

# The Log

October / November 2017

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## From the President

I have made the statement on a number of occasions “*Without good people, all we have is iron and real estate.*” Today, I believe truer words have never been spoken. Unfortunately, the ability to recruit and retain good people has never been more difficult. Whenever I find myself in a conversation with any other business owner or manager, the topics of discussion almost always ends up including “*How are you doing with people?*” I would go so far as to say it is our number one challenge, and I suspect it is yours as well.

The lack of quality people makes sense when you look at the unemployment rate, which currently sits at 4.4%. It would appear that they are just not out there. However, that does not tell the whole story. The labor participation rate is currently only 62.9%, which means there is a lower percentage of people in the workforce today than any time since the Carter administration. Put it another way, if the participation rate was the same as it was 10 years ago, the current unemployment rate would be over 9%. The people are out there. Then why are they not looking for work and why are they not employed, since there is certainly an abundance of positions available? The simple answer is because they do not have to work. They have found a way to “get by” without working.

So, what is at play here? For starters, I believe that the value of work is no longer instilled into a large portion of our society. I personally believe there is meaning and purpose to work; it is not just about receiving a paycheck, but that purpose is no longer being recognized. As a result, I think a large percentage of people value their time more than they do money. This is only reinforced by the messaging you see, especially on social media, which puts more emphasis on experiences than belongings...take the trips, don't buy the house. Time and experiences becomes the point of their life. If that is your primary focus and purpose, and financial security is not, you certainly can get by with a lot less money.

What does that mean for those of us that still need to hire good people to help our business thrive and grow? For starters, I believe the means of motivation have changed—a paradigm shift. Expecting all of your employees to show up for work, engage and work hard simply because they want a job and a paycheck is not going to be successful. You need to find a way to motivate them with time. This might mean hiring more

*Continued on page 3*



# LAKE STATES LUMBER ASSOCIATION, INC. . .

## PROVIDING LEADERSHIP AND EDUCATION TO ASSURE

## THE SUSTAINABILITY OF OUR FOREST RESOURCES

**LSLA CALENDAR  
OF EVENTS**

**January 17-19, 2018**  
 Annual Winter Meeting  
 Paper Valley Hotel  
 Appleton, WI  
 (Registration and Sponsor information  
 coming out soon!)

**July 25 & 26, 2018**  
 Annual Golf Outing  
 Wisconsin Dells

*Watch for details of these and other upcoming events*

## 2017 LSLA BOARD OF DIRECTORS



Back Row (left to right): Brady Francois (Snowbelt Hardwoods), Dennis Gustafson (Besse Forest Products Group), Gus Welter (Granite Valley Forest Products), Butch Fisher (AJD Forest Products), Pete Johnson (AAA Hardwoods). Front Row (left to right): Larry Krueger (Krueger Lumber), Margaret Minerick (Sagola Hardwoods), Maryanne Dainsberg (LSLA Admin Coord), Jennifer Lu (WI DATCP), Rob Paradise (Devereaux Sawmill). Not pictured: Jim Maltese (Stella-Jones Corp). Photo courtesy of Wayne Miller, Miller Publications.

**The Log** is published bi-monthly by the Lake States Lumber Association, Inc. For address corrections or to contribute news articles, opinion pages, classified ads, or advertising, contact us at:

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### 2017 LAKE STATES LUMBER ASSOCIATION BOARD OF DIRECTORS

Gus Welter	President
Brady Francois	Vice President
Pete Johnson	Secretary
Rob Paradise	Treasurer
Larry Krueger	Director
Dennis Gustafson	Director
Butch Fisher	Director
Jennifer Lu	Director
Margaret Minerick	Director
Jim Maltese	Director

### 2017 LSLA EDUCATION, INC. BOARD OF DIRECTORS

Tim Kassis	President
Al Quinney	Secretary/Treasurer
Travis Allen	Director
Scott Shaver	Director
Brady Francois	Director

# 2018 WINTER MEETING—CHANGE IS IN THE AIR!

The **2018 Winter Meeting** is less than four months away, and we are hard at work planning for the best Winter Meeting yet. The dates are **Wednesday, Jan. 17—Friday, Jan. 19**, so mark your calendars.

