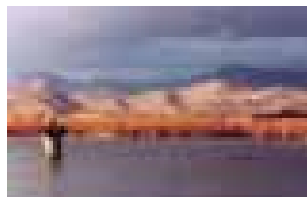


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AUTUMN 2013

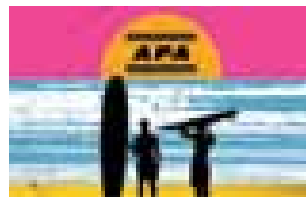
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APA Annual Meeting and
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SOCIAL STUDIES

What Type of Social Media
Is Best for Your Company?

PAGE 30

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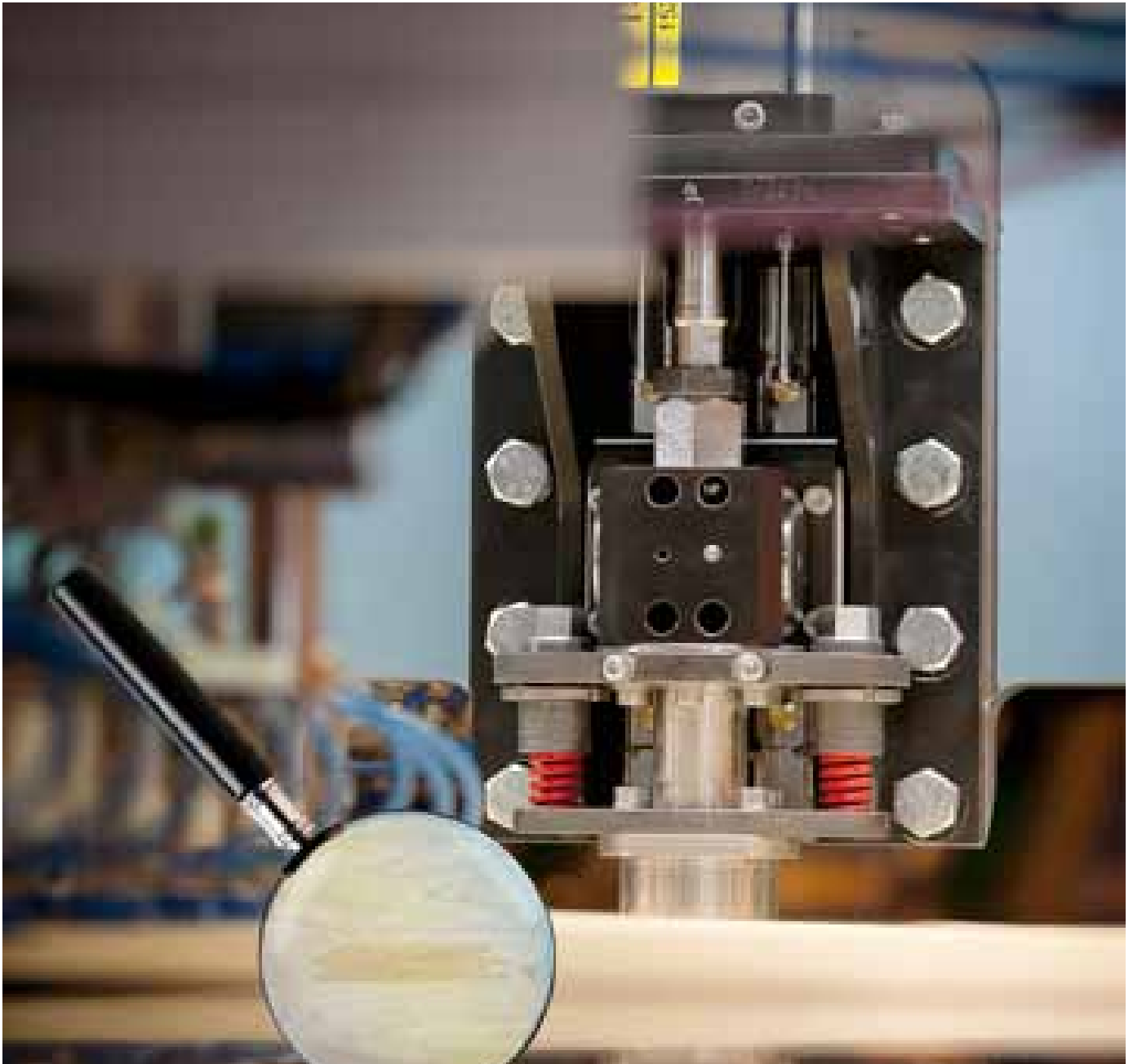
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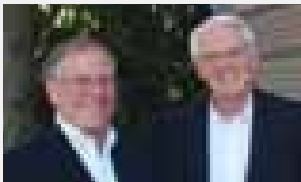
ENGINEEREDWOOD *Journal*

