



Timber Products Company
THE TREMENDOUS RESOURCE

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HOLIDAY 2014

Happy Holidays

Wishing you a happy and healthy holiday season. Page 1.

High Optimism for 2015

Survey reveals most think 2015 will be better than 2014. Page 2.

5 Questions for Jared Patchin, Owner, J. Alexander Fine Woodworking

Jared Patchin is the owner of J. Alexander Fine Woodworking, a custom furniture and cabinetry firm in Boise, Idaho.

A noted speaker as well as a woodworker, Jared was a panelist at Woodworking Network's recent full-day symposium—*Woodworking Inventors: Creating New Products and Business Approaches*—that explored how a new breed of woodworker is approaching the market of the future.

Timberline caught up with Jared for his thoughts on innovation, trends and advice for the next generation of woodworkers.

Timberline: What are the current trends you are seeing in custom woodworking?

Patchin: Let's look at custom furniture. In the Northwest, where I'm located, rustic and reclaimed styles are popular, but more often we're seeing Contemporary design. Contemporary styling and clean lines are becoming predominant in requests for custom furniture. With cabinetry, it's also trending away from the traditional raised panel, distressed, stained look and toward the clean line of a simple Shaker door and fewer ornamentations.

TL: Tell me about how you innovate as a company and create products for the market.

Patchin: One of the ways we innovate in our market focuses less on creating physical items or a unique piece of furniture, but more in creating a business process to leverage ourselves and gain new clients. Those innovations happen in our marketing and in our sales tactics. For branding, we look back at our marketing material and identify the feeling that we're trying to convey for our brand. So we're innovating different, unique ways that we haven't seen in our competition.

TL: What are key challenges you face as a small company and how do you overcome them?

Patchin: What keeps me up at night is thinking about how I can take my company to the next level. Some challenges that we run into are the resources we have available, both in terms of labor and machinery. For labor, I have three employees and



myself. When you only have four people, many people wear different hats. That is constraining when I need somebody in two places at once. Financing new machines that our company needs to automate production is another constraint. Currently, that means software and a CNC machine. Both of those assets are key to take my company into the future, but funding is a challenge.

TL: How much do you lean on your suppliers for advice and guidance?

Patchin: Working with suppliers is a long-term relationship. When it comes to hardwood and plywood suppliers, the most beneficial thing they've done for me is educate me about what's available in the marketplace and when to use one grade of ply over another. There are times you can use B or C grades to save some money. It's not detrimental to the project, but your bottom line will prosper as a result. As that supplier educates me, there's less chance of me looking for a new supplier because I've seen that they're bringing value to my company and my product.

TL: As a small business owner, what advice would you give to young woodworkers?

Patchin: I think one of the best things to keep in mind early in the business process is that success is not going to happen overnight. It takes years of acquiring clientele before there's momentum for sales to carry themselves. For my company, that took almost five years. Realistically, you have to be everything all the time, especially if you are a one-man operation. I think with a love of the craft and a realistic outlook on what to expect, most of us have a pretty good shot. 🍀



Holiday Greetings from Our Family to Yours

The holiday season is a chance to set aside our hectic day-to-day activities, to pause and reflect on all we are thankful for and what are truly the most important things in life and business. Our family is honored to have a great team of more than 1,000 folks who work hard every day to make our company the best it can be. We are proud of each and every one of you. To our customers, we offer a hearty "Thanks" once again for your business and your trust, which we will continue to work to earn every day.

During this holiday season, let us all be mindful and give thanks for the men and women in our armed forces, whose sacrifices make our freedom a reality here at home.

From our family to yours, we wish you the best this holiday season and a healthy and prosperous new year.

Happy Holidays!



David W. Gonyea *Joe Gonyea, III* *JH Gonyea*
David Gonyea Joe Gonyea, III JH Gonyea



Panel Talk

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Panel Talk Goes Pink for Breast Cancer Awareness Month

In October, you may have noticed something a little different about Panel Talk, Timber Products Company's online content hub at Woodworking Network: the web portal turned pink for Breast Cancer Awareness Month, which is a campaign to raise awareness of a disease that impacts so many families around the world.

Breast cancer awareness is a worthy cause championed by many organizations through pink initiatives, and Timber Products Company was happy to participate in the effort. In our own community, Timber Products Company was a Cheer Station sponsor at the Susan G. Komen Race for the Cure in Eugene, Oregon, which is near company headquarters.

Also in October, we kicked off a special focus on women in woodworking. Women are a growing segment of the woodworking and wood products

industries, so our goal is to foster conversation around opportunities, challenges and the future for this important part of the workforce.

A big part of this initiative was a special Women in Woodworking webinar in November with Woodworking Network. The discussion featured a panel of women woodworkers and executives from companies that manufacture wood products. The session was an informative dialogue and is now available on demand.

Be sure to share this webinar with your customers, your staff and particularly with female members of your team who are interested in learning more about the woodworking industry and future opportunities.

View this free webcast by visiting <http://bit.ly/TPWebcasts>.

Timber Products Company Marketing Takes Top Honors

Congratulations to the Timber Products Company marketing team for capturing two of the highest honors at the recent Public Relations Society of America (PRSA) Portland Metro Chapter Spotlight Awards. The awards honor outstanding public relations initiatives in the region and are judged by a panel of outside PR experts. *Timberline* took a Spotlight Award in the newsletter category and our pioneering Panel Talk campaign on Woodworking Network earned a top honor in the integrated marketing category. Thank you, *Timberline* readers, for your feedback and support!



Outlook 2015: Survey Finds Optimism for Next Year

Builders, designers and woodworking companies are all relieved that the housing market showed signs of life in 2014. Optimism was widespread at this year's top industry events, where the news of growing housing starts and rising trends in remodeling was welcome.

To gauge the business climate for next year, Timber Products Company recently polled its social media followers on Twitter and Facebook as well as Woodworking Network readers and asked them about their outlook for business in 2015. Here's what they had to say:

Was 2014 a better year for business than 2013?

Yes	81.6%
No	18.4%

Are you expecting 2015 to be a better year for your business than 2014?

Yes	71%
No	5.3%
Not Sure	23.7%

Be sure to follow Timber Products on Twitter (@TimberProducts) and Facebook for industry news, company updates, reader surveys and additional *Timberline* photos.

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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.

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