We will be changing the location of the Winter Meeting to the **Paper Valley Hotel in Appleton, WI**. The Paper Valley is in downtown Appleton, with many restaurants and bars just outside the door and down the street as well as a number of dining options within the Hotel. Check it out at [www.radisson.com/appleton-hotel-wi](http://www.radisson.com/appleton-hotel-wi).

Also changing will be the structure of our **Winter Meeting Sponsorships**, with several types of new sponsorships available. Watch for the sponsorship brochure to come out soon!

A **Wednesday Welcome Reception on Jan. 17** will kick off the Winter Meeting. This will be a time to meet and network with colleagues, customers and suppliers, as well as any special guests that may attend. You will want to be there for this opportunity!

Thursday morning and afternoon will offer informative and helpful sessions, and Thursday evening will culminate with dinner, awards and our annual auction to help fund our membership in the Hardwood Federation.

## FROM THE PRESIDENT (CONT'D)

part time employees or using additional time off as an incentive. It means completely changing how you think about what's important to your employees. As an example, I had a HR professional that relayed, from her own perspective, she would be willing to take a pay cut to get an extra week's vacation if her employer would give it to her. I certainly don't believe that would be the case with an entry level employee, but it is representative of a mind-set.

As the economy continues to strengthen, most manufacturers are experiencing an increase in demand for their goods. However, the ability to take advantage of that demand today is constrained by the ability to find good quality people. If we are going to recruit and retain the people that we need to run our operations, we are going to need to adapt. Expecting a changed workforce to conform to our traditional expectations and means of motivation is futile.

Gus Welter, LSLA President  
Direct: 920-250-5678  
Cell: 608-778-5505  
Email: [gwelter@granitevalley.com](mailto:gwelter@granitevalley.com)

Friday morning will be our annual business meeting, election of officers, and legislative reports. You won't want to miss any of it!

**We are now accepting donations of items for the auction.** Please consider donating something towards this worthy cause. Contact the LSLA office to let us know what you would like to donate (email: [LSLA@LSLA.COM](mailto:LSLA@LSLA.COM)).

Watch your mailbox and inbox for the Winter Meeting registration and sponsorship brochures, which will be coming out soon! And plan to be at the Paper Valley Hotel in Appleton, WI on Jan. 17-19! •



*The Radisson Paper Valley Hotel in downtown Appleton, WI*

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## HARDWOOD FEDERATION UPDATE

**By Rick Degen—Bennett Hardwoods & LSLA Representative to the Hardwood Federation**

On September 12-14, I attended the Hardwood Federation Annual Fly-in in Washington, DC on behalf of LSLA. To kick off the event, the Hardwood Federation and Hardwood Federation PAC held Board meetings.

The Hardwood Federation is the policy wing of the two organizations. In addition to discussing the policy issues being presented to legislators during our face to face meetings, there was a fairly lively discussion during the Board meeting concerning log exports. The group was divided and no action was taken.

The Board discussion recognized the loss of the furniture industry. Many fear the same will happen with sawmills if we continue to assist the Chinese with building their sawmill industry through our log exports. Representatives of the AHMI commented that of their 16 board members, 14 are sawmills and all 14 export logs. None in attendance wants to see a trade war started, tariffs, bans, etc. It was mentioned that the USA is one of the only countries still allowing exporting, along with France and Germany. Russia is trying to halt the export of illegally harvested logs going to China from Siberia. The Chinese need our raw materials. One Board member I talked to after our meeting said he exports logs, needs to do it today to make a profit, but also wonders if we'll look back in 15 years with regret and wonder what we did by sitting by and letting it happen. This discussion is sure to continue.

At breakfast we received our briefing packets for the day's legislator meetings. My team consisted of Dan Corullo, Action Floors [representing MFMA], Troy Brown, Kretz Lumber [representing NHLA], Amy Snell [representing WCMA] and myself [LSLA]. We met with the following legislators:

Senator Ron Johnson, WI.  
 Congressman Sean Duffy, WI-7.  
 Congressman Jack Bergman, MI-1.  
 Senator Tammy Baldwin, WI.  
 Congressman Mike Gallagher, WI-8.  
 Congressman Rick Nolan, MN-8.