ENGINEERED WOOD JOURNAL
Volume 16, No. 2, Autumn 2013

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About the Cover Photo:
Outgoing APA President Dennis Hardman, right, retires at the end of this year. His successor is Ed Elias, a 35-year APA veteran. See story on page 12.



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CONNECTIONS**

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PRIME *lines*

Rebuilding Together

The wood products industry certainly has its ups and downs, and nowhere is that more apparent right now than within the ranks of APA and EWTA. Just a few years ago, the two associations weathered one of their roughest economic storms. A faltering industry necessitated a 30 percent reduction in both APA staff and its program budgets. EWTA also hunkered down as membership and Info Fair participation declined. The downturn was so severe that APA President Dennis Hardman even found himself doing contingency research on how to shut down a nonprofit association - not a legacy a leader wants on his resume.

Today, however, the mood has shifted dramatically - both within the industry and at APA. Interoffice emails now carry frequent reports of vacant staff positions finally being refilled in just the last few months (See page 14 for a list of recent hires), and EWTA is now above pre-recession membership and Info Fair levels. APA is following through with directives from the Board of Trustees that promise to help get APA back on track in terms of staff and programs. Among others, the association's hard-hit Field Services Division is rebuilding with the addition of engineered wood specialists in Maryland, Florida and Texas. These important staffers provide information and recommendations to construction and design professionals in these regions, filling critical gaps.

Good news, as well, to Mr. Hardman, who can complete his eight years at APA's helm on a positive note. He hands over the reins to Ed Elias, APA's vice president/corporate secretary, in November. More about Mr. Hardman's tenure - and his plans for retirement - can be found in the feature on page 12.

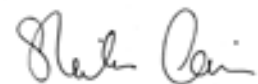
And the winners are...

Competition was stiff among the entrants of EWTA's Innovation and Supplier of the Year Awards program this year. In its third year, the Innovation program recognizes a company providing a new technology, product, or service that has been shown to demonstrably reduce production costs, increase productivity, improve product quality or in some other way provide a bottom line benefit to APA members. There were 12 entrants this year - a record number - indicating a breadth of creativity among EWTA member companies (and good news for APA members - key users of these innovative products and services).

APA members also cast their votes for the winners of EWTA's annual Supplier Awards, which are selected for each EWTA membership category. See the list of winners on page 28. Congratulations!

Info Fair Upcoming

As you read this, EWTA is well advanced on plans for the association's 20th Info Fair at APA's annual meeting in Huntington Beach, Calif., Nov. 2-5. The annual supplier exhibition promises to be even bigger and better than last year, with attendance and sponsorship exceeding 2012's numbers. With increased networking opportunities, more exhibitors, and the sound of the nearby Pacific Ocean lapping at the shore, we can't think of a better place to be this fall. See you there!



sheila.cain@apawood.org

LP Purchases Ainsworth In \$1.1 Billion Deal

Nashville-based Louisiana-Pacific Corp. announced earlier this month that it has purchased Ainsworth Lumber Co. for \$1.1 billion. Ainsworth's four OSB manufacturing facilities, located in Alberta, B.C., and Ontario, have a combined annual capacity of 2.5 billion sq. ft. (3/8-inch basis), with the potential to increase capacity to 3.1 billion sq. ft. (3/8-inch basis) with the

expansion at Ainsworth's mill in Grande Prairie, Alberta.

"This is an excellent transaction that makes LP more valuable for our customers and our shareholders," said Curt Stevens, LP's CEO, in a press release. "Ainsworth has very high quality assets and provides us with an expanded suite of strand-based products and technologies,

additional access to key international growth markets -- particularly in Asia -- and enhanced scale and efficiencies in North America."

LP is represented on APA's Board of Trustees by Jeff Wagner, who served as APA chairman from 2010 to 2011.

