

# THE LOG

February / March 2021

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## LAKE STATES LUMBER ASSOCIATION

**Address:**  
1353 W Hwy US 2, Ste 2  
Crystal Falls, MI 49920

**Website:**  
[www.lsla.com](http://www.lsla.com)

**Email:**  
[lsla@lsla.com](mailto:lsla@lsla.com)

**Phone:**  
920-884-0409

**Fax:**  
906-875-3724

## Letter from the President

“With the new day comes new strength and new thoughts”  
– Eleanor Roosevelt

Although New Year’s Day is always a time of celebration, I think it brought in a new type of excitement this year when 2021 arrived. A lot of people were ready to close the book on the roller coaster year of 2020 and look ahead with hopes of a brighter tomorrow. 2020 definitely posed some new and interesting challenges and although 2021 is likely to bring along its own set of challenges, we all hope they are different than what we faced in 2020. 2021 already appears to be headed back to familiarity as Tom Brady once again lifted the Lombardi trophy.

While the temperatures outside have gotten quite cold as we reach the peak of winter, the lumber market has gone in the other direction. From log shortages in many regions to an increase in demand in what sounds like every aspect of business everyone I know has become quite busy. It seems that most every species and grade has really heated up in the last couple months as “Sold Out” has become a common phrase even outside of the music concert industry. It would have made for a fun winter meeting with interesting discussions that we missed out on. One conversation I have had with numerous members was, “the live auction sure would have been fun and what would the load of lumber sold for this year?”.

I would like to wish everyone a happy, healthy and prosperous 2021!

Rob Paradise  
Devereaux Sawmill  
LSLA President  
[rob@devereauxsawmill.com](mailto:rob@devereauxsawmill.com)



**LAKE STATES LUMBER ASSOCIATION, INC. . .  
PROVIDING LEADERSHIP AND EDUCATION TO ASSURE  
THE SUSTAINABILITY OF OUR FOREST RESOURCES**

**LSLA CALENDAR  
OF EVENTS**

2021 Summer Golf Outing will be scheduled

**2021 LAKE STATES LUMBER ASSOCIATION  
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1353 W Hwy US 2, Ste 2  
Crystal Falls, MI 49920

Phone: 920-884-0409  
Email: [lsla@lsla.com](mailto:lsla@lsla.com)

# THE REAL AMERICAN HARDWOOD COALITION UPDATE

## Get Real with Us!

*Real American Hardwood is a material that has meaning. That has history. That is uniquely beautiful, warm and one of a kind; as though touched by nature's fingerprint. It's the most beautiful building product out there, the one that other imitation products strive to be. It pulls everything together just by being itself. It's simple in its ingredients and it's strong and durable at its core. It's a powerful display of the wonder of nature. Hardwood is pure – grown with purpose and naturally renewing. Hardwood is authentic, without even having to try. It's just built that way, naturally.*

The American hardwood industry has a powerful story to tell. From the beauty, desirability and lifetime value of the products to the history of the industry, the small family business focus, the sustainability of our raw material, and the environmental and health benefits of using hardwood.

### The Time is Now

To secure our industry's future, we must unite toward a common goal. The Real American Hardwood Coalition was launched in 2019 as an industry association-led effort to meet the imperative goals of increasing markets and sales of Real American Hardwood, celebrating the sustainability of hardwood goods, generating new products and improving overall industry stability. The campaign focuses on driving consumer demand, knowing that as consumers increasingly select Real American Hardwood products our entire industry supply chain will benefit.

### What Consumers Want

From extensive consumer research we have learned much about what consumers, including homeowners, renovators, builders, designers, and architects, want when they select building products. Appearance, durability and value are the most important factors to potential hardwood consumers. Sustainability and natural are additional important factors that tip the decision toward hardwoods at the final stage of the process. Unfortunately, consumers don't always know the benefits of choosing hardwood. The great news is hardwood ticks all these boxes and consumers are open to learning.

Our research also showed that there are three keys to winning consumers over to hardwood. Our promotion campaign must connect with consumers early in

their decision-making, when they are thinking and dreaming about the possibilities. Our products' look and feel must connect with their emotions and carry through to the final moment when they make their selection. Hardwood must be everywhere – in stores, online, in print, on social media, on television – to keep our products front and center from the idea stage to final payment.