All of these meetings were face to face with the legislator in their office and one or two members of their staff who are responsible for natural resource/forestry issues. The exception was Senator Baldwin, who had other commitments. Two of her staff represented her. We were very well received in every office, and the discussions were open and informative.

During meetings, we presented each legislator with a briefing folder containing materials introducing the Federation and stating the industry position on the following issues:

- Sawmill Residuals – Biomass Thermal Utilization Act and Community Wood Energy Program.

*Continued on next page*

## Purchasing Year Round

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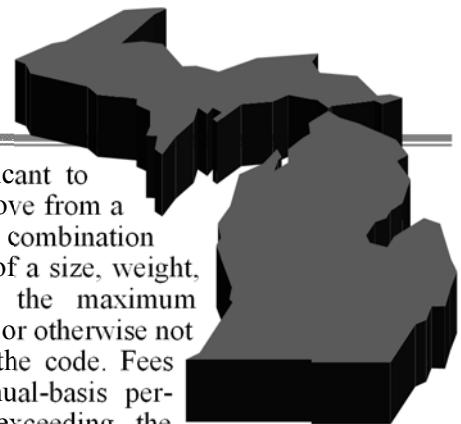


Blinds & Shutters



# THE MICHIGAN REPORT

By Scott Everett, LSLA Michigan Legislative Consultant



## ANNUAL TRIP VEHICLE PERMIT

House Bill 4644, sponsored by Representative Triston Cole, amends Section 725 of the Michigan Vehicle Code to require a jurisdictional authority to allow applicants to obtain an annual multiple-trip permit for a power unit without requiring a separate permit for each individual piece of equipment carried by that power unit.

The bill provides for upon receipt of a written application a jurisdictional authority may issue a special permit

## HARDWOOD FEDERATION (CONT'D)

- Export Promotion through USDA – AHEC funding.
- Federal Forest Policy – changes in funding federal fire suppression, NEPA reform, the successes of Region 9 forests versus the rest of the country.
- Tax Reform –the importance of recognizing family-owned businesses, S-Corps and pass-through businesses in tax reform discussions, repealing estate taxes.

That evening was a reception and dinner with Republicans. Representative Tom McClintock (R-CA, 4), who is the Chairman of the House Natural Resources Subcommittee on Federal Lands, was the keynote speaker. His speech outlined the major issues we've been working on over the past 25 years concerning the management of Federal lands.

The last morning a breakfast was held with Democrats. Both Republican and Democrat events were hosted by the Hardwood Federation Political Action Committee and were well attended. It is especially important to continue to work with both parties. Individual legislators and their staff are determined to do what's right. Most we talked to are frustrated at today's extremely partisan politics and resulting gridlock.

authorizing an applicant to operate upon or remove from a highway a vehicle or combination of vehicles that are of a size, weight, or load exceeding the maximum specified in the code or otherwise not in conformity with the code. Fees for multiple-trip/annual-basis permits for vehicles exceeding the standard vehicle size restrictions but not maximum weight/load limits would be \$264. The legislation has passed the House and is now in the Senate Transportation Committee.

## THOUSAND CANKERS DISEASE

The Michigan Department of Agriculture and Rural Development has announced it is seeking public comment on a proposed revision of the Thousand Cankers Disease of Walnut (TCD) Quarantine. The disease has caused significant tree death elsewhere in North America. The TCD Quarantine generally prohibits the shipment of walnut nursery stock, certain walnut timber products and hardwood firewood into Michigan from infested states.

*Continued on next page*

The HFPAC contributes to individual legislators election campaigns. The Board meeting focused on fund raising. Being a non-election year, contributions are down. In the previous issue of *The LOG* I asked for contributions. Please consider making a contribution this year. Any amount makes a difference. These must be individual contributions on a personal check or credit card. Please call me if you need the forms (715-845-9663).