Bill Would Preserve Forest Roads As Non-Point Sources

Congressional leaders in May introduced the Silviculture Regulatory Consistency Act, which confirms that forest roads are not point sources under the Clean Water Act (CWA). The Supreme Court had ruled in March that forest roads do not require mandatory industrial permits under the Act, but did not resolve the "point source" question.

This was the latest action in the issue of logging road runoff and its interpretation under the Clean Water Act. It followed a Supreme Court ruling on March 20 that reversed a May 2011 ruling by the U.S. Court of Appeals for the Ninth Circuit (Northwest Environmental Defense Center v. Brown) stating that forest roads used for timber harvest require mandatory CWA industrial stormwater discharge permits typically applied to factories and other facilities.

Under an earlier order from the Ninth Circuit, EPA is currently reviewing whether to regulate forest roads as point sources.

Environmental groups have indicated that they intend to continue to challenge the Supreme Court decision, arguing that the EPA has acknowledged that runoff hurts water quality and native fish, including salmon listed under the Endangered Species Act. Both private and

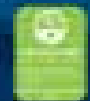


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state forestry organizations and agencies have expressed major concern over the costs and impacts of this position. The regulation of forest roads as point sources would require public and private forest road operators to obtain discharge permits for ditches, drains and culverts.

Allyn Ford Appointed To University of Oregon Board

Allyn Ford, president and CEO of Roseburg Forest Products and a member of the APA Board of Trustees, has been appointed to the Governing Board of the University of Oregon by Governor John Kitzhaber. The governor announced 14 members to the inaugural governing board, which will, upon confirmation by the Oregon Senate, assume responsibility for the governance of basic operations from the Oregon University System.

The board's duties will consist of adjusting tuition, presiding over the hiring and firing of the University president and managing construction efforts around campus.

Ford was the 2012 winner of APA's Bronson J. Lewis Award for his many contributions to the engineered wood products industry.

CFEC Continues Efforts To Influence Energy Codes

Results from energy code hearings this past spring have produced significant positive potential outcomes and a few disappointments for the structural panel and engineered wood products industry.

Staff members from APA, AWC and the Coalition for Fair Energy Codes (CFEC) participated in the 2015 International Energy Code (IECC) hearings and International Residential Code (IRC) Committee Action Hearings in Dallas, Texas, in an attempt to correct inequities in the IECC.

A key success in the IECC hearings included the Residential Code Development Committee's vote to reinstate trade-offs for high efficiency mechanical equipment. If approved at the Public Comment Hearings this month, the trade-offs would provide builders with



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the flexibility to deliver energy efficient houses in the way that makes the most financial sense. This could mean that high-cost/low-return practices, like replacing plywood or OSB wall sheathing with foam sheathing, could be avoided by installing high-efficiency mechanical equipment instead.

Staff from all three associations have been implementing plans to secure victories on mechanical tradeoffs and other CFEC proposals in the face of a well-funded lobby opposed to restoring additional flexibility to the energy code.

Any proposals approved at the Public Comment Hearings will be included in the final 2015 IECC. The public comment period is the final step in the 2015 IECC formation process.

APA, CPA Request Extension To EPA Comment Period

APA has joined the Composite Panel Association and other impacted trade associations in requesting additional time to provide comments to the U.S. Environmental Protection Agency regarding proposed formaldehyde regulations for composite wood products.

The request – which EPA granted – extends the public comment period on the EPA's proposed rules within the Formaldehyde for Composite Wood Products Act, which was signed into law in July 2010. The act sets formaldehyde emission limits for hardwood plywood, particle board, and medium density fiberboard (MDF).

With respect to structural wood products, the law is technically equivalent

to the California Air Resources Board regulations, and like those regulations, implicitly exempts structural engineered wood products such as structural plywood, OSB, I-joists, glued-laminated timbers and laminated veneer lumber. The proposals include emission limits and exemptions for very low emitting adhesives and adhesives that contain no formaldehyde, applicable to hardwood plywood, particleboard and MDF.

While the law does not affect structural composite wood products specifically, APA is watching the issue closely in case modifications are made.

U.S., Canadian Wood Councils Release Product Declarations

The American Wood Council and Canadian Wood Council have announced the release of two new environmental product declarations (EPDs) for laminated veneer lumber and wood I-joists. This latest announcement brings the available EPD total for North American wood products to six. The previous four (released in May) include softwood lumber, softwood plywood, oriented strand board and glued laminated timber.