### How We Make the Sale

With industry association and company support, the RAHC will execute a comprehensive marketing campaign to drive consumers to choose Real American Hardwood products. We will start by launching a \$500,000 campaign that includes:

- **Paid Social Media:** When consumers start gathering ideas and inspiration, we'll show them how Real American Hardwood products can meet their needs regardless of their style and budget using Instagram, Facebook, and other social media outreach. In time, we'll be able to send them directly from social channels to industry member sites or retailers to buy.
- **Paid Search:** When consumers search the internet for remodeling ideas, furniture and building materials, we'll make sure Real American Hardwood information sites and products appear at the top of the search list and consumers can quickly reach our industry member websites.
- **Media Relations:** Consumers use both online and print media to gather ideas, inspiration, and information for their projects. We'll place stories that help them see how Real American Hardwoods meets their decor, their lifestyle and budget.
- **RealAmericanHardwood.com:** We'll create a digital hub that acts as a destination for paid search and social campaigns to provide consumers more ways to consider Real American Hardwood including selection and care. This site will also include a section for industry partners to access campaign assets such as logos, advertisements and promotional concepts.

*(Continued on page 10)*

# A MESSAGE FROM THE MI-DNR, DAVID NEUMANN AND WI-DNR, Sabina Dhungana

## Federal Tax Credits Extended For Business-Scale Biomass Combined Heat and Power Systems

Shocked by your mill or plant's power bill lately?

Then 2021 might be a good year to consider adding a wood-fired combined heat and power (CHP) system, or upgrading your existing biomass fueled boiler system to add power generation capability.

Operators and managers of mills or other forest industry plants looking to reduce energy costs may qualify for the 30% energy tax credit included in the 2021 Federal Omnibus spending bill. Organizations may also qualify by upgrading an existing biomass-fueled boiler system to add power generation capability. Biomass energy systems with more than a 150 KW of electricity generation capacity may be eligible for the tax credit. To qualify for the Energy tax credit, construction must start prior to January 1, 2022.

The 2021 Omnibus also established a 30% Waste Energy Recovery Property tax credit for power systems with less than 50 MW capacity. A "waste energy recovery property" is defined in the legislation as a property that generates electricity solely from the heat of buildings or equipment if the building or equipment's primary purpose is not electricity generation. Eligible systems could use any fuel source (e.g., natural gas), not just wood-fired systems. Property owners must decide whether to claim the energy tax credit as a CHP facility or elect to treat their facility as a waste energy recovery property – they can't claim both. To qualify for the Waste Energy Recovery Property tax credit, construction on the project must start prior to January 1, 2024. Note that this credit scales down annually from 30% to 22% by the year 2023.

Many sawmills with kilns and old boilers could take advantage of these tax credits by adding a backpressure steam turbine to their system. Other companies that currently don't have a wood boiler could also qualify for the tax credits if converting to a biomass-fired heat and power system.

Whether a biomass CHP system makes sense financially depends on each company's situation. Companies with ready access to mill or manufacturing residues such as bark, chips and sawdust, or cull logs or ends or pieces, or companies paying high prices for purchased power may have a financial incentive to explore CHP systems. For other companies, a wood heat or CHP system may provide a more stable outlet

for the disposal of mill or manufacturing residues.

A few examples of potentially viable projects that could qualify for the credits include:

- Facilities with boilers that need replacement: sawmills with a kiln capacity of > 10 MMBF per year, or dry kiln operations with a capacity of >8 MMBF
- Facilities with existing high pressure boilers (>100 psi capacity): sawmills with a kiln capacity >3 MMBF per year, or dry kiln operations with a capacity > 2 MMBF
- Pellet mills or residue drying operations: Facilities producing > 20,000 dry tons per year

However, there may be other energy users that could take advantage of the use of wood energy and these tax credits. If the facility uses over 20,000 mmbtu/year, it may make sense to consider a wood fired CHP project.

Companies interested in evaluating whether a wood-fired heat or heat and energy system are a good fit can get free assistance through the U.S. Department of Agriculture Forest Service. Both the Michigan and Wisconsin Department of Natural Resources partner with the Forest Service's Wood Energy Technical Assistance Team to provide free wood heat and power evaluations. Contact Sabina Dhungana at the Wisconsin DNR at [Sabina.Dhungana@wisconsin.gov](mailto:Sabina.Dhungana@wisconsin.gov) or (608) 220-4531, David Neumann at the Michigan DNR at [neumannd@michigan.gov](mailto:neumannd@michigan.gov) or (517) 490-7640 or Lew McCreery, Forest Products Technologist, with the Forest Service at [Lew.McCreery@usda.gov](mailto:Lew.McCreery@usda.gov) or (304) 288-3655.