The Hardwood Federation is supported by corporate contributions. Currently, of the 700+ companies represented by the Federation, only about 80 are making contributions. The supporting associations, such as LSLA, carry the lion's share of the operating expense burden, but it's not enough. In addition to your personal check to the HFPAC, please consider a small contribution to the Federation.

A sincere thank you to Dana Lee Cole, Cary Moon and Patrick Rita for organizing a very professional and successful event. These people work very hard representing our industry.

Respectfully,  
Rick Degen  
Bennett Hardwoods

## THE MICHIGAN REPORT (CONT'D)

Walnut furniture, veneer, kiln dried walnut lumber without bark and walnut nuts and nutmeats are exempt.

If Thousand Cankers Disease were to become widespread in Michigan it could cause significant losses to the state's walnut timber and nut producing industries. The goal of the quarantine is to keep the disease and the walnut twig beetle that carries the disease from entering the state. The revised quarantine would supersede Michigan's TCD Quarantine that was implemented in 2010. The proposed revised quarantine reflects new information on where the disease has been found in North America. TCD is known to occur in Arizona, California, Colorado, Idaho, Maryland, Nevada, New Mexico, North Carolina, Ohio, Oregon, Pennsylvania, Tennessee, Utah, Virginia and Washington. The revised quarantine includes an updated list of regulated areas and a new treatment provision for walnut timber products with bark attached, including hardwood firewood, when those products originate from infested states

A draft of the proposed revised Thousand Cankers Disease of Walnut Quarantine is available at [www.michigan.gov/pestquarantines](http://www.michigan.gov/pestquarantines). MDARD has opened a comment period until Friday, October 20, 2017. Comments may be sent electronically to [bryanm@michigan.gov](mailto:bryanm@michigan.gov)

### **\$12 MINIMUM WAGE PROPOSAL OFFICIALLY LAUNCHED**

The effort to increase Michigan's minimum wage to \$12 an hour while phasing out the lower wage for tipped workers was recently launched by a restaurant worker-led coalition in Detroit, but the language they would be using hasn't received state blessing. The Restaurant Opportunities Centers (ROC) United announced the start

of the citizens' initiative on the argument that tipped workers who earn a \$3.38 minimum wage need to be brought up the state's minimum wage. The actual grassroots-led effort to collect signatures will start after the Board of State Canvassers OKs the ballot language for One Fair Wage for Michigan. The Coalition was in front of the Canvassers in early August, but their proposed language was deemed to need more work

### **POLITICAL INSIDERS SEE WHITMER VS SCHUETTE**

Political insiders who make up the "Pundit Poll" run by Resch Strategies and Denno Research believe overwhelmingly Democrat Gretchen WHITMER and Republican Bill SCHUETTE will face off next fall. Of those who responded 98 percent believe Schuette will make it to the General Election. The remaining 2 percent were unsure. Lt. Gov. Brian CALLEY and Dr. Jim HINES both received zero votes. On the Democratic side, Whitmer was at 77 percent. Shri THANEDAR was at 6 percent, Abdul EL-SAYED was at 5 percent and Bill COBBS 2 percent. •



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# THE WISCONSIN REPORT

By Gunnar Bergersen, LSLA Wisconsin Legislative Consultant

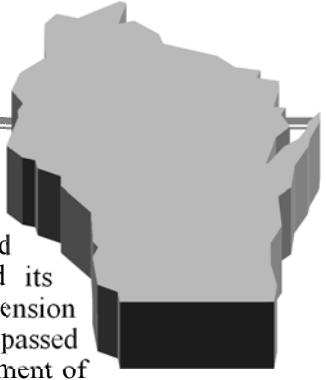
## Safer, More Efficient Forest Product Trucks in Wisconsin?

Michigan is a major timber producing state which years ago permitted heavy log trucks to operate on its state roads and Interstate highways. The rationale was easy. Michigan needed to support its forest product industry with more efficient trucks which were cheaper to haul logs. As a result, Michigan's forest product industry benefited, and so did the taxpayers. The heavy trucks caused less wear and tear on the roads, translating to lower maintenance and longer life span of its highways.

How is it possible to be heavier and cause less wear and greater life span?