EPDs are standardized tools that provide information about the environmental footprint of the products they cover. The North American wood products industry has taken its EPDs one step further by obtaining third-party verification from UL Environment, a business unit of Underwriters Laboratories and an independent certifier of products and their sustainable attributes.

Based on international standards (ISO 14025 and ISO 21930), EPDs have worldwide applicability and include information about product environmental impacts such as use of resources; global warming potential; emissions to air, soil and water; and waste generation.

Cover Named Executive Director of WoodWorks

The Wood Products Council recently announced that Jennifer Cover, MS, PE, has been appointed executive director of the U.S. WoodWorks, a program aimed at encouraging architects, engineers and others to use more wood in nonresidential and multifamily buildings and to make it easier for them to do so.

Prior to her appointment, Cover was national director of the Architectural and Engineering Solutions Division of WoodWorks and previously worked as an engineered wood specialist in APA's Field Services Division. She is a California licensed professional engineer and, since 2006, has also been an adjunct professor teaching timber design at the University of California, San Diego.

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PELICE Expo Scheduled For March in Atlanta

The fourth biennial Panel and Engineered Lumber International Conference and Expo (PELICE) will be held in Atlanta, Ga., March 20-21, 2014.

Hosted by Panel World magazine, the event focuses on structural and non-structural panel and engineered wood products, technologies and issues. The 2012 PELICE included 50 speakers and moderators, 65 exhibitors and more than 300 attendees.

More information about the conference can be found at www.pelice-expo.com.

IN MEMORIAM

Eugene Knokey

Eugene Knokey, 84, a long-time leader in the panel industry, died in Anacortes, Wash., Aug. 22. He was vice president of Coe Manufacturing from 1976 to 2001 and served as the technical inspiration and motivating force behind the development of veneer lathe machinery – still considered the standard of the industry. He started his plywood career in Kalama, Wash., in 1948, helped build Diamond Lumber's plywood plant in Tillamook, Ore., and built the Hines plywood plant in Hines, Ore. He had a hand in building or managing several other Western veneer and plywood plants before joining Coe. Mr. Knokey had been involved with EWTA from its beginnings, attending the association's first Info Fair in 1997. He had also been a member of APA and the Plywood Pioneers Association.



Robert Verhorst

Robert Verhorst, longtime consultant representing APA in Europe and, more recently in Latin America, died in May in Utrecht, The Netherlands.



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Moving On

APA President Wraps Up Eight Years at Helm

by Sheila Cain

When Dennis Hardman took over APA's presidency in 2005, a healthy building environment and a generally favorable economy were overshadowed by some serious membership challenges. Lack of communication was at the heart of the conflict, and Hardman knew there could be potential for membership loss; a devastating blow to APA. Many meetings, many discussions and many sleepless nights followed, but open and transparent communication eventually won the day.

The way to peace followed a path of trust and transparency - two tenets Hardman has deemed paramount to APA's strength, respectability and success in the marketplace. From that agreement, a new way of doing business emerged; one that introduced open and active discussions between the board of trustees and APA members about expenses and programs, and one that has set the tone for the duration of Hardman's tenure.

In the beginning

Hardman, 68, started his career in the wood products industry in 1968. A college graduate fresh from the University of Oregon, he took a job at Weyerhaeuser Company as a writer penning newsletters, speeches and policy manuals. He had moved into the position of advertising and sales promotion manager for Weyerhaeuser's wood products sales group when he made the jump to APA. Here, Hardman held the positions of advertising and PR manager, information services director and vice-president of marketing before being named APA's tenth president.

During his eight years at the helm of the association, Hardman's emphasis on personal relationships and open communication have permeated all facets of APA. He kicked off his presidency with the creation - in concert with the board



of trustees - of an association-wide strategic plan with four simple objectives: create quality products; protect and grow the market demand for member products; strengthen the voice of the industry; and maintain organizational effectiveness.

Unlike some companies, where strategic plans are unveiled with fanfare, stuck in a binder, then never visited again, APA's objectives - reviewed by the board of trustees every three years - serve to guide every major decision made at APA.

"We have to report on the strategic plan results at every board meeting," said Hardman. "Goals and metrics for each objective have been established and are reviewed by the trustees at least twice a year. However, in my mind, the value is not necessarily in the measurements themselves, but how the plan unifies the different elements of our organization to focus on providing the most value to our members."

