

THE LOG

August / September 2023

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Letter from the President



Another successful golf outing is in the books, and yet another golf course gains several Kretz money balls! A special thanks is *well* deserved for the planning committee lead by Jason Brettingen with Kretz Lumber. Jason and his team always try to outdo themselves at this event to make it better every year and they sure did this year having the welcome reception at the race track! Additionally, a big thank you goes out to all of our sponsors. The event would truly not exist without all of our support and membership companies.

Fall is right around the corner and so is our Winter Meeting. The LSLA board is preparing for the winter meeting speakers (yes, already)! If you have any suggestions for the event, please reach out to a board member! Also, we will have some open seats for the board at that same time. If you or you know of someone that may be interested, please reach out. In the meantime, keep your head above the water in this everchanging industry of ours and continue to ensure your company/team/family/customers are headed in a good direction.

Jim Maltese
Stella-Jones Corporation
LSLA President
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LAKE STATES LUMBER ASSOCIATION, INC. . . PROVIDING LEADERSHIP AND EDUCATION TO ASSURE THE SUSTAINABILITY OF OUR FOREST RESOURCES

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Not Pictured: Pete Johnson (Granite Valley Forest Products), Jennifer Lu (WIDATCP)

Photo courtesy of Zach Miller, Miller Publications.

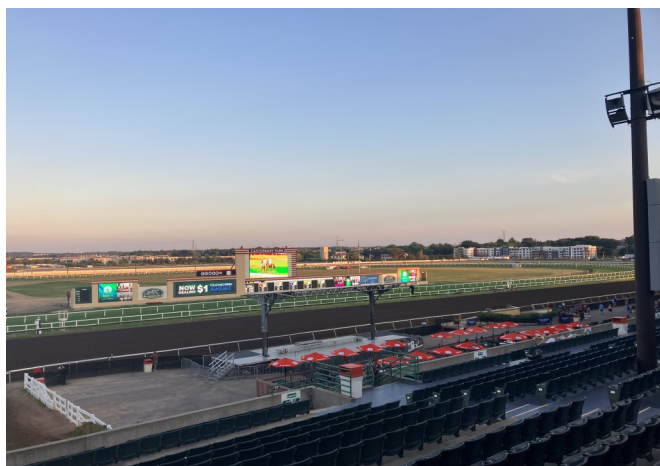
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2023 Golf Outing Review

Prior Lake, MN

Members and guests of the Lake States Lumber Association recently convened in hot and steamy Prior Lake, MN for the association's annual summer golf outing.



The two-day event began Wednesday evening with a Welcome Reception of food, drink and live horse racing at Canterbury Park in Shakopee. Over 100 people attended the event hosted by: **The AGL Group, Cascade Hardwoods, Constructive Sheet Metal, Dufek Manufacturing, and Kendrick Forest Products.** In addition to dinner and live betting, the group enjoyed private paddock tours & Winner's Circle viewing experiences hosted by former jockey Mark Irving.

On Thursday morning, 112 golfers hit the links at the beautiful and challenging Meadows at Mystic Lake. The team of Peter McCarty (**TS Manufacturing**), Phil Kersten (**Kersten Log & Lumber**), Vince Catarella (**Baillie Group**), and Sam Brettingen (**Heck Capital Advisors**) won the A-Flight & overall 18-hole event with a score of 13 under par.

A-Flight runner up consisted of the team of Ryan Peterson (**Northern Hardwoods**), Marlin Langworthy (**Cascade Hardwood**), Dave Whitens (**Whitens Kiln & Lumber**), and Jeff Daugherty (**AGL Group**). B-Flight and C-Flight winners were also awarded, along with 24 proximity prizes and special events winners.

Marty "Dick" Fox (**Max Hill Lumber**) won the 8-person pre-golf "**Baillie Group Cash Shoot-Out**". Steve Jones (**Ron Jones Hardwoods**) and Cory Corullo (**Action Floors**) finished second and third respectively.

On Thursday night, over 150 members and guests attended the evening social hour sponsored by **Northern Hardwoods**, and an awards banquet held at Mystic Center. Golf and individual hole event winners were announced; along with prize winners drawn for the Par Three Challenge and Putting Contest. In addition, the group held a special drawing for all its sponsors, held a bucket raffle to benefit LSLA Education, and gave out over 150 door prizes.