The secret of Michigan's forest product trucks is that they have additional axles which spread the weight around enough so that they actually have less weight per axle than heavier axle Wisconsin log trucks. They stop better too, because they have more brakes on more and lighter axles.

Michigan configured trucks started making their way into Wisconsin at mills just across the border. Ever few years,



over the last thirty years, the routes the Michigan trucks served in Wisconsin gradually increased. The routes expanded when a Wisconsin mill asked its local State legislator for an extension to include them and a bill was passed only after the Wisconsin Department of Transportation signed off. This always made the mill down road, not included in the route, to be in an unfair competitive position when the mill up the road got to use the more efficient trucks.

Lake State Lumber Association urges the Wisconsin Department of Transportation to take a look Northern Wisconsin's timber mills and recommend appropriate routes to get them on equal competitive footing. The benefit will be increased competitiveness of Wisconsin's mills and lower road maintenance costs for Wisconsin taxpayers. •

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## **LSLA Member News:** *Where members of Lake States Lumber Association share news and updates with their fellow members*

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### **Remembering George Matelski**

A long-time member of LSLA, George T Matelski, age 59 of Boyne Falls, passed away unexpectedly Wednesday, August 9, 2017 at Spectrum Health Butterworth Hospital in Grand Rapids surrounded by his family following a brief illness.

George was born on September 27, 1957 in Petoskey the son of Edward and Marjorie (Hocquard) Matelski. He graduated from Boyne Falls High School with the Class of 1976. On August 31, 1985 he married Mary Marchinkewicz at St. Augustine Church in Boyne Falls, MI.

George was proud to follow in his grandfather and father's footsteps. He worked in the family lumber business and

became a co-owner of Matelski Lumber Company alongside five of his brothers. George enjoyed traveling, watching the Lions and Tigers, gardening, camping, and most importantly spending time with his friends and family.

George is survived by his loving wife Mary; children Tiffany and Ryan; mother Marjorie; father-in-law Joe Marchinkewicz; brothers Ed, Jr. (Geeg), David (Mary), Randy, (Debi), Tony (Julie), Andy (Karen Campbell) and Chris (Kelly); sister Janice (Duane) Reynolds; numerous nieces, nephews and great-nieces and nephews.

George will be remembered as a loving husband, father, brother, uncle and will be sorely missed by all. •

### **U-C Coatings Introduces New Size of LogDawg® Steel Plates**

*Buffalo, NY – September 26 2017 – U-C Coatings, LLC, a Buffalo-based manufacturer of wood protection products, announced it has expanded its LogDawg® product line to include six-inch steel plates. The new size complements the existing four-inch steel plates, known as the LogDawg4.*



The new LogDawg6 allows for stronger control of larger existing and potential end splits for veneer log processing. The LogDawg6 is manufactured from the same quality galvanized steel as the LogDawg4, and features heavier reinforced teeth to eliminate breakoff common with mending plates.

Both the four-inch and six-inch LogDawg plates can be applied hands-free with the use of U-C Coatings' proprietary hammer. This method of installation keeps employees safe by keeping their hands out of the strike

zone. Additionally, the LogDawg plates can be removed using common tools, eliminating the need to trim the log end and waste valuable material.

"When it comes to achieving the highest yield from a valuable piece of hardwood, there isn't any room for waste," said Tom Johel, president of U-C Coatings. "The LogDawg allows our customers to restrict end splits without loss of material. This product provides rugged protection for logs in shipping, storage and processing."

#### **About U-C Coatings, LLC**

U-C Coatings, LLC is a Buffalo-based manufacturer of wood protection products, serving the logging, lumber and woodworking industries. Its products help its customers achieve higher yields and less waste, which furthers the company's mission to protect, enhance and conserve forest resources. For more information, visit [www.uccoatings.com](http://www.uccoatings.com). •

### **Got Member News?**

If you are a member of LSLA and your company has news to share, we have the space for it! Significant personnel changes, new products, business expansion or relocation, or any other notable developments with your business — here is where you can make an announcement. Send us the information or press release,

along with any photos you may want to accompany the article, and we'll do our best to include it in *The Log*. It's a great way to let your fellow LSLA members know what's happening. Contact us at [lsla@lsla.com](mailto:lsla@lsla.com) or 920-884-0409. •

