



Timber Products Company  
THE TREMENDOUS RESOURCE

# timberline



HOLIDAYS 2009

## Best Wishes in 2010

As always, we are grateful for our relationships with every Timber Products team member and for the partnerships we have with our customers and suppliers. We value these relationships that have endured through both good times and more challenging markets such as the ones in which we currently live. 2009 has been another challenging year, but we look ahead to 2010 with an eye toward strengthening these partnerships based on the mutual trust and respect that continues to be at the core of our foundation.

During this holiday season let us take time to reflect and give thanks for our blessings. Let us all be especially mindful and give thanks for the men and women in the Armed Forces around the world who are fighting to preserve the liberties we enjoy and cherish here at home. It is our hope and prayer that there be real peace on earth and goodwill to all!

From our family to yours, our warmest wishes for a joyous holiday season and a happy, healthy 2010...with improving markets for wood products! 🍀

Joe Gonyea, II  
CEO

Joe Gonyea, III  
COO

David Gonyea  
Vice President

### Have an interesting, high-profile project that involves Timber Products hardwood plywood?

We'd like to hear from you and possibly feature your project in a future issue of Timberline! Please send an e-mail to [lhartwig@timberproducts.com](mailto:lhartwig@timberproducts.com) with some project details and contact information.

## Project Profile: California's Leading LEED Platinum Home

*Ultimate sustainable home features eco-friendly cabinetry*



Real estate developer Steve Blanchard's new 5,000-square-foot residence in Costa Mesa, Calif., earned the designation as Orange County's first house to be LEED Platinum certified, and contains cabinetry built with Timber Products' GreenT™ Hardwood Plywood.

In addition to famous theme parks and ocean breezes, Orange County, Calif., is home to one of the most sustainable residences in the country, if not the world.

Local real estate developer Steve Blanchard's new 5,000-square-foot residence earned the designation in November as Orange County's first house to be certified Platinum by the U.S. Green Building Council's (USGBC) Leadership in Energy and Environmental Design (LEED®) for Homes Program.

The LEED-H program rates residential projects on a point scale for different aspects of environmental design, resulting in the certification levels of Certified, Silver, Gold and Platinum. Larger homes, because they use more natural resources to build, have to reach a higher point level to be certified. Blanchard's home accumulated 104 points in the rating, four more than it needed for Platinum certification.

"This innovative home is a model of how sustainable residential building should be undertaken," says Timber Products Vice President Roger Rutan. "Every detail was thought out, and we're thrilled that GreenT hardwood plywood was selected for the cabinetry and contributed toward LEED points."

Blanchard's Costa Mesa Green Home, as the project is known, was designed to be a modern interpretation of the California Craftsman style and serves as a showcase of green building ideas. The house features six bedrooms, six-and-a-half bathrooms, an office and a kids' family room. It was constructed using the most innovative practices that took diligent care to save energy, water and natural resources while building a more durable, healthy home for Blanchard's own family.

The home's showstopper is a long, narrow, 1,000-square-foot kitchen with cabinets that reach as high as 10 feet. Blanchard selected birch GreenT hardwood plywood with a recycled content core for all the cabinetry, including custom-made units in the bathrooms and the laundry room.

Bill VaVerka, owner of Verk's Cabinet Shop in Santa Ana, wasn't familiar with sustainable

building requirements when he came upon the opportunity to work on the greenest home in Orange County. A call to his building products distributor, Weber Plywood and Lumber Co., changed all that and helped him land the opportunity of a lifetime.

"Orange County is one of California's strictest when it comes to sustainable building codes, so this was a job that needed a lot of attention to detail," said Steven Weisenberg, a LEED Accredited Professional who manages Weber Plywood's Environmentally Friendly and Green Materials Division. "Bill and I talked about what materials to use, viewed some GreenT samples, and prepared for his presentation. The homeowner loved the ideas and awarded Verk's the job."

In addition to the cabinetry, Verk's was brought in during the final touches to add built-ins to the project.

"This was a challenging job but also an educational experience for me in green building," said VaVerka. "It was easier than I thought to meet the LEED requirements because the GreenT hardwood plywood satisfied every need, and did not compromise quality. The materials do make all the difference when working on a sustainable project."

Air quality was a top priority for the homeowner, and he specified that all flooring, cabinetry, trim, sealants, paints and adhesives contain little or no volatile organic compounds (VOCs) and no formaldehyde. GreenT, which is made

**Project Profile** (continued on page 2)



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# After 2009: Distributors See Light on the Horizon Next Year

Many in the wood products industry are looking forward to 2010 and hopefully better times. While this year has been challenging, Timber Products has seen many distributors achieve both small and large successes in the marketplace and remain optimistic as we head into a new year. Here's a brief look at how some of our partners weathered 2009, what they learned, the successes they found and what they see on the horizon for 2010:



**Craig Hall,**  
Lumber Products,  
Portland, Ore.

"We've learned a number of valuable lessons during the last 18 months, though I believe the most important had to do with the importance of selling."

Frankly, it had been so busy during the growth years that we had become order takers. With our renewed emphasis in selling and in providing value to our customers, we will be much stronger going forward."

"2010 will be better, though at this point we are not sure how much better. We expect our volume to improve as the year progresses. We believe the worst is past and are very optimistic about the future and the opportunities that will exist for those that have managed their businesses aggressively during the down cycle."



