

MSR COUNCIL MATTERS

January 2010

Lumber Quality Education

As we have communicated with our customers through our surveys, at BCMC, and in our focus group conversations, one sentiment has come through loud and clear – component manufacturers are concerned about the quality of MSR lumber.

Our board believes that it is worthwhile to collectively address this situation, with the first step being to outline the issue from both the mill producer's and component manufacturer's perspectives. We believe that open communication of these types of very important customer and marketplace issues is a constructive place to begin finding solutions to solve problems.

We are very pleased to be working with *SBC Magazine* on the very important and necessary research that will include interviews with producers and component manufacturers. All of the various considerations, including both constraints and opportunities, will be laid out in an understandable manner, so that next steps can be crafted that serve the best interests of lumber producers and component manufacturers.

MSR Photos and Images

We need your help! We are collecting photos and images to use in our marketing and educational materials and on our website. Please forward images of your MSR lumber and production that you are able to contribute to our projects to info@msrlumber.org – *thank you!*

Production Survey Update

If you have not yet done so, please submit your company information for our annual MSR Production Survey. We will prepare the results in February and include highlights in next month's issue of *Council Matters*.

Suspension of Dues in 2010

Given the financial situation of our members and the industry, at our January Board of Directors meeting everyone agreed that the suspension of dues and assessments should continue as we enter 2010.

As we succeeded in doing in 2009, we are confident that we can undertake the work of the Council using our existing resources. Acting prudently, we will continue to move forward as we focus on education and expanding the market for our members' products.

Rest assured that we value your membership! It is only with the commitment of our membership that we are able to:

- Participate in meetings and tradeshow, such as last year's BCMC show
- Provide regular updates through emails and this monthly newsletter
- Lay the groundwork to secure funding sources for our marketing projects, both internally and externally
- Compile our annual production survey
- Conduct focus groups and market research
- Prepare education and marketing resources for members and customers
- And finally, continue the regular business operations of the Council through our volunteer Board.

We are committed to working hard on your behalf to represent the interests of machine stress rated lumber producers in the manufacturing, marketing, promotion, utilization, and technical aspects of MSR lumber.

Thank you for your membership in, and support of, the MSR Lumber Producers Council!