A guiding plan

The formulation of APA's new strategic plan helped guide APA's direction early in Hardman's presidency, when new mills were coming on board and capacity was being added to the industry. The biggest issue facing members at the time was the need to create sufficient demand to meet increased production capacity. With the cyclical nature of the industry and ever-present market competition, APA staff responded to the board's request to generate additional demand by putting together a dynamic outreach program that created technical solutions for builders and designers, making it easier and more economical for them to use APA member products. Using a "market back" approach in which strategies are fine-tuned based on customer feedback, APA set out to determine the needs and concerns of engineers, architects, builders and code officials. According to Hardman, much of this direction came from APA's field services staff who deal with builders and design professionals on a daily basis.

APA's response has been a number of offerings, including a shear wall redesign that allows a home to more easily meet the building code using structural panels, along with a rewrite of a formerly cumbersome wall bracing code. Both efforts improve the efficiency of APA member customers while encouraging the use of APA member products.

"We shifted from responding to the needs of our members' customers to anticipating their needs and providing solutions," said Hardman. "And we have a very talented technical services group that can figure out what works and what doesn't."

This shift in philosophy has generated development of programs, reference materials and new standards that are marketed proactively to the industry, driving interest and – in turn – revenue for APA member companies.

The shifting economy

The momentum APA had enjoyed during the first half of the last decade would soon crash. The economic downturn that hit the nation hard in 2008-2009 dealt the housing industry – and APA – an especially devastating blow, leaving Hardman and the board to make some difficult decisions. Anticipating the recession before the worst of it hit, APA regretfully announced its first round of layoffs in late 2008, followed by a second, deeper-cutting round during the first quarter of 2009. When the dust settled, APA had experienced a 30 percent reduction in staff

What Lies Ahead

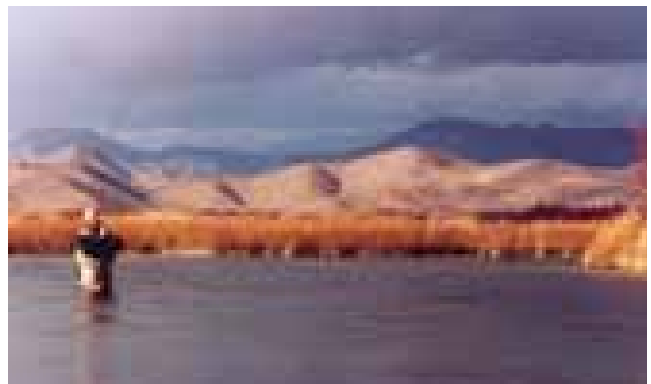
The *Engineered Wood Journal* asked outgoing APA President Dennis Hardman for his thoughts on the biggest challenges facing the engineered wood products industry. Here's how he responded.

Finding good people is paramount. Because we've had such a retracted recession, people have moved on and it's hard to find skilled workers, both professionally and in the mills or woods. Our industry is seen by a lot of people as a dying industry - it's certainly not high tech, and it's not sexy. But it is alive and thriving.

*Another challenge we face is on the **regulatory front**. We are already dealing with tough regulations (such as the 2012 International Energy Conservation Code that puts wood at a disadvantage) - now competitive products have figured out they can use those regulations as a vehicle to their advantage. Foam sheathing is one such competing material; lightweight concrete is another. There are a lot of unknowns out there, and new products could be coming our way that could severely affect our industry. We have got to be more aggressive there and pay attention to things we didn't have to worry about before.*

*I also believe that in the future there will be an increased demand for **timber as a resource** because of the emerging bioenergy field. A lot of pellet plants are being built in the south and in Canada. Right now, the product is being shipped to Europe. It could be a big drain on our resource and we may be competing with other industries for timber. As competition for wood fiber resources increases, costs likely will rise, which could impact profitability and open the door for competitive non-wood products.*

On the "good news" side of the equation, I believe the general public is finally beginning to recognize that wood products are the most environmentally friendly building materials available. Good science and life-cycle-assessment are ultimately winning the day and this is great news in a world of increasing sensitivity to everything from carbon emissions to sustainability.



Outgoing APA President Dennis Hardman has long been an avid fisherman -- a hobby he intends to continue to enjoy well into his retirement.

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Building Back: New Hires Populate APA Staff

Joe Elling is one of several APA employees hired in recent months as the association has been rebuilding its staff following the 2008-2009 economic downturn and subsequent



Joe Elling

staff reduction. Elling began his role as market research director in June, beginning a six-month transition before his predecessor Craig Adair retires in December.

