

MSR COUNCIL MATTERS

October 2009

MSRLPC Participates at BCMC 2009

On September 30 to October 2, the MSR Lumber Producers Council exhibited at the Building Component Manufacturers Conference (BCMC) in Phoenix, AZ. This was an excellent opportunity for us to have face-to-face interaction with an important segment of our customer base – component manufacturers.

In addition to the time our members spent speaking with attendees in our booth, we conducted a focus group meeting at the SBCA booth on Wednesday. The information we gathered will now be put to good use as we prepare our task plan for the future.

Highlights from the conversations include:

Quality – One of our members said it best, “There was not a person who came to the booth who was not concerned about quality. There was not a person who came to the booth who would not pay more for a quality product.”

Quality was definitely the biggest concern on everyone’s mind, and in the coming months we will be working with component manufacturers in our focus group to take that discussion to the mills and open a dialogue with the parties who affect decision making right down to the point of harvest.

Technical information – Several attendees came to the booth looking for specific information. While we were able to provide our span tables brochure on site, we will consider developing additional technical information that we could make available to customers (such as the [National Design Specification® \(NDS\) for Wood Construction](#), Table 4C Reference Design Values for Mechanically Graded Dimension Lumber which we provided with the August 2009 issue of *Council Matters*).

Economic uncertainty – Since no one has an accurate crystal ball these days, we’re hearing from our customers that just-in-time inventory is what makes the most sense for them. This is a trend that our members will have to continue managing.

Support – Most importantly, this year’s BCMC was about showing support. The exhibitors who attended demonstrated their commitment to this industry and their customers; the attendees participated because they wanted to be there and they had issues they wanted to discuss.

The value of this demonstration of support should not be underestimated – as we reposition the Council and its members for growth, we will be able to work in cooperation with our fellow industry peers. By working together, we will be able to devise solutions to our problems that benefit all parties.



Thank you to our member companies that helped with the booth in Phoenix!

- Canfor Wood Products Marketing Ltd
- iLevel by Weyerhaeuser
- Lignum Forest Products LLP
- Metriguard, Inc.
- Tolko Marketing and Sales Ltd.
- Vaagen Brothers Lumber, Inc.