## LSLA CLASSIFIEDS

### SEEKING LUMBER INSPECTOR

Must have a minimum of 2 yrs experience grading lumber. Position is operating an automated grade/trim station. A benefit package including profit share, health, dental and vision as well as disability and life insurance offered. Position is located in Elmira, MI. Please send inquiries to [silverleafsawmill@gmail.com](mailto:silverleafsawmill@gmail.com) or call 877-667-4245.

\* \* \*

### Your Company's Classified Ad Here!

*Companies desiring to advertise merchandise for sale, job openings, etc. may purchase a classified advertisement at the following rates: \$4 per line for LSLA members, \$7 per line for non-members. If you would like to place a classified ad, please email the information to [lsla@lsla.com](mailto:lsla@lsla.com). ♦*

## NEW LSLA MEMBER

In the past month, we have added another new member to LSLA. Below is the company's information for you to add to your Buyers Guide:

### THE DELONG COMPANY, INC.

PO Box 552  
214 Allen St.  
Clinton, WI 53525  
**608-676-2255, ext. 1250**  
**Website:** [www.delongcompany.com](http://www.delongcompany.com)  
**Email:** [bodelong@delongcompany.com](mailto:bodelong@delongcompany.com)

**BUSINESS TYPE:** Exporter specializing in container logistics

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## 2017 BUYERS GUIDES

There are still copies of the 2017 Buyers Guide available. The 2017 Buyers Guides were mailed out in early March to each company who paid membership dues for 2017. If your company would like additional copies, they are available for \$10 each (member price). Non-members may purchase a copy for \$25. Contact the LSLA office if you are interested (920-884-0409 or email us at [lsla@lsla.com](mailto:lsla@lsla.com)). ♦

## LSLA EDUCATION UPDATE

LSLA Education is in the final stages of completing a recruitment video for the forest industry. The video will feature information on careers available in our industry — what these careers involve and what expected compensation can be. Watch for notice of the video which will be coming out soon! ♦



## 2018 MEMBERSHIP RENEWALS

**Membership renewals for 2018 will be mailed out soon.** They will be mailed to the contact person in your current Buyers Guide listing, unless you notify us that you want it sent to a different person. Dues must be paid before the Winter Meeting, so please be sure to return your membership renewal and dues payment before January 15.

You won't want to miss the important information that is sent out in ***The Log*** and in periodic emails. Not to mention

the members' discount to our annual Golf Outing, Winter Meeting, and educational courses. And of course, there's the networking that gives each member an opportunity to grow their business.

If you would like to nominate a company for membership in LSLA, contact our office (LSLA@LSLA.COM) and we will send them a membership invitation packet. ♦

## EMAIL ADDRESSES

**LSLA frequently sends out** to its members important announcements and information about meetings, educational opportunities, legislative matters or events of interest to the forest products industry. Email is the most effective method of communicating this information fast and efficiently, and ensures members' ability to respond to time-sensitive matters.

If your current email address is listed in the Buyer's Guide and you haven't been receiving emails from Lake States Lumber Association, please make sure that your email program is not blocking emails from lsla@lsla.com or that

emails from us aren't being tossed into the junk mail folder.

If your current email address isn't listed in the Buyer's Guide and you would like to receive update information from us, please contact us, and we'll put you in our email address book.

And if your email address has changed, please notify us so that you don't miss out on any important news. ♦



Come work with LSLA to promote and improve the Wood Industry! Become a member and enjoy the benefits of networking, publicity, and educational opportunities.

Contact us today at 920-884-0409 or email at [lsla@lsla.com](mailto:lsla@lsla.com), or visit our website at [www.lsla.com](http://www.lsla.com).



### Become an LSLA Member— Enroll Today!

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# WHERE IS DAVID BRADLEY?



*Fall has arrived, and David Bradley recently took a well deserved break from his year long duties in Senator Casperson's office and took a ride on his BSA Hornet.*

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