



MSR COUNCIL MATTERS

December 2008

Board of Directors Meeting

The year may be ending but the MSR Board of Directors is just getting warmed up! In November, the new Board held a teleconference using **MSR eMeeting** to discuss the past, present and future of our association. Several actions were taken including:

- A Nominating Committee was formed with Christian Gilbert and Dan Uskoski to take the lead on presenting a slate of officers for review at the January Board meeting. They expect to make a recommendation for filling the open seat on the Board, too.
- The Board will return to holding meetings on the second Wednesday of every other month using **MSR eMeeting** at 12:00 pm Eastern/9:00 am Pacific.
- A Marketing Committee was formed with Craig Stuart (Chair), Amber Anderson, Steve Hardy and staff to begin the development of our 2009 marketing plan. All agreed it was time to take a fresh look at our industry-wide marketing efforts to ensure our association is providing significant value to all members.

In addition to some housekeeping items, good feedback on *MSR Council Matters* was received, too! ***Please let us know if you have issues you would like the Board to address at its January 14 meeting.***

MSR Quick Poll: Green Certifications

If you have not done so already, please take the MSR [Quick Poll on Green Certifications](#). Compiling this information will be helpful when answering questions from potential customers, so please let us know more about your company's approach to the Green Building marketplace – ***thank you!***

Marketing Committee Meeting

In December, the Marketing Committee held its first meeting with **MSR eMeeting**. The task of the meeting was identifying the focus that our association should take so that our marketing efforts serve the best interests of:

1. Our membership, while ensuring that the work we do meets the marketplace needs of today and into the future;
2. Current and potential end users of MSR; and
3. The broader framing and industrial lumber-using industry overall.

Our discussion expectations are that we are working from a base of lumber buyers that are aware there is an MSR product line available to them. Our goal is to more clearly understand the lumber purchase decision-making process in the context of both real and perceived value desired by buyers. We want to fully understand why and how purchasers evaluate. Then we'll take this information and re-craft our approach to the market focusing on ways to more easily understand, identify and value the benefits of using MSR. We'll use this approach to look closely at the attributes of MSR lumber that would be valuable for new applications, too.

A series of surveys, our ***MSR Quick Polls***, is being prepared to help define these issues from current and potential end user markets. We'll also gather feedback from our membership to refine our knowledge. ***Please plan to participate in our surveys in 2009.***

Until a marketing plan has been accepted by the Board, the association's advertising and tradeshow exhibiting budgets have been suspended. Through a comprehensive analysis of our position, we'll make sure we get the most impact from the marketing dollars we ultimately have to spend.