

THE LOG

August / September 2021

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LAKE STATES LUMBER ASSOCIATION

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906-875-3724

Letter from the President

Minocqua Shines Once Again

After having to suspend the 2020 LSLA golf outing scheduled for Minocqua, WI the event resumed in 2021. We once again visited Minocqua and as always, an exceptional golf outing in the industry took place over the 2 days. Despite some evening showers on Wednesday that altered some plans for the welcome reception activities it was a successful event. With approximately 140 golfers and many other members working areas on the golf course or attending the dinner, attendance was high and so were people's spirits. I am not sure if it was the nice weather, the current market conditions or if it was just people excited to get back together but the general mood of everyone there was great. For many in attendance, this was the 1st time seeing other people in the industry face to face in over a year. I cannot speak for everyone, but I thought it was great to see a lot of familiar faces again. Great work by everyone on the golf committee and thanks to everyone for attending.

As summer winds down things will turn more routine. Many vacations will be completed, schools will be starting back up and work weeks become consistent. What will this all mean for the industry remains to be seen, but it appears the industry will remain strong. A consistent conversation I heard during the golf outing is the struggle to find enough labor making it difficult to keep up with strong demand. Hopefully we are all able to find enough help, squeeze in 1 more summer trip and enjoy the autumn that lies ahead.

Rob Paradise
Devereaux Sawmill
LSLA President
rob@devereauxsawmill.com



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

**LSLA CALENDAR
OF EVENTS**

Hardwood Lumber Grading Short Course
August 17-19
Northcentral Technical College
Antigo, WI

GLTPA Expo September 9-11
Escanaba, MI

Marketing Forest Products Class
September 23, 2021
Kemp Station, Woodruff, WI

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A MESSAGE FROM THE WI-DNR

USDA Announces Pandemic Assistance for Timber Harvesters and Haulers

Farm Service Agency Will Begin Accepting Applications on July 22

The U.S. Department of Agriculture (USDA) is providing up to \$200 million to provide relief to timber harvesting and timber hauling businesses that have experienced losses due to COVID-19 as part of USDA's Pandemic Assistance for Producers initiative. Loggers and truckers can apply for assistance through USDA's Farm Service Agency (FSA) July 22 through Oct. 15, 2021. The Pandemic Assistance for Timber Harvesters and Haulers program (PATHH) is administered by FSA in partnership with the U.S. Forest Service.

The Consolidated Appropriations Act, 2021, authorized this critical assistance for the timber industry. Timber harvesting and hauling businesses that have experienced a gross revenue loss of at least 10% during the period of Jan. 1 and Dec. 1, 2020, compared to the period of Jan. 1 and Dec. 1, 2019, are encouraged to apply.

Program Details

To be eligible for payments, individuals or legal entities must be a timber harvesting or timber hauling business where 50% or more of its gross revenue is derived from one or more of the following:

- Cutting timber.
- Transporting timber.

- Processing of wood on-site on the forest land (chipping, grinding, converting to biochar, cutting to smaller lengths, etc.).

Payments will be based on the applicant's gross revenue received from Jan. 1, 2019, through Dec. 1, 2019, minus gross revenue received from Jan. 1, 2020, through Dec. 1, 2020, multiplied by 80%. FSA will issue an initial payment equal to the lesser of the calculated payment amount or \$2,000 as applications are approved. A second payment will be made after the signup period has ended based upon remaining PATHH funds.

The maximum amount that a person or legal entity may receive directly is \$125,000.

Applying for Assistance

Loggers and truckers can apply for PATHH beginning on July 22 by completing form FSA-1118, Pandemic Assistance for Timber Harvesters and Haulers Program application, and certifying their gross revenue for 2019 and 2020 on the application. Additional documentation may be required. Visit farmers.gov/path for more information on how to apply.

Applications can be submitted to the FSA office at any USDA Service Center nationwide by mail, fax, hand delivery or via electronic means. To find a local FSA office, loggers and truckers can visit farmers.gov/service-locator. They can also call 877-508-8364 to speak directly with a USDA employee ready to offer assistance.



Become an LSLA Member— Enroll Today!

Becoming part of our growing association is as simple as completing this form and mailing it to:

LSLA
337 Superior Avenue
Crystal Falls, MI 49920

Name: _____

Company: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

- Enclosed is payment for Dues: \$500 annually, or \$250 semi-annually
 Please invoice me.