For more information about the federal income tax energy credit, consult your tax professional and see 26 U.S. Code § 48 – Energy credit and 26 U.S. Code § 45 - Electricity produced from certain renewable resources, etc., (c) (3) Open-Loop Biomass. For more information about the Waste Energy Recovery Property tax credit, see Section 203, pages 2453-2455 in the Omnibus Budget Bill.

## 26% Tax Credit Passed For Residential Biomass Heat Systems

Homeowners are also beneficiaries of the 2021

(Continued on page 8)

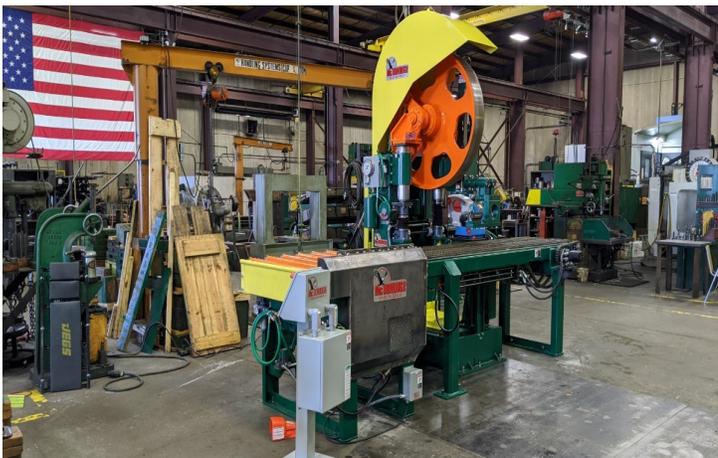
## MEET OUR MEMBERS

**McDonough Manufacturing Company**  
**US Office:** 2320 Melby Street, PO Box 510  
 Eau Claire, WI 54702  
**Canadian Office:** 1046 Route 105  
 Mactaquac, NB E6L 1B3



Since 1888, McDonough Manufacturing Company has been a family owned business and has focused on providing durable sawmill machinery, while providing the efficiency and speed required by the modern sawmill. Frank McDonough was granted a patent in 1892 for the Traveling Bed Feed Resaw, now known as the Linebar Resaw. It is one of the most profitable machines in the modern mill—a machine that has actually saved many sawmills from ending. Several products offered from the company which include a line of re-saw choices and options, carriages, board edgers, gang edgers, bandmills and all type of forest products industry supplies. McDonough Manufacturing expanded into Canada, opening a shop in Mactaquac, NB in 2017. Welders, fabricators, project planners, engineers and process improvement specialists are all employed and 14 of the employees have been with the business for more than 20 years. Sue Tietz, President and CEO of the company has been working almost continuously since she was a teenager and her son, Matt Tietz, vice president is now the 5th generation owner.

For more information visit their website at:  
[www.mcdonough-mfg.com](http://www.mcdonough-mfg.com).



**Devereaux Sawmill**  
 2872 N. Hubbardston Road  
 Pewamo, MI 48873

Devereaux Sawmill has been in business for the past 54 years and is one of the largest manufacturers and distributors of quality Michigan Hardwoods. After working with his two brothers for nearly 20 years, Jim Devereaux decided to open his own sawmill, which consisted of a circle mill that sold green lumber to wholesales and concentration yards in Michigan and he also added a kiln and planing mill. The scope of the original business continues to expand with the recent additions of a 60 bin sorter, rip saw operation, and 110 cart kiln dried processing line.

The company looks to service the most discerning customers with exacting specifications for widths, lengths, color, manufacture, surfacing, ripping, packaging, and more. Their base of satisfied customers extends through the US, Canada, Europe, Asia, and the Middle East and includes buyers from industries such as flooring, cabinets, furniture, millwork, and more. The species of wood they carry are hard and soft maple, red and white oak, walnut, hickory, cherry and poplar with thicknesses from 4/4, 5/4, 6/4, 8/4, 10/4 and 12/4. Today, Jim's two sons Brandon and Craig have assumed leadership positions with the company to help make the company successful.

At Devereaux Sawmill they take great pride in their history which is based on integrity, honesty, and hard work, and great people!

For more information on the business visit their website at: [www.devereauxsawmill.com](http://www.devereauxsawmill.com).



# Wisconsin Election Update Report

## By Amy Boyer, WI Legislative Consultant

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### Wisconsin 2021-22 Legislative Session

The 2021-22 legislative session is formally underway! The focus of the session thus far has

been on COVID-19 legislation and a repeal of the Governor's statewide mask mandate. Assembly Bill 1, the second COVID-19 Relief Bill, is currently stalled out in the State Assembly as leaders from both houses try to find consensus. One main section that both houses agree on is a provision that provides liability protections for businesses, schools, non-profits, and other entities.

