at \$20,000.
13. WTCA Website Management.
14. Assistance with SETMA Educational Program and Website. Assistance with the educational program set-up and overall assistance. Annual WTCA cost is \$8,000.
15. Industry Consolidation and Meetings with Key Companies that are Purchasing Truss Plants.

WTCA thanks the MSRLPC for being a Platinum Sponsor of all four of our Chapter Summits.



## ***Annual Award***

### ***Purpose of the Award***

- To recognize and honor an individual that has given of himself/herself above and beyond promoting mechanically graded lumber and the MSR Lumber Producers Council.

### ***Nominations***

- By any class of MSR Lumber Producers Council member in good standing.

### ***Selection***

- By a majority vote of the standing MSR Lumber Producers Council Board of Directors.

### ***Recognition***

- Plaque presented by the President of the MSR Lumber Producers Council at the Annual General Meeting.

### ***Eligibility***

- Any person, company or organization engaged in the production, promotion, research, distribution, equipment or specification relating to machine stress rated lumber.
- Need not be a member of the MSR Lumber Producers Council to be eligible.

### ***Deadline for Nominations***

- March 1, 2000
- Please send or fax the completed nomination form to the MSR Lumber Producers Council business office at:

#### **MSR Lumber Producers Council**

Attn: Kathy James

PO Box 6402 • Helena MT 59604

Tel: (888) 848-5339

Fax: (406) 443-6176





## **Technical Advisory Report**

Several initiatives are in the works related to technical issues. The following is a quick overview:

**ASTM Mechanically Graded Lumber Standard:** The TAC report has focused on this proposed standard in previous issues. The document, which has gone through 12 drafts, is expected to progress more quickly from this point forward. Most substantive issues have been resolved, which indicated that an approved standard should be in place before the end of 2000. If you have questions about issues like effects of this standard on tension qualification and daily testing, contact your third party quality control provider's technical resource.

**Design Values Brochure:** In recent months, several people were asked to participate on TAC to re-work our council's design values brochure. Many thanks to Veronique Rancourt, Dick Enlow, Walter Boyles, and Dave Gromala, for their help in making major revisions to this useful document. The efforts of the Board of Directors should also be noted as this group provided valuable input and leadership to this task. This new brochure has been offered to attendees at both the BCMC and Houston Wood Solutions Fair. Contact Kathy James to obtain copies of the new brochure.

**TAC Membership:** As TAC takes on additional tasks as directed by the Board, anyone interested in participating in activities is welcome. Most work is completed via e-mail or use of short conference calls. Contact Kathy James if you would like to use this opportunity to affect the direction of our council's technical activities.

To receive the MSR Update electronically instead of through regular mail, please email Kathy James at:  
**[msrlpc@msrlumber.org](mailto:msrlpc@msrlumber.org)**

## **Calendar of Events**

**Jan. 14-17:** National Association of Home Builders (NAHB) Annual Convention, Dallas, TX.

**Feb. 24-26:** WTCA Board & Committee Meetings, Doubletree Hotel Downtown, Boise, ID.

**Mar. 15-17:** Wood Technology Clinic & Show, Portland, OR.  
[www.wtcsportland.com](http://www.wtcsportland.com)

**April 9-20:** 2000 ICC Development Hearings, Sheraton Civic Center Hotel, Birmingham, AL. For more information contact John Battles or Becky Cook at SBCCI 205/591-1853.

**May 2-3:** MSR Workshop, Quebec City, PQ.

**May 4:** WTCA Board & Committee Meetings, Hyatt, Dulles, Herndon, VA.

**May 10-14:** NAHB Spring Board of Director's Mtgs., Wash., DC.

**July 20-22:** WTCA Board & Committee Meetings. The Concourse Hotel, Madison, WI.

**Sept. 5-8:** ICBO Annual Conference, San Francisco, CA.

**Sept. 13-17:** NAHB Fall Board of Director's Mtgs., Greensboro, NC.

**Sept. 14-16:** Wood Technology Clinic & Show, Charlotte, NC.  
[www.wtcsportland.com](http://www.wtcsportland.com)

**Sept. 18-21:** BOCA 85th Annual Conf., Rochester, NY.

**Sept. 30 - Oct. 3:** SFPA Annual Meeting, Fairmont Hotel, New Orleans, LA.

**Oct. 8-12:** SBCCI Annual Conference, Nashville, TN.

**Oct. 11-13:** "Building Component Mfrs. Conf." Midwest Express Center, Milwaukee, WI.

**Oct. 14:** WTCA Board Meeting, Hyatt Regency, Milwaukee, WI.

## ***New Members Since January 1, 1999***

**Canadian Engineered  
Wood Products Ltd.**  
*Sylvan Lake, AB*

**Norbord Industries Inc.**  
*Toronto, ON*

**Jordon Lumber & Supply Inc.**  
*Mt. Gilead, NC*

**Kathy James**  
*Helena, MT*

**Aspen Planers Ltd.**  
*Merritt, BC*

**Temple-Inland Forest  
Products Corp.**  
*Diboll, TX*

**Hood Industries**  
*Hattiesburg, MS*

**Beadles Lumber Co.**  
*Moultrie, GA*

**American Bayridge Corp.**  
*Winnipeg, MB*

**Empire Wholesale Lumber Company**  
*Taylors, SC*

**Georgia Mountain Component Inc.**  
*Oakwood, GA*

**CAE Newnes Ltd.**  
*Salmon Arm, BC*

**Gulf Lumber Company Inc.**  
*Mobile, AL*



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