2021 Golf Outing Wrap Up

It was a beautiful warm day on Thursday, July 29 for the LSLA Annual Golf Outing at Timber Ridge Golf Course in Minocqua, WI. The event kicked off with a Welcome Reception on Wednesday evening at the Minocqua Yacht Club, followed by a pub crawl ending at Otto's Beer and Brat Garden for entertainment and prizes.

Thursday morning the shot-gun start was at 9:30 am, and the day was off with golfing, contests at various holes, and foursome competitions. Everything wrapped up with cocktail hour, dinner and door prizes on Thursday evening at Rueland's Convention Center.

The golf outing committee deserves to be recognized for the work and endless hours they put in to make this a successful event for all. Thank you to the following committee members:



Front row left to right:
 Cal Diercks (Kretz Lumber)
 Peter McCarty (TS Manufacturing)
 Jason Brettingen, Chairman (Kretz Lumber)
 Cory Corullo (Action Floors)

Back row left to right:
 Luc Connor (WD Flooring)
 Sam Brettingen, (Mutual of Omaha Investor Services)
 Vince Catarella (Baillie Lumber)
 Phil Kersten, Jr (Kersten Lumber)
 Elijah McCarty (Nyle Systems)
 Ross Corullo (Action Floors)

And, of course, we could not have the golf outing without the generous support of our many sponsors, listed here. Many, many thanks go to:

Golfer Gift: **Ally Global Logistics**

Welcome Reception: **Cascade Forest Products**

Cash Shoot-Out & Safe Ride: **Baillie Lumber**

Lunch: **American Wood Fibers**

Entertainment: **Kendrick Forest Products**

Water/Snack: **WD Flooring**

Social Hour: **Northern Hardwoods**

Golf Ball: **Stella Jones Corp.**

Putting Contest: **Timber Creek Resource**

Hole-in-One: **U-C Coatings**

Beverage Cart: **Bee Forest Products, Krueger Lumber, McDonough Mfg, TMX Shipping Co.**

Par 3: **DMSi Software, HCI Chemtech, Nyle Dry Systems, R & R Insurance**

Grand Prize: **Hardwood Market Report**

Money Ball: **Kretz Lumber**

Bucket Raffle: **Besse Forest Products, Bessemer Plywood Corp., BioSource Corp., Choice Insurance, Country Forest Products, Devereaux Sawmill, Ener-Con, Florence Hardwoods, G & G Lumber, Gary LeMaster Family, Lignetics Brand, LSLA Education, Menzner Lumber & Supply, Nicolet Hardwoods, Quality Hardwoods Inc., Tigerton Lumber, Timber Creek Resource, TS Manufacturing**

Hole: **Bennett Hardwoods, Blade Millworks, Breneman Lumber, Chitko Brothers, Cleereman Industries, Cole Hardwoods, Constructive Sheet Metal, Hay's Companies Ins. Risk Management, Infinity Wood Floors, Innovations Custom Doors, KerberRose, Kersten Lumber, Konkel Custom Woodworks, Loggers Insurance Agency, LumbermenOnline.com, MacDonald & Owen Lumber, Menominee Saw & Supply, Menominee Tribal Enterprise, Midwest Hardwood Corporation, Mutual of Omaha Investor Services, North Country Lumber, Northwest Hardwoods, Novak Trucking, Pigeon Creek Hardwoods, Primewood, Quality Hardwoods Ltd., Rockland Flooring, Snowbelt Hardwoods, Springs Window Fashions, TQMM, Tweet Garot Mechanical, Walter Brothers Lumber Mfg.**

Special: **Action Floors, Dufeck Manufacturing, Gary LeMaster Family, Granite Valley Forest Products, L & S Electric, Messersmith Mfg, Penn-Sylvan International**

MI DNR Utilization & Marketing Program Update

Over the last two months, MDNR U&M Program staff assisted in roll out training for stakeholders and staff on the DNR's Customer Utility platform, (for the video tutorial go to: [Customer Utility Training for Timber Purchasers - YouTube](#)), and continued to assist the U.S. Department of Agriculture, Forest Service with the annual Timber Product Output mill survey. Staff also participated in the Michigan Council on Climate's subgroups that are developing recommendations for strategies to decarbonize the State's economy by 2035 and partnered with North Carolina State University Extension to plan a one-day dry kiln workshop at Michigan State University in October. Michigan State University welcomed a new staff specialist who will focus on outreach and education related to mass timber construction in July. And we'd like to encourage companies to apply for the Pandemic Assistance for Timber Harvesters and Haulers or PATHH Program, and the annual Rural Development Fund grants offered by the State of Michigan this fall. More on these items below.