**Tom Weaver,**  
Roddis Lumber,  
San Antonio, Texas

"2009 was a very strong year through August, but tailed off as projects were finished and new

construction starts slowed down. We are fortunate to be located in Texas, where the economy seems to have leveled off at weak, but satisfactory, levels."

"The basics of our business plan are much more important in a tough market place. Relationship selling is the key. Our goal is to be the customer's preferred vendor. To position ourselves, we strive to be the most responsive, knowledgeable and dependable wholesale distributor in South Texas."

"I expect 2010 to be profitable, but still down from 2009. Hopefully, if the equity market continues to improve, projects funded by endowments will proceed. Many of those were put on hold in fourth quarter of 2009."



**Norman Roberts,**  
Roberts Plywood,  
Long Island, N.Y.

"In 2009, our business was off but we sold a lot of unique products that helped our sales

volume. We learned to become leaner without hurting our sales. Right now, we are in the process of transitioning to full solar energy power so we can be off the grid and be environmentally efficient."

"Because a good part of our business is generated by the Wall Street economy, we see a better year ahead in 2010."

## Project Profile (continued)

with certified wood components and meets the California Air Resources Board (CARB) formaldehyde requirements, helped the house earn LEED credits for indoor air quality as well as materials and resources and recycled content.

"What's unique about this house is that it was built by the owner to live in, and he wanted the healthiest environment for his family," said Weisenberg. "With a lot of planning and teamwork, we achieved that mission. The additional cost for using sustainable materials was minimal compared to the value that was added."

Now that he has experience in green building and has his custom work in one of the state's highest-profile sustainable homes, VaVerka envisions undertaking similar projects in the future.

"I will absolutely propose green projects to my clients," he said. "It makes a lot of sense and is a cleaner and healthier environment for the cabinet shop as well as the clients living and using the products daily."

The Costa Mesa Green Home was designed in a style called "modern interpretation of craftsman" by architect David Gangloff of Ladera Ranch and built by Gonterman Construction Corporation of Huntington Beach.

## CARB Phase 2 Requirements Begin Jan. 1, 2010

The world's strictest formaldehyde emission standards for composite wood products enter their next period starting Jan. 1, 2010. Phase 2 of the California Air Resources Board (CARB) formaldehyde regulations will require veneer core hardwood plywood to meet lower emission levels. In 2009, particleboard, medium density fiberboard (MDF) and hardwood plywood manufactured for sale or use in California were subject to the new guidelines.

Three Timber Products Company mills are certified to meet CARB Phase 2 compliance levels. The Corinth, Miss., facility is now 100 percent certified and is producing veneer core and composite core hardwood plywood that complies with the Phase 2 requirements. Timber Products' Medford, Ore., and Grants Pass, Ore., mills earned Phase 2 certifications earlier this year.

"With three main facilities producing CARB Phase 2 materials, our customers will not have to worry about ordering the latest certified hardwood plywood," said Timber Products Vice President Roger Rutan. "We are well positioned to supply the market and work through any necessary sell-through provisions."

Looking ahead to future deadlines, raw particleboard and MDF have until Jan. 1, 2011, to comply with CARB Phase 2 emission levels. Hardwood plywood with a composite core has a deadline of July 1, 2012.

If you have any questions about the CARB initiative or any other formaldehyde-related regulation, contact your Timber Products sales representative.

## KCMA Conference Explores Economic Recovery

The economic climate was the main focus of the annual Kitchen Cabinet Manufacturers Association (KCMA) Management Conference & Exposition, held this past October in Bellevue, Wash.

Presentations from industry leading experts during the three-day event offered extensive economic data and innovative manufacturing practices that cabinet companies can employ as the economy recovers. This information was intended to enable cabinet manufactures to position themselves for the greatest possible success going forward.

"Everyone recognizes that it has been a rough period for cabinet manufacturing. However, the KCMA conference was upbeat in its approach to looking ahead to when the market turns around," said Timber Products Vice President Roger Rutan, who has served on the KCMA Board of Directors for the past three years and currently chairs the organization's Associates Committee. "The conference was a positive experience and gave Timber Products an opportunity to see customers and participate in the discussion. We've always believed that you get out of a trade association what you put into it; that's why we put the time and effort to support the KCMA."

Other forums during the conference looked at safety practices, distribution channels and the CARB regulations. Attendees also had the opportunity to tour local manufacturing facilities of KCMA member companies Canyon Creek Cabinet Company, Monroe, Wash.; Pacific Crest Industries, Sumner, Wash.; DeWils Industries, Vancouver, Wash.; and Lanz Cabinet Shop, Eugene, Ore.

For more information on the KCMA conference or to join the association, visit [www.kcma.org](http://www.kcma.org).

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Timberline is a publication for our employees, families and customers.

Requests for additional copies, or to be included on the Timberline mailing list may be sent to [timberline@timberproducts.com](mailto:timberline@timberproducts.com).

Editors: Roger Rutan, Michael Richardson, and Leslie Hartwig

### Learn more about Timber Products Company:



**Springfield, Oregon**  
p: (800) 547-9520  
f: (541) 744-5431  
P.O. Box 269  
Springfield, OR 97477  
[timberproducts.com](http://timberproducts.com)

**Germantown, Tennessee**  
p: (800) 477-6195  
f: (901) 757-9482