

MSR COUNCIL MATTERS

October 2008

Binational Softwood Lumber Council Proposal

In collaboration with WTCA, we have submitted a proposal to the Binational Softwood Lumber Council (BSLC) requesting funding for a study designed to help us understand the market's decision-making process with respect to product choice and the specific reasons that those choices are made. If funded, a roadmap will be developed to provide specific optimum value engineering changes/ideas/sales tools, new wood product marketing approaches, and product testing that will provide solutions to achieve the best cost for the product application. It will focus on providing a reason to make a different choice, namely, using wood building products and MSR where they are not being considered. This project will focus on the commercial construction market, yet the results will likely be applicable to all construction projects where wood can be used in conjunction with MSR. Furthermore, our partnership with the Wood Truss Council is a good example of how our industry can grow by joining forces, and we expect great dividends will come from this project that will benefit the lumber industry producers, end users, and members of both associations.

MSR Board of Directors

Please join us in welcoming our incoming Board:

Regular Members

Amber Anderson, Schuck Component Systems
 John Branstetter, Vaagen Bros Lumber Company
 Joe Castleberry, Beadles Lumber Company
 Christian Gilbert, Tembec Forest Products Group
 Steve Hardy, Canfor Wood Products Marketing Ltd.
 Tom Rogers, iLevel by Weyerhaeuser
 Jim Scharnhorst, Bennett Forest Industries
 Dan Uskoski, Metriguard

Associate Members

Griffin Jones, Canadian Engineered Wood Products
 Craig Stuart, Lignum Forest Products

New Council Management

Established in 1987, the Council represents the interests of machine stress rated lumber producers in the manufacturing, marketing, promotion, utilization, and technical aspects of MSR lumber. With more than four dozen regular and associate members, including the largest MSR lumber producers in North America, our association serves an industry that produces more than 1.5 billion board feet of MSR lumber annually in North America. Emphasizing its higher quality, longer spans, and better lifetime performance, we seek to promote the benefits of using MSR lumber and expand the markets for its use.

This is an exciting time for us as we transition to our new management staff at Qualtim. A technical marketing company headquartered in Madison, WI, Qualtim's field of work has focused on structural building components and includes association management (e.g., WTCA), product evaluation and testing, marketing and product development, brochure development, and forensic engineering. With over three dozen employees, Qualtim will provide us with membership, marketing, management, and engineering support. Combined with our reenergized Board and membership, we are looking forward to taking on projects that will support our members and promote the use of MSR lumber.



If you have any issues or specific projects that you would like the Board to consider, [please let us know](#). We'd love to hear from you! Thank you for your participation in and support of the MSR Lumber Producers Council.