Annual Timber Product Output Survey

If your mill has been contacted about the annual mill survey, there's still time to fill it out – by phone with your friendly DNR staff, on the web at the links provided by MDNR, or using the paper survey form. Each year, the Forest Service and state partner to implement the new annualize survey protocol that requires contacting 40% of the active sawmills each year. The TPO survey tracks the status of primary manufacturers - companies that process roundwood or chips from the forest – and compiles estimates of the volume of wood received by mills, and quantity of residues generated. The survey is one of the mechanisms for quantifying trends in the forest products industry, and the only one using data direct from the mills. If you have any questions about the annual TPO survey, please contact Dave Neumann at neumannd@michigan.gov.

Michigan Council on Climate Input

As part of Michigan's effort to address climate change, the Council on Climate work groups have been developing recommendations for strategies that could be used to help reduce carbon emissions, and increase carbon storage across the state's economy. As part of that work, U&M program staff have

been contributing to the development of recommendations for the promotion of mass timber and other wood designs in construction, and use of wood and wood derived products as a substitute for more carbon intensive materials, such as plastics and steel in other consumer goods. If you have any suggestions for strategies that can help increase the use of wood while reducing carbon emissions, please forward them to MDNR's David Price or David Neumann, or forest products industry representatives in the Natural Working Lands subcommittee.

Michigan State University's New Mass Timber Academic Specialist

Michigan State University welcomed a new academic specialist in July - Sandra Lupien, Director, MassTimber@MSU! Sandra's focus at MSU will be on promotion of mass timber construction, and outreach and education to architects, engineers, constructors, local code officials, and the public. She is a former Deputy Director of External Affairs and Communications in the California Governor's Office of Planning and Research, and wrote her Master's thesis on barriers to the adoption of mass timber construction. Sandra is also a participant in the Michigan Council on Climate's Natural Working Lands subcommittee, and leading a work group developing recommendations for use of mass timber and substituting wood materials for more carbon intensive products. MDNR and the Michigan Department of & Rural Development are among the partners supporting the new position. Sandra can be reached at lupienza@msu.edu.

Kiln Drying Workshop at Michigan State University – October 26th

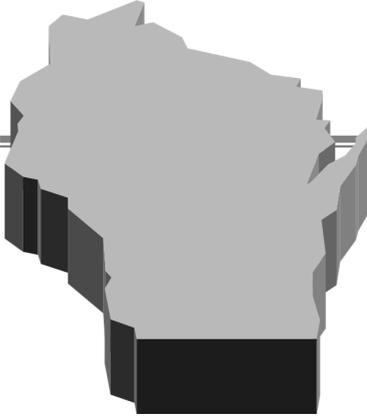
MDNR partnered with North Carolina University Extension's Harry Watt to host a one-day introduction to kiln drying workshop at MSU's campus this fall. The workshop will be tailored for small to medium sized companies, and for those with little prior experience in kiln drying. The workshop is planned as a full day's instruction, with an optional sawmill & dry kiln tour afterward. More details to follow – contact David Neumann with questions or to register.

PATHH Program Grants Announced

(Continued on Page 8)

Wisconsin Legislative Report

By Amy Boyer, WI Legislative Consultant



Evers Vetoes Verso Mill Legislation

Citing uncertainty on how the Federal ARPA money can be allocated, Governor Evers vetoed the "Mill Bill" legisla-

tion on July 8. This legislation would have provided \$65 million in loans through the Wisconsin Economic Development Corporation (\$50 million to the Consolidated Cooperative for the Wisconsin Rapids mill and \$15 million for the Park Falls Mill Cooperative for that mill). The Timber Professionals Cooperative, formed last year, provided the impetus for

the formation of these two multi-stakeholder cooperatives. This bill was passed by both houses with bipartisan support. Sen. Janet Bewley (D-Mason) has recently circulated legislation that is similar but includes an amendment that requires funding to the UW System and special education funding for the Department of Public Instruction. It is likely that this bill will never pass.