In other legislative action, Senate Joint Resolution 3, which challenges the Governor's ability to issue multiple public health emergencies for the same event has passed the State Senate. Under current law, the Governor may issue a single, 60-day emergency order that can only be lifted or continued by the State Legislature. Governor Evers has issued five separate executive orders for the pandemic since March 2020, including the mask mandate. The Senate passed SJR 3 with bi-partisan opposition (18-13) on January 26. The Assembly was poised to take the measure up that week however it was revealed that the State would stand to lose almost \$50 million in federal FoodShare benefits if the mask mandate is repealed and removed the resolution from the calendar.

### Key Committee Assignments

**US Rep. Tom Tiffany (R-WI)** has been appointed to the House Committee on Natural Resources for the 117<sup>th</sup> Congress. Tiffany, a long supporter of the timber and forest products industry, was re-elected to serve his first full term for Northern Wisconsin. Of the appointment, Tiffany stated: "As a member of the Natural Resources Committee I look forward to defending American energy independence, improving forest management practices, reducing our reliance on other countries for strategic raw materials, protecting the rights of sportsmen, and making sure that Wisconsin wildlife conservation decisions stay in Wisconsin." Congressman Tiffany will also serve on the House Judiciary Committee.

**Senator Mary Felzkowski (R-Tomahawk)** has been appointed Chair of the Senate Committee on Insurance, Licensing and Forestry. Felzkowski was elected to the State Senate in November 2020. Prior to that, she served in the State Assembly beginning in 2012. Felzkowski also serves on the Joint Committee on Finance.

**Representative Jeff Mursau (R-Crivitz)** has been re-appointed Chair of the Assembly Forestry, Parks and Outdoor Recreation Committee. Mursau has served in the State Assembly since 2004 and has served as Chair of the various Forestry Committees since 2007.

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## LSLA Education Update

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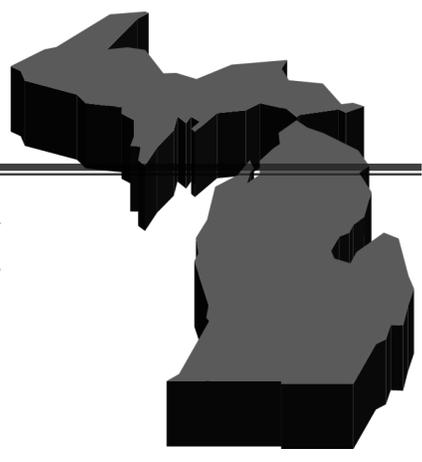
On Jan. 28<sup>th</sup> we hosted the first webinar explaining the grade sawing reference guide. The grade sawing guide is meant to be a resource to help train new employees and people in the industry on some of the basic principals of grade sawing. In total, 182 people attended the first webinar and there was a great discussion with lots of good questions at the end. The webinar was recorded and is intended to be another resource to build upon the grade sawing publication. The links to both the grade sawing guide and the webinar recording are found on the Wisconsin DNR Forest Businesses resources page.

If you would like to view the recording of the grade sawing webinar, it can be found here: <https://widnr.widen.net/s/6bllvzf5zq/hardwood-grade-sawing-webinar>

The next webinar will be held Feb. 16<sup>th</sup> at 7pm focusing on the edging and trimming guide. The final webinar will be March 11<sup>th</sup> on air drying lumber. You can register for the future webinars here: <https://dnr.wisconsin.gov/topic/forestbusinesses/events>

# Michigan Legislative Report

## By Scott Everett, MI Legislative Consultant



### Gov. Appointments Being Rejected

Republican legislators, infuriated by the Governor Gretchen Whitmer administration's COVID-19 related orders, have so far bounced 18 executive appointments and more appear to be coming. This is the latest weapon in the republican's efforts to become more involved in the pandemic response. Multiple heated confrontations have broken out on the Senate floor as Democrats strongly object to discharging the proposed appointments from the Senate Advice and Consent Committee and the voting to reject.

### House Committees Appointed

The 2021-2022 House Natural Resources Committee: Gary Howell (R) Committee Chair, 82nd District, Gregory Markkanen (R) Majority Vice-Chair, 110 District, Beau LaFave (R), 108th District, Steve Marino (R), 24th District, Rodney Wakeman (R), 94th District, Steve Carra (R), 59th District, William Sowerby (D) Minority Vice-Chair, 31st District, Sara Cambensy (D), 109th District, Abraham Aiyash (D), 4th District.