The Golf Outing was a successful event because of those who came to the Outing and because of the incredibly hard work put in by the Committee. Many thanks go to Jason Brettingen (Kretz Lumber), Chairman, and the Committee members: Cory Corullo (Action Floor Systems), Luc Connor (WD Flooring), Vince Catarella (Baillie Group), Ross Corullo (Action Floor Systems) Phil Kersten, Jr. (Kersten Log & Lumber), Cal Diercks (Kretz Lumber), Peter McCarty (TS Manufacturing), Sam Brettingen (Heck Capital Advisors), and Loren DeJonge (Constructive Sheet Metal).

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2023 Golf Outing Sponsors — THANK YOU

The Golf Outing would not happen without our generous sponsors that contribute each year. We owe a huge thank you to all of them listed below who make the event possible.

Social Hour: Northern Hardwoods

Prize Sponsor: Menominee Tribal Enterprises

Lunch Sponsor: American Wood Fibers

Welcome Reception: Constructive Sheet Metal; The AGL Group; Dufek Manufacturing; Cascade Hardwood

Golf Ball Sponsor: Stella-Jones Corporation

Cash Shoot-Out/Safe Ride Sponsor: Baillie Group

Beverage Sponsors: McDonough Manufacturing; Krueger Lumber; Timber Creek; TMX Shipping

Welcome Beverage/SafeRide/Birdie Hole Sponsor: Kendrick Forest Products

Water/Snack Sponsor: WD Flooring

Par 3 Sponsors: R & R Insurance; Colonial Life; Messersmith Biomass Boiler Systems; DMSi

Special Event/Crazy Drive Sponsor: Granite Valley Forest Products

Putting Contest Sponsor: Action Floor Systems

Hole-in-one/Putt for Dough Sponsor: UC Coatings

Money Ball Sponsor: Kretz Lumber

Longest Drive Contest Sponsor: Penn-Sylvan International

Bucket Raffle Sponsors: LeMaster Properties; Bee Forest LLC; Brenneman Lumber Company; Besse Forest Products; Bessemer Plywood Corporation; HMR; TS Manufacturing; G & G Lumber; Bruggeman Lumber; LSLA Education; Choice Insurance; Shamco Lumber; Devereaux Sawmill; Quality Hardwoods, Inc.; Menzner Hardwoods; L & S Electric;

Chitko Bros. Lumber; BioSource; Wolverine Hardwoods; Florence Hardwoods; Sagola Hardwoods

Hole Sponsors: Lyme Great Lakes Timberlands; Walters Brothers Lumber; Country Forest Products; Performance Pallet Corporation; North Country Lumber; Stetson Forest Products; NWH, Springs Window Fashions; Rockland Flooring; Midwest Hardwood; Timber Creek; TQMM; Snowbelt Hardwoods; Ron Jones Hardwoods; AJD Forest Products; Novak Trucking; Koppers Inc.; Superior Michigan Hardwoods; Konkel Custom Woodworks; Cole Hardwoods; Banks Hardwoods; King City Forwarding USA; Northland Hardwood Lumber; Bennett Hardwoods; Cleereman Industries; Blackhawk Industrial; Tigerton Lumber; MacDonald & Owen Lumber; KerberRose; Fryberger, Buchanan, Smith & Frederick; Quality Hardwoods LTD; Primewood; Richardson Hardwoods; Heck Capital Advisors; MiCROTEC; Koxlien Brothers Wood Products/Pigeon Creek Hardwoods; Menominee Saw and Supply

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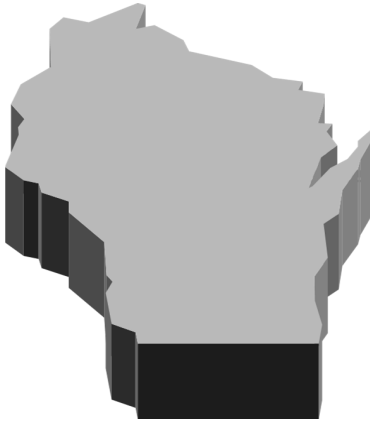
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Scenes from the 2023 Golf Outing





Wisconsin Legislative Report

By Amy Boyer, WI Legislative Consultant

Overweight Permits

The Lake States Lumber Association has been working with the Great Lakes Timber Producers Association and Wisconsin DOT over the past several months to draft legislation that would add to Wisconsin's network of roads that allow Michigan Configured trucks.