The Real American Hardwood Coalition Update (RAHC) Get Real with us!

Despite some unavoidable delays related to the COVID-19 crisis, the Real American Hardwood Promotion Coalition (RAHPC) is making great strides forward with the research phase complete and brand development is underway. Creating a unified messaging platform for the hardwood industry remains the top priority and focus of the group.

The research encompassed a wide audience of consumers, architects, contractors, home renovators, designers, millennials, and Gen Xers. It was conducted in a variety of methods - in-person focus groups, online polling, and interactive bulletin boards. Results of this research provide the basic tenets for developing a much-needed, over-arching brand identity.

The research focused on how these consumers think and feel about hardwood. Key findings include:

- Positive attributes of American hardwood identified by consumers:
 - Attractiveness of hardwood is valued...this is the #1 attribute;
 - High-end appeal of hardwoods;
 - Uniqueness of hardwood products is desirable;
 - Durability of hardwood is recognized;
 - Hardwood is the Gold Standard of home furnishings and products - everyone wants the look

and feel of real hardwood products.

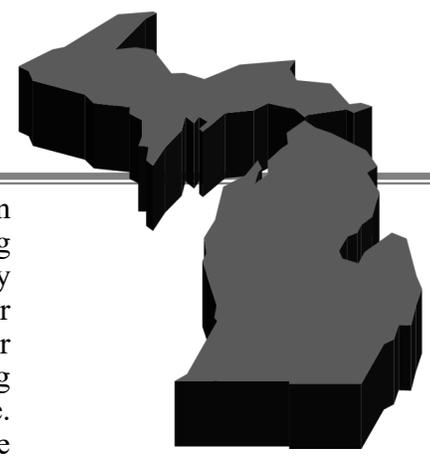
- Potential drawbacks of choosing American hardwood include:
 - High cost...the #1 barrier to purchasing hardwood;
 - Not viewed as a "Good Value" for the money;
 - Consumer disconnect between the durability of the product and the product being good value;
 - Disposable society does not think about long term investment;
 - "Close is Good Enough" attitude about competing products.
- Some attributes of hardwoods were found to be of little importance in the decision process:
 - Made in America is not a persuasive selling point;
 - "Environmentally-friendly" products is not top of mind;
 - Sustainability of the resource is not identified by consumers.

Our marketing consultants, Clutch, is in the final stages of developing a preliminary go-to-market playbook which will recommend a unifying logo and outline the many ways companies and associations can engage and guide influencers. Once we have our

(Continued on Page 10)

Michigan Legislative Report

By Scott Everett, MI Legislative Consultant



Bid To End \$300 Federal UI Kicker Vetoed

On July 20th Gov. Gretchen WHITMER vetoed HB 4434 legislation designed to end early the federal government's \$300-a-week unemployment insurance (UI) kicker. Functionally, HB 4434, sponsored by Rep. Jeff YAROCH (R-Richmond) wouldn't have ended the additional benefit prior to the benefit's scheduled Sept. 5th end date. The bill was not given immediate effect in the Senate, meaning it wouldn't have gone into effect until 2022, among other technical issues.

Nessel Joins Coalition Urging Rule Revisions To Clean Water Act

Michigan Attorney General Dana NESSEL joined a multistate coalition in a comment letter urging the U.S. Environmental Protection Agency (EPA) to swiftly repeal or significantly revise a Trump-era rule curtailing state authority under Section 401 of the Clean Water Act. The changes to the rules made in 2020 have created uncertainty and confusion, complicating and delaying urgently needed action, she said.

Huizenga Wins GOP Nomination In 28th By 174 Votes

Two-term Rep. Mark HUIZENGA (R-Walker) (Grand Rapids area) squeaked through a nail-biter of a Senate Republican primary election this month by defeating former Rep. Kevin GREEN by 174 votes and Rep. Tommy BRANN (R-Wyoming) by 259 votes. A total of 39,473 votes were cast.

Craig Announces Exploratory Committee For Governor

Former Detroit Police Chief James CRAIG has announced an "exploratory committee" for Governor that would allow him to raise and spend money through a campaign committee. The plan is to hold a formal announcement with events and rallies after Labor Day when voters begin paying closer attention to the 2022 elections. The Republican launched a ChiefJames-Craig.com website to begin raising money.

