

MSR Update

Mid-Year Review

August 2007

Council Activities

Peter J. Lys, Past President • MSR Lumber Producers Council

It's August already! Welcome to the "dog day's of summer". Hard to believe we're well into the third quarter of 2007 already.

On behalf of Reed Trull, our Council President, I wanted to bring everyone up to date on Council activities.

Earlier in the spring we hosted our 13th Annual MSR Lumber Producer's Council Conference in Scottsdale, Arizona at the Orange Tree Golf Resort. The venue was magnificent, the weather was great and those who attended ranked the overall conference @ 4.0 out of a possible score of 5.

Attendance was a somewhat less than we planned for, 66 attendee's took in this years Conference. But given the 2007 business climate, "company austerity" was understandable and respected.

I kicked off the Conference with my Presidents address, which was followed by an array of technical and marketing speakers. In the spirit of thinking outside the box we invited Al Guido, Ticket Sales Mgr. for the NHL Phoenix Coyote's to tell us how the Coyote's organization sells professional ice hockey in the desert! Al's lunch key note address was interesting and the Coyote's were nice enough to bring along an autographed hockey stick & jersey as well as several other shirts and hats. We raffled everything off at the end of the Conference.

After a full afternoon of speakers, including Paul Court and Debbie Maples from FC Stone talking on the Futures Board, our incoming President, Reed Trull from Pope & Talbot closed the Conference.

Add in the Ice Breaker Reception on the eve of the Conference, a nice dinner outside on the patio at the Orange Tree after the conference, Friday morning tours and a Friday afternoon golf outing and I'm proud to say this was another successful event for our Council.

On behalf of the 2007 Conference Committee, thank you to all of you who were able to attend.

2008 Conference

At the Scottsdale Conference we announced the locale for our

2008 Council Conference was Biloxi, MS. Having said that, the Board of Directors are currently discussing the possibility of revising that location, possibly to the Pacific NW. While this potential location shift will temporarily put us out of our traditional Conference rotation, the Council feels with the business climate as it is, we may want to explore this opportunity.

Members, your feedback is greatly appreciated. If you have any thoughts on this matter, please contact one of the Board of Directors to discuss. We'll definitely be back in the south, but perhaps not in 2008.

Other News

Clearly, our annual Conference is the most "visible event" for our Council, but behind the scenes and beyond our annual Conference, your Board of Directors will continue to work towards achieving the goals set out in our marketing plan.

- We're keeping our Website dynamic.
- Our annual Production Survey is almost set to be released.
- We'll continue with our monthly Board of Directors conference calls
- Publish our Newsletters
- We'll also continue with the work set out by each of our Council committee's, which includes:

Technical Committee	Rick Stoltz
Marketing Committee	Reed Trull
Membership Committee	T.B.A.
Newsletter Committee	Peter Lys
2008 Workshop Committee	Yet to be named

Our current Council President Reed Trull brings solid leadership to the table. With strong support from our membership and leadership from Reed and the Board of Directors, the MSR Lumber Producers Council will weather this market downturn and continue to be successful in the years to come.

Hope everyone is having a safe and enjoyable summer.

Sincerely
Peter J. Lys