The proposed draft, which will be sponsored by Sen. Cory Tomczyk (R-Mosinee) and Rep. Jeff Mursau (R-Crivitz) adds nine additional routes to the current network. These routes are located in the following areas: Town of Fifield in Florence County; Town of Oneida in Outagamie County; Village of Suring in Oconto County; City of Eagle River in Oneida County; City of Park Falls in Price County; Town of Bass Lake in Sawyer County; and the City of Shawano.

The addition of these routes will result in more effi-

cient and affordable transport in of raw forest products. We hope to have public hearings within the next month with action by the Legislature during the fall legislative floorperiod.

Wisconsin Supreme Court

Supreme Court Justice Janet Protasiewicz was officially sworn in on August 1 giving liberals a majority for the first time in 15 years. A day later, a lawsuit challenging Wisconsin's legislative maps was filed directly to the high court.

Protasiewicz, a judicial liberal, defeated conservative Dan Kelly with 55% of the April 4 vote. The Spring Election also featured a massive turnout and spending that broke national records for a Supreme Court race.

Tensions will continue to be strained as the court debates high-profile, hot-button issues such as abortion, voter rights and maps, which could dramatically change the legislative makeup in both houses.



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Michigan Legislative Report

By Scott Everett, MI Legislative Consultant



House's Healthy Climate Plan Dumps Biomass

Earlier this summer the House Natural Resources Committee took up a package of bills creating the "MI Healthy Climate Plan," which proposes Michigan getting its energy from 100% carbon-free sources by 2035. One bill highlighted during the discussion was Rep. Betsy COFFIA (D-Traverse City)'s HB 4759. Current law allows energy generation using biomass as a renewable energy source. Coffia's HB 4759 removes biomass as a renewable and carbon-free energy source.

Coffia's bill codifies standards set up in the Department of Environment, Great Lakes and Energy's (EGLE) MI Healthy Climate Plan, including a 60% electricity requirement from renewable sources by 2030 and a 100% reliance on carbon-free sources by 2035. The latter target does not include biomass, which the Chair of the Committee, Rep. Laurie POHUTSKY (D-Livonia), said is a result of the goal to move away from carbon-producing methods. The entire package awaits further consideration in committee which also includes Pohutsky's HB 4760 and Rep. Abraham AIYASH (D-Hamtramck)'s HB 4761, which together mandate the Michigan Public Service Commission hold public hearings on key issues and increase the minimum savings electric and gas providers should be seeing from their energy efficiency programs.

Report Links Dems' Clean Energy Bills To Extra Federal Investment

In a recent press conference in Detroit, Democrats and environmentalists highlighted the Michigan "Clean Energy Future Plan" – a plan that pushes utilities to develop a "100% clean energy standard" by 2035. The group claimed that their proposals could attract \$7.8 billion in extra federal investment to Michigan. Lt. Gov. Garlin GILCHRIST II, along with other legislators visited Walker-Miller Energy Services in Detroit to highlight a report released this week on how Michigan can improve its advantages in accessing the more than \$50 billion in competitive grant funding offered through the federal Inflation Reduction Act (IRA). The report, which was prepared by 5 Lakes Energy and the Michigan Energy Innovation Business Council (MIEIBC), found that through adopting certain policies – such as those transitioning Michigan's electricity generation energy mix to 100%

carbon-free sources, including nuclear power, by 2035 – the state can secure itself more than \$5 billion in additional IRA investment by 2032.

Barrett-Hertel Pegged As Country's Most Competitive Race

The budding Mid-Michigan 7th Congressional race is "the most competitive open seat in the country" between former state Senate colleagues Tom BARRETT and Curtis HERTEL, Jr. in the eyes of the widely respected Cook Political Report. The report spotlights 10 Democratic seats across the country that are "pure toss ups." It also finds 13 GOP seats in the same category. The Hertel v. Barrett contest, however, is the only one that does not have an incumbent.