State Employees Asked About Vaccination If They're Coming To Office

State workers in Michigan are being asked on a daily questionnaire whether they're vaccinated or not if they're coming into the office. Workers across state government are required to fill out a daily online questionnaire that inquires if they'll be working at the office that day, and if they are, another set of questions emerge, including one asking whether the person has been vaccinated.

Labor Day Bridge Walk Is Happening

The Mackinac Bridge Walk will take place over Labor Day weekend this year, with the Mackinac Bridge Authority (MBA) confirming the event will resume after it was cancelled in 2020 due to COVID-19. The walk will start from both St. Ignace and Mackinaw City. The bridge will be closed to public traffic during the 2021 walk, from 6:30 a.m. to noon on Labor Day, Sept. 6.

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MI DNR Utilization & Marketing Program Update (Cont'd)

Loggers and timber haulers impacted by the pandemic last year are encouraged to investigate the Pandemic Assistance for Timber Harvesters and Haulers or PATHH program announced by the U.S. Department of Agriculture's Farm Service Agency in late July. The PATHH program offers grants for loggers and truckers that can document a 10% or greater loss for January 1, 2020 through December 1, 2020 compared to the same period in 2019. Note that these funds are being offered as grants, not loans – they do not need to be paid back. Applications are being accepted through October 15, 2021 for funds up to \$125,000, limited by the amount of loss, and funds available. For more information about the program, contact your local FSA office or see the PATHH program web page at www.farmers.gov/coronavirus/pandemic-assistance/pathh.

Rural Development Grant

Loggers, truckers and sawmills are encouraged to apply this fall for the annual Rural Development Fund Grants offered the Michigan Department of Agriculture & Rural Development. Each year, MDARD announces an opportunity for grants to 'promote the sustainability of land-based industries and support infrastructure that benefits rural communities.' The grants have been for up to \$100,000, require 30% match, and can be used to help support expansion of existing businesses and training programs that will support land-based industries, including forestry and forest products processing. Loggers, timber haulers and sawmills qualify as agricultural producers under the grants. Several forest products businesses have received these grants over the last few years, and we'd like to encourage more companies to apply. Go to: [MDARD - Rural Development Fund Grants \(michigan.gov\)](http://MDARD - Rural Development Fund Grants (michigan.gov)) for more information on the grants – the 2021/2022 calendar year grant information have not been posted yet, but you can see information from past grant cycles and see reports of previous grant recipients.

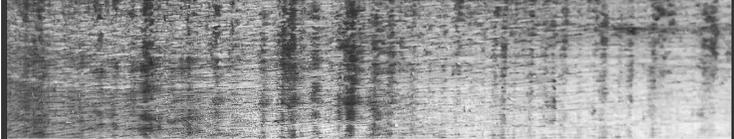
Questions?

Contact U&M Program Staff – Brenda Haskill at haskillb@michigan.gov or David Neumann at neumannnd@michigan.gov.



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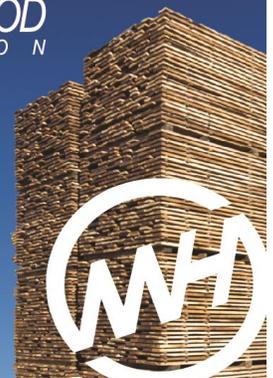
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HARDWOOD FEDERATION UPDATE

BY RICK DEGEN

Support the Hardwood Federation...YOUR Voice in Washington, D.C.

The Hardwood Federation has fought for you, your companies, and your employees for fifteen years. They remain steadfast in their mission to strongly advocate on behalf of our Lake States Lumber Association businesses and our employees to White House and Congressional leaders regardless of party. They are on the political front line for us, fighting every day so we can have a successful tomorrow.

And they need our help to continue the fight.

Your financial support and active engagement are vital as they continue efforts to give you, your company, and your employees a voice in Washington D.C. on federal policies that impact your bottom line. As the LSLA's representative on the Hardwood Federation Board of Directors, I am writing today to ask that you support the Federation by contributing financially to their efforts on behalf of the industry. Please give what you can.

The Hardwood Federation leverages the voices of our hardwood association leaders and their members to make sure the Biden White House, Administration Officials and Congressional Leaders understand the valuable contributions the production of hardwood timber and products can make on multiple levels of the U.S. economy.