Elling has 30 years of working experience in the forest products industry through his employment at Weyerhaeuser Company. He was the director of the Markets and Economic Research Department from 2002 to 2011. His primary responsibility was driving the forecasting efforts of the department in supporting operations and strategic planning across the company's businesses. Prior to joining APA he was the chief economist for the Washington State Employment Security Department. He has a BA in economics from the University of Minnesota and an MA in economics from the University of Washington.

Adair leaves APA after 24 years, most of which were spent as APA's market research director. In this capacity, Adair headed up the marketing planning process and



Craig Adair

has been responsible for end-use market research and five-year forecasts for member products. Throughout his tenure, Adair has followed the growth of the OSB industry, then the glulam

timber, I-joist, LVL, strand lumber and cross-laminated timber industries as APA has added new products to the line-up. He has focused on studying each product's end-use markets in order to provide accurate forecasts and market data to members.

Other recent APA placements include three engineered wood specialists in APA's Field Services Division: Mary Uher in Maryland and Roland Hernandez in Houston, both filling positions vacated in 2009; and Robyn Seibert in Florida, filling a position vacated earlier this year.

The Quality Services Division welcomes two new employees: certification Operations Manager Jim Funck filled a position created by a retirement and Stuart Denniston, quality auditor for the Eastern Region, filled a new position. Steve Langager, previously a quality auditor based in Idaho, was promoted to quality manager.

Other new staff include:

- Jessie Chen, senior engineer, Technical Services Division, filling a position vacated in 2012
- Benjamin Hill, manager, Computer Services, filling a position vacated by retirement in May
- Melissa DeWalt, IT specialist, Financial and Administrative Services Division, filling a position vacated in 2012
- Shelly Wiseman, administrative assistant, Financial and Administrative Services and International Divisions, filling a position vacated by a retirement in 2012
- Andrew Sternard, senior graphics designer, Market Communications Division, returning to APA after three years in the Washington, D.C., area and filling a position vacated in June.

and a 30 percent reduction in program budgets.

"At one point I was researching how to wrap up a non-profit association," said Hardman. "It was not a legacy I wanted to leave."

For an association that had become known as a leader in the wood products industry, the cuts hit particularly hard, resulting in layoffs in departments throughout APA. The remaining staff agreed to a 10 percent across-the-board

salary cut; a decision reluctantly approved by the APA Board of Trustees.

"There was some real gnashing of teeth," said Hardman. "The board didn't want to make the staff suffer any more. But the staff knew how serious the situation was and they were willing to do it."

Coming back stronger

After serious economic recessions, many companies emerge much different entities. Hardman, the board of trustees and the remaining staff were forced to not



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only make difficult decisions on behalf of the association, but then endure the inevitable aftermath. What resulted was an association that was indeed leaner, but also more streamlined and efficient. When the board of trustees convened in early 2012 to discuss rebuilding staff, one thing was clear.

“We determined we’d never get back to the same staff levels or same revenue we had at the height of the housing bubble,” said Hardman. “We created efficiencies and we learned what services were most essential to our members. It was a painful but valuable lesson.”

APA also never wavered from those four objectives created under the association’s strategic plan back in 2006. Hardman and the board kept APA’s focus on quality, and worked hard to protect members’ markets, despite the deep staff and program cuts. APA was even able to “strengthen the voice of the industry” during the downturn, adding a whopping 31 member mills since the recession started in 2009. APA has increased its market share of North American panel production from 72 percent to 86 percent, while the market share on glulam has jumped from 70 to 80 percent. I-joists and LVL have fared well also, with both nearly doubling the production represented by APA.

This growth may seem surprising until one examines how APA conducted itself as an association during those difficult times, never even considering a dues increase.

“I feel strongly about keeping (the dues) flat,” said Hardman, who suspects this was one reason members stayed put while competing associations and trade groups emerged from the downturn with fewer programs or a scaled-back scope. “When members are forced to close mills and lay off people, the last thing you want to do is increase their cost. That responsibility is recognized and I think it is very important.”

Currently, the average dues rate is 25 percent less than it was in 1998 when the markets were strong and reserves were large. While Hardman could envision a temporary dues increase that would expire after a year or two if the members felt the need to generate additional funds for special needs, a permanent dues in-

Passing the Torch

Board Names Ed Elias New APA President

APA’s Board of Trustees in July named Ed Elias the association’s new president, replacing Dennis Hardman, who is retiring this fall.