Gun Detection Equipment Being Installed

This summer State Capitol employees were busy installing walk-through devices at the ground-level entrances on all four sides of the state Capitol today to prevent would-be gun-toters from entering the building. The three-person work crew was laying the groundwork for the state capitol commission to impose a ban on weapons and explosives starting the day after Labor Day. That's assuming the panel adopts the ban at its late August meeting, which could allow a provision for lawmakers who have a concealed weapons permit to carry their weapons into the building.



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The Real American Hardwood Coalition

Update (RAHC) Get Real with us!



Real American Hardwood Coalition Launches Build Your World Campaign in Partnership with Magnolia Network

The Real American Hardwood Coalition (RAHC), the domestic hardwood industry's consumer promotion initiative, officially launched its new Build Your World™ advertising campaign to promote Real American Hardwood® flooring, cabinetry, furniture, and millwork. In partnership with Magnolia Network, the integrated digital campaign will run through January 29, 2024, and will reach 93 million people.

“An advertising campaign on this scale is a first for the American hardwood industry,” says Michael Martin, president and CEO of the National Wood Flooring Association (NWFA). “For decades, misinformation has spread and the industry has seen market share slip away to alternative products that offer the wood look, without any of the benefits of real wood. Through the Build Your World campaign, our industry is showing how Real American Hardwood products offer unmatched aesthetics, natural durability, and lasting value—as well as why they are healthier for our homes and environment. And Magnolia Network is the perfect partner to share these stories.”

Developed by CANVAS United, the campaign relates the authenticity and attributes of Real American Hardwood products to the uniqueness and lifestyles of consumers. Five different vignettes capture the spirit of individuality in real-life settings, encouraging consumers to envision how they can build their world with hardwood.

“As long-time partners to the RAHC, we’re excited to see the Build Your World campaign launch. We’re particularly proud of this campaign’s capacity to highlight both the emotional and rational benefits of hardwood,” said Mark Lainas, president of CANVAS United. “Leveraging entertaining yet poignant storytelling in the creative will feel relatable to consumers across the country, and allows us to showcase not just the beauty of American hardwoods, but the lasting value of the products.”

The ad campaign will run on the Magnolia Network channel, as well as on Magnolia and discovery+ digital streaming platforms. Magnolia Network is availa-

ble through cable and satellite providers; Hulu + Live TV and YouTube TV services; and Magnolia, HGTV, discovery+, and Max streaming apps. The campaign also includes digital and social media components.

To learn more about the Build Your World campaign and see the campaign’s landing page, visit RealAmericanHardwood.com/build-your-world.

This campaign was made possible thanks to the voluntary support of the hardwood industry—up and down the supply chain. Thank you to the more than 130 companies, nearly 30 trade associations, and individual donors who have contributed toward the success of the Real American Hardwood initiative. Visit RealAmericanHardwood.com/industry to see a listing of contributors.

The RAHC’s work is ongoing, and now that the Build Your World campaign is up and running, efforts will continue to promote Real American Hardwood products to consumers, and also will shift focus to begin outreach and education toward the design/build community.

To achieve the RAHC’s ambitious goals, funding is a critical component. The time is now to Build Your World. Consider making a voluntary contribution, today, at RealAmericanHardwood.com/industry.



Real American Hardwood is a registered trademark, and Build Your World is a trademark of the Real American Hardwood Coalition.

30-second spot: <https://youtu.be/ImbeRGA9Hk>
Playlist of spots (more will be added):

<https://www.youtube.com/playlist?list=PLv7N-6RGLEcFJhFZoRP8vispSEd0t5lQ->

Hardwood Federation Update

By Rick Degen, LSLA Representative for Hardwood Federation

I am a forester and lumberman. I am also a lobbyist. As a member of the Lake States Lumber Association Board of Directors, I lobbied on behalf of our industry in the Wisconsin Capitol. Since 2017, I have had the privilege of representing the LSLA on the boards of the Hardwood Federation and Hardwood Federation PAC in the Nation's Capitol.

The Hardwood Federation represents 30+ forest products industry associations from around the country. LSLA pays dues, which gives the Association a seat on those boards. The HF is a relatively new organization. Dick Krawze was the first LSLA representative and his shoes have been hard to fill.

Each year the Federation holds a fly-in to DC to lobby Congress. These meetings were suspended during the Covid lockdowns and resumed in June this year. 70 industry representatives held 100 face to face meetings on June 14. In addition, a reception and dinner was held for Republicans and a breakfast with Democrats.