In 2021 the Hardwood Federation's top priorities and engaging the hardwood industry in economic recovery and linking the industry's environmental stewardship to Biden Administration carbon reduction goals. In addition, they will continue to advocate on additional issues that impact hardwood companies, including:

- Regulatory and tax reform,
- Transportation,
- International trade,
- Renewable energy, and
- Green building.

As a leading member of the Lake States hardwood community, I hope you and your company will consider providing the necessary financial assistance

that supports the Hardwood Federation's work plan in 2021 and beyond. It is more important than ever, as the federal government officials hear from a multitude of interest groups, not all of them friendly to the hardwood story. The competition for attention and support is intense. Now, more than ever, the U.S. hardwood businesses cannot afford to be without representation.

To those of you that are already supporters in 2021, thank you for your support and engagement. To those of you that have not yet contributed, you may do so in one of two ways:

- Companies may contribute to the **Corporate Operating Fund**, at (www.hardwoodfederation.com/SupportUs). Corporate donations are tax-deductible financial contribution that supports the day-to-day operations of the Washington, D.C. based staff.
- Individuals may make personal contributions to the **Hardwood Federation Political Action Committee (HFPAC)** at (www.hardwoodfederation.com/SupportUs) which gives the Federation an important tool that opens doors to policy makers and supports our friends on Capitol Hill who understand hardwood industry issues and work with us to ensure a healthy business environment.

The Hardwood Federation cannot continue without this vital financial support from the industry. Please contribute now and what you can...you are making an investment in the future of the industry...and of your place in it.

Please call me if you have any questions about how you can help and thank you for your support of our great industry!

Rick Degen
Bennett Hardwoods
715-845-9663

RAHC UPDATE (CONT'D)

proposed playbook in hand, the RAHPC can begin to formally roll-out the research findings and our strategy for industry engagement. We will consider where we start our activities for the most effective exposure to all interested hardwood companies. Additionally, we will develop a financial plan and address viable fundraising methods.

Our first step will be to communicate our findings and strategic plan to the industry. To this end, the RAHPC Executive Committee will prepare a webinar to update funding partners and industry affiliates on the Playbook highlights. A representative from Clutch will present the Real American Hardwood brand platform, brand tag and recommendations for engaging audiences and influencers. Members of the RAHPC Executive Committee and Advisory Committee will also participate to answer questions and to gather industry insight and comments. We are excited to be so close to the end of this first stage of this very important project!

To learn more about the webinar details, or to sign on as a funding partner, email hardwoodpromotion@gmail.com or reach out to any RAHPC Executive Committee member.

RAH Executive Team

LSLA EDUCATION CLASS

Marketing Forest Products Class

September 23, 2021

Kemp Station, Woodruff, WI

Marketing has been called the backbone of successful forest products companies. Yet many companies struggle with the marketing concept. Those attending this workshop learn about the products of forest products' industry, marketing as it relates to these products, & how to gain a competitive advantage in the industry. The program is designed for business owners, managers, & new marketing personnel and/or those wishing to brush-up on the marketing aspects of forest products industry.

For more information and registration on the class, email lsla@lsla.com or visit the LSLA.com website.

NEW LSLA MEMBERS

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

BERGER CUSTOM HARDWOODS LLC

307 Emery Street

PO Box 67

Fairchild, WI 54741

Phone: (715) 533-1224

Tim Berger

Email: tberger@bergerhardwoods.com

BUSINESS TYPE: Hardwood Distribution

ANNUAL: 1MMBF

SPECIES: Most Domestic

PRODUCTS: Hardwood Lumber

BITCO INSURANCE COMPANIES

300 N. Meridian Street

Suite 920

Indianapolis, IN 46204

Phone: (800) 382-9991

Fax: (317) 241-8922

Website: www.bitco.com

Adam Doyle

Email: adam.doyle@bitco.com

BUSINESS TYPE: Insurance Company

HASTINGS AIR ENERGY CONTROL, INC.

5555 S. Westridge Drive

New Berlin, WI 53151-7900

Phone: (800) 236-8450

Fax: (262) 364-0550

Website: www.hastingsair.com

Doug Young

Email: info@hastingsair.com

BUSINESS TYPE: Manufacturer/Distributor

PRODUCTS: Automated "On-Demand" Dust Collection Systems

WHERE IS DAVID BRADLEY?

He is enjoying the beautiful weather on the Peshtigo River



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