Elias is a 35-year APA veteran, recruited from Colorado State University where he earned a Master degree in Wood Science. He started his tenure at APA as a research engineer, advancing to associate scientist, senior scientist, manager of Research and Development, managing director of APA European Operations, international marketing director, and vice president/corporate secretary.

Elias and his wife, Jan, live in the north end of Tacoma, Wash.

The selection of Elias followed a multi-month search and interviews with both internal and external candidates.

Elias will officially take the reins at the APA annual meeting in November. Hardman will remain on board until Jan. 2.



Ed Elias

crease down the road is highly unlikely.

Hardman doesn’t seem surprised that the downturn didn’t adversely affect APA’s membership. APA members have always valued the chance to be a part of a bigger effort when it comes to developing product standards and helping guide technical and marketing activities, he said. The intense oversight of a dedicated and involved board also played a part in keeping APA intact.

“We’re extremely fortunate to have the high caliber of people on the board that we do,” said Hardman. “These folks have important jobs, yet they take the time to serve on the board and they do it in a serious manner.”


Hardman also credits the board for putting in place a rebuilding plan for APA staff and programs – an effort that has recently resulted in several staff re-hires along with the re-emergence of programs that had been postponed or scaled back.

Near the top of the list was to repopulate APA’s hard-hit Field Services Division. For several years, major markets such as Texas and the mid-Atlantic had no representation. These jobs were filled this past spring. The board is currently looking to fill permanent positions in the technical services group, and is seeking

candidates skilled in building science and energy codes. Other APA divisions have been filling open positions as necessary, especially in the quality services area as mills reopen or ramp up.

Winding down

As Hardman’s tenure winds down (he’ll help transition his replacement through the end of 2013), he’ll likely have plenty of opportunities to consider. He’s spoken with a few folks about post-retirement consulting gigs, but nothing’s firm. It’s likely his family will be his immediate focus: wife Kathy has “a big list” of home improvement projects that demand attention, and his grandkids – nine-year-old Connor and one-year-old Eva – will likely want to spend some time with Papa. An avid fly fisherman, Hardman also plans to spend a good amount of time “standing in a river waving a stick.”

“For the first few years, while my legs are still sound, I want to fish all the rivers I haven’t gotten to yet,” he said. “So much water, so little time!” 

Sheila Cain (sheila.cain@apawood.org) is communications director of the Engineered Wood Technology Association and editor of its Engineered Wood Journal.



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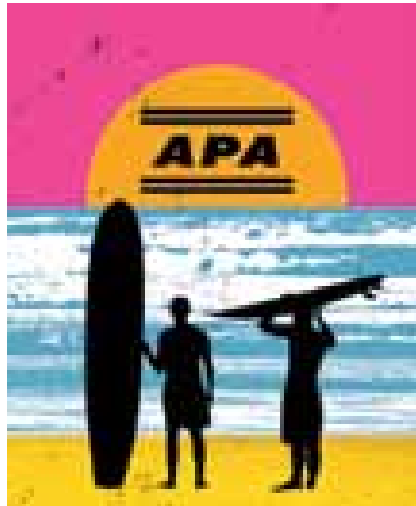
CATCHING THE WAVE

APA Annual Meeting and Info Fair Preview

The theme of APA's Annual Meeting - "Surf City APA: Catch the Wave of Opportunity" - promises APA and Engineered Wood Technology Association members a little sand and surf with a full array of programs and speakers addressing the state of today's engineered wood industry.

This year's meeting and EWTA Info Fair supplier exhibition is Nov. 2-5 at The Hyatt Regency Resort and Spa in Huntington Beach, Calif., located on the Pacific Coast Highway just 13 miles from Orange County Airport and 38 miles from LAX. The hotel features beachfront restaurants, a full-service salon and spa, a fitness center, a large swimming pool and easy access to outdoor adventures and Orange County attractions.

The meeting's keynote speaker is Diane Swonk, chief economist for Mesirow Financial and one of the most-quoted economists in the financial and business press. Swonk has served on advisory



committees to the Federal Reserve Board and the Council of Economic Advisors for the White House and recently completed her second term of service on the Congressional Budget Office's Panel of Economic Advisors. An expert on the U.S. economy, Swonk speaks about trade

issues, regulation, taxes, the effect of government policy on the domestic market, and other topical issues affecting business.