For meetings in Congress, members are set up in regional teams. This year, most of the 8 meetings I attended were with members of Congress from Wisconsin and Michigan. Our team was well represented by LSLA members Troy Brown from Kretz, Peter Connor from WD Flooring, Luke Broger from Quality Hardwoods and myself from Bennett Hardwoods. Kirby Kendrick, from Kendrick Forest Products met with a team that visited Iowa and other states.



The Federation staff provides each member with a packet of information, which includes briefing papers on three topics

to be addressed in the meetings. A similar packet is presented to each legislator. These are very professionally done. The staff does excellent work on behalf of its members.

I think amongst the general public, "Lobbyist" unfortunately gets a bad rap. People have the opinion that

lobbyists are throwing a lot of money at politicians to buy favors and the politicians solicit it to buy votes. While the legislators need to receive contributions that help them fund an election campaign, they're also interested in hearing from regular folks.

Member companies in the Federation are mostly small to medium sized, family owned businesses. This resonates with our elected representatives, who care about issues that affect jobs in their districts. The PAC makes financial contributions to some of those Legislators who support us in our efforts.

The legislators we meet with know who we are, because as an industry and as individuals because they hear from us. Dick Krawze used to set aside time every Thursday to make a few phone calls to legislators. I assure you, they knew who he was and they listened. They knew him because he took the time to reach out on a regular basis.

A mentor of mine from my hometown was a member of our greatest generation. He fought in WW II and was active politically his entire business life. He told me once that not all Patriots who serve wear a uniform. Dick Krawze was a patriot, and so are all of the other fine people I've come to know through the lobbying activities of the LSLA and HF.

I encourage all of you to take a more active role in your government; local, state and federal. A phone call, or short letter describing issues that affect you go a long way towards educating our legislators. Also, please support the LSLA's effort with the Hardwood Federation by making a company and personal contribution. Every little bit helps. This work costs money and your contributions are needed.

Rick Degen

Thank you Rick for your hard word and dedication to LSLA throughout the years. Enjoy your retirement!

Congratulations

Where is David Bradley?

David Bradley enjoys a day in the Lyme Great Lakes Timberlands forest. We sustainably grow and harvest a wide variety of products from our 600,000+ acre forest, including some of the region's most beautiful veneer and sawlogs.



Photo credit: Field Forester, Mike MacIntosh

LSLA CALENDAR OF EVENTS

September 12

Railroad Tie Manufacturing Workshop
La Crosse, WI

September 13

LSLA Board Meeting
Onalaska, WI

October 5

Dust Hazard Class
New Berlin, WI

October 24-26

Hardwood Lumber Grading Short Course
Antigo, WI

October 27

Sawing, Edging and Trimming Course
Neopit, WI

Week of December 4

Hardwood Lumber Grading Short Course
and
Sawing, Edging and Trimming Course
Grayling, MI

NORTHCENTRAL TECHNICAL COLLEGE

WOOD SCIENCE UPDATE

A Word from NTC Wood Science

This has been a very busy spring and summer at the NTC Wood Technology Center of Excellence in Antigo. Earlier this spring, we hosted the first ever NTC Wood Olympics. Over 40 high school students competed in different career skills events including everything from wood product and equipment identification to log scaling and calculating moisture content. The final competition, Career Fair Bingo, gave participants a chance to demonstrate their interpersonal skills. Students were tasked with visiting different company table displays, introducing themselves and learning about each company and their career opportunities. NTC would like to say a huge thank you to LSLA Education for sponsoring the cash prizes for this event! The top three teams were:

- 1st: Wittenberg-Birnamwood High School
(Wittenberg, WI)
- 2nd: Forest Park High School
(Crystal Falls, MI)
- 3rd: DC Everest High School
(Wausau, WI)

NTC Wood Olympics Traveling Trophy went to 1st Place Team from Wittenberg-Birnamwood H.S.



On October 18 and 19, the program will be hosting Wood Technology Discovery Days. This open house style event is intended for high school students interested in the forest products and wood manufacturing career field to tour our facility and meet current students. At the event, participants will practice some of the career skills events that are part of the Wood Olympics coming up in the spring! If you would like to connect your local area schools to this quickly approaching event please email wells@ntc.edu or call Logan at 715-348-7794.

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