The Senate Natural Resources Committee remains the same: Edward McBroom (R) Chair, Jon Bumstead (R) Majority Vice Chair, Rick Outman (R), Wayne Schmidt (R), Sean McCann (D) Minority Vice Chair.

### Michigan Reports Largest Payroll Employment Drop In December

The state of Michigan reported the country's largest payroll employment decrease in December among the 50 states (-64,400) and the second-highest percentage month-to-month drop (-1.6%). Minnesota's 1.8% drop from November to December was slightly larger. California reported a non-farm payroll employment drop of 52,200. Michigan's 7.5% unemployment rate for December was the 11th highest total among the states, below states like Hawaii (9.3%) and Nevada (9.2%), whose numbers led the pack. The lowest unemployment rate in the country was in Nebraska and South Dakota at 3%.

### DNR Bringing Back Wolf Advisory Council

The Michigan Department of Natural Resources

(DNR) is re-establishing the Wolf Management Advisory Council in light of federal delisting of gray wolves as a threatened or endangered species. On Nov. 3, 2020, the U.S. Fish and Wildlife Service decided to remove gray wolves from the federal list of threatened and endangered species in the lower 48 states. The action took effect Jan. 4, 2021, meaning residents can shoot wolves that are attacking livestock or a dog.

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## A MESSAGE FROM THE MI-DNR, DAVID NEUMANN AND WI-DNR, Sabina Dhungana (CONT'D)

Omnibus Spending Bill. Congress passed a 26% tax credit for residential biomass heat systems in December 2020. A tax credit was implemented for wood and pellet heaters with a thermal efficiency rating of 75% (higher heating value of the fuel). The tax credit is initially set at 26% for 2021 and 2022, drops to 22% in 2023. The credit expires at the end of 2023, unless extended. The Internal Revenue Service is expected to issue guidance on the tax credit yet this year. For more information, see the Alliance For Green Heat's web page at [www.forgreenheat.org](http://www.forgreenheat.org).

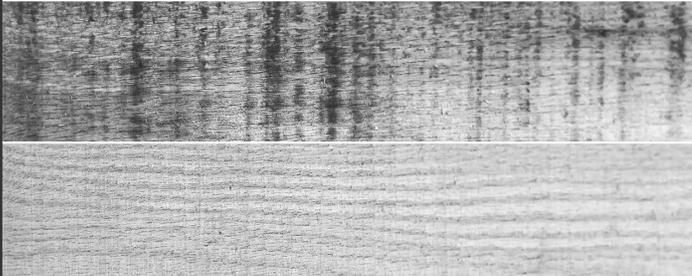
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*Thank You to the following  
members who contributed \$500 or  
more to our 2021 Hardwood  
Federation Dues*

- Besse Forest Products Group
- Florence Hardwoods, LLC
- G & G Lumber Inc.
- Interlink Lumber LLC
- Northwest Hardwoods, Inc.
- Quality Hardwoods, Inc.

Thank you to all members that made contributions for the Hardwood Federation Dues.

The total amount raised was \$7,400!



**Meet Our Members** is offered to all LSLA members. If you would like your company featured in an issue of The Log, please email to us the article, including the name of your company, address, type of business, product manufactured, years in business, and other information that your fellow members will find interesting. If you have a picture you would like included, please email along with the article to [lsla@lsla.com](mailto:lsla@lsla.com).

# HARDWOOD FEDERATION UPDATE

BY Dana Lee Cole—Executive Director, Hardwood Federation

## The Biden Agenda

President Joe Biden was sworn into office on January 20, 2021 at 12:00 noon, as is customary when a new President begins his term. Federal government leadership is now set for the next two years with Democrats in control of the White House and both Chambers of Congress (although by razor thin margins.)

Obviously, it is early, and policies will be more fully developed over the coming months, but there are some indications of the types of challenges and opportunities Washington, D.C. will present to the hardwood industry in the near future.

The number one priority for the President and his team is clearly addressing the ongoing human and economic impacts of the COVID-19 virus. The good news is that multiple vaccines have been developed and are being distributed, with more on the horizon. Implementing policies and strategies that increase the rate of inoculation for the entire U.S. population is top of the list. Coming in a close second is providing economic support to individuals and businesses that continue to struggle as significant portions of the economy remain shuttered.

The President has proposed a \$1.9 trillion dollar relief package as one of the first legislative actions to be considered by Congress. This builds on the first two rounds of assistance provided in 2020 which totaled almost \$4 trillion. The package includes \$1,400 payments to individuals; increases unemployment payment enhancements to \$400; provides assistance to state, local and territorial governments; funds new grant programs for small business owners and entrepreneurs, separate from the existing Paycheck Protection Program; and reinstates of the paid sick and family leave benefits that expired at the end of December until September 30. Congressional approval is required and debate is ongoing, although the new White House is hopeful for swift action.

Longer term, the Administration has made clear that they will make climate change a centerpiece of their agenda throughout their time in office, incorporating climate considerations across government agencies and departments. This is a challenge certainly, but it

is an opportunity for the entire wood products industry, including hardwoods, to present ourselves as part of the solution to climate change concerns, with many tools at our disposal including sustainable management and harvest of forest lands, carbon neutral energy fuels, and carbon sequestering products. There are indications that the new Administration is open to some of our solutions we have promoted over the years, including wood energy, wood product innovation and green building. We will certainly be looking for opportunities to work closely with our forest products allies to further educate decision makers in the coming months.

The slim majorities in the House and Senate pose some challenges to the Administration as they work to enact legislation through Congress. Regulatory changes can be made at the department and agency level but may take years to move through the process as they require opportunities for public comment and review. The President also has power to act quickly through Executive Order, which was widely employed by previous administrations. All options will certainly be utilized by the President, as they have by past Presidents, but all do have limitations.

The Hardwood Federation team will be directly engaged and carefully tracking developments on all fronts that have impacts on our businesses.

## BUYER'S GUIDE ADVERTISING

The 2021 LSLA Buyer's Guide advertising is still available through February 21.

Sizes and prices of ads are:

- Half page (4 ½ inches wide X 3 ¾ inches high):\$50
- Full Page (4 ½ inches wide X 7 ½ inches high):\$100

Or, if you like a little competition, how about bidding on the most prominent advertising spots in the Guide?

Minimum bids for the following spots are as follows:

- Inside Front Cover (full page, color): \$200
- First Page (full page, black/white): \$200
- Back Inside Cover (full page, color): \$200
- Outside Back Cover (full page, color): \$400

If you would like to reserve advertising space in the 2021 Buyer's Guide, *contact [lsla@lsla.com](mailto:lsla@lsla.com) or (920) 884-0409.*

# THE REAL AMERICAN HARDWOOD COALITION UPDATE

## (CONT'D)

- **In-Store Promotion:** Long before they purchase, consumers use retailers (large and small) for information gathering. We'll make available signage for in-store use to help consumers find Real American Hardwood products and compare their benefits versus competitors.

Obviously, with greater funding, we can expand the program's impact. We intend to build on success in the first year, growing interest, excitement, engagement and yes, funding. With additional funding in the \$750,000-\$1.2 M range we can grow our effort by expanding social and search, adding content to RealAmericanHardwood.com, creating in-store displays, and developing partnerships with social media influencers.

### Together We All Grow

The RAHC is made up of more than 25 national, regional and state associations representing all hardwood producing states - together, we're a strong, unbeatable team! The Real American Hardwood campaign maximizes impact when every member of the industry participates - from lumber mills, to

manufacturers, to associations. We will need everyone to be a part of the effort!

### Use the Real American Hardwood Logo

- Include the RAH logo on advertising, packaging, point of sale materials and even invoices and business cards to support your brand.
- Build connection to the campaign online – link your company website and social media platforms to RealAmericanHardwood.com and follow the campaign's social channels
- Use Real American Hardwood content to strengthen your company's website and social media

### Support Funding Efforts

The RAHC is seeking the financial support for the national campaign from regional and national industry trade groups and associations, hardwood and hardwood plywood producers, distributors, manufacturers, and suppliers. Support for the Real American Hardwood promotion campaign is voluntary, and we encourage all members of the industry to participate at any level they are able. Suggested annual contributions range from \$600-6,000.

You can learn more about the RAHC at RealAmericanHardwood.com or contact us at [hardwoodpromotion@gmail.com](mailto:hardwoodpromotion@gmail.com). We are excited about the future and are excited to have you join us!

## 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 is not blocking emails from [lsla@lsla.com](mailto: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. If your email address has changed, please notify us so that you don't miss out on any important news.



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[benlaski@midwesthardwood.com](mailto:benlaski@midwesthardwood.com)  
[www.midwesthardwood.com](http://www.midwesthardwood.com)

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