In the Marketing Advisory Committee meeting, attendees will hear from Dowell Myers, Ph.D., Professor, University of Southern California, on the topic: "Demographics of Housing Demand: Waves of Aging and Immigration."

Myers is noted as a demographer who brings unique insights and interpretations of demographic data, future trends



Diane Swonk
Chief Economist for
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Dowell Myers, Ph.D.
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in housing, workforce, education, and immigration. In his report on housing demand he will discuss how the population age waves crash into the market, with ripple effects spilling predictably into different market niches. He will also evaluate a parallel set of immigration waves that more recently have bolstered demand in surprising ways in many different states.

The Marketing Advisory Committee meeting will also include updates on the year's activities, 2014 marketing program plans, a report on the California market from APA Engineered Wood Specialist Karyn Beebe, and a forecast from APA Market Research Director Craig Adair and Joe Elling, APA's incoming market research director.


A panel discussion entitled "Navigating Regulatory Challenges in California" will highlight some of the challenges manufacturers face in California due to Proposition 65 and other regulatory restrictions.

Info Fair, the annual supplier exhibition sponsored by EWTA, will be in full swing, with 67 exhibiting member companies and invited guests (see directory of exhibitors, pages 20 -26).

The Chairman's Dinner will honor APA members who have made significant advances in mill safety. Winners of EWTA's Supplier and Innovation Awards will also be honored during the dinner.

With a beach, golf courses, and tennis courts nearby, there's bound to be time for a little fun. Attendees can choose to participate in the annual tennis tournament and cripple coot shoot, as the Mike St. John Memorial Golf Tournament, honoring the life of Mike St. John, Pacific Woodtech executive and APA trustee who died in November 2012. All are also welcome to attend the numerous luncheons and evening receptions as well. Spouses will enjoy a guided tour of Roger's Gardens, known as "America's Most Beautiful Home and Garden Center." The garden offers one of the most extensive varieties of foliage and flowering plants

found anywhere. After the garden tour, the group will head to The Cannery in Newport Beach for lunch on a waterfront patio and exploration of Balboa Island.

Registration begins at The Hyatt Regency Saturday, Nov. 2 at 10 a.m. See the Schedule of Events below for a complete meeting agenda. 

Schedule of Events

(As of publication. Check the APA meeting agenda for latest schedule.)

SATURDAY, NOV. 2

10 a.m. – 5:30 p.m.	APA Registration Desk Open
10 a.m. – noon	EWTA Adhesives and Technical Subcommittee
11 a.m. – 1 p.m.	International Market Subcommittee (APA members only)
1 – 3 p.m.	Glulam Management Committee (committee members only)
2 – 3 p.m.	Info Fair Exhibitor Meeting
3 – 5 p.m.	EWTA Advisory Committee
3 – 5 p.m.	I-Joist Management Committee (committee members only)
4 – 5:30 p.m.	Industrial Market Subcommittee (APA members only)
5:30 – 7 p.m.	EWTA Reception

SUNDAY, NOV. 3

8 a.m. – 1 p.m.	Golf Tournament
8 a.m. – noon	Cripple Coot Shoot
11 a.m. – 1 p.m.	Tennis Tournament
11 a.m. – 5:30 p.m.	APA Registration Desk Open
2:30 – 4 p.m.	Nonresidential Market Subcommittee (APA members only)
5 – 7:30 p.m.	Info Fair and Reception

MONDAY, NOV. 4

7 – 8:30 a.m.	Buffet Breakfast
8 a.m. – 5 p.m.	Registration Desk Open
8:30 – 10:15 a.m.	General Session – Guest Speaker: Diane Swonk
10:30 a.m. – 5 p.m.	Safety & Health Workshop
10:30 a.m. – noon	Residential Market Subcommittee (APA members only)
10:30 a.m. – 3:30 p.m.	Spouses' Program
Noon – 1:30 p.m.	Buffet Lunch and Info Fair
1 – 1:45 p.m.	Panel Discussion: Navigating Regulatory Challenges in California
2 – 4:30 p.m.	Marketing Advisory Council – Guest Speaker: Dowell Myers
5:30 – 7 p.m.	Info Fair and Reception
7 p.m.	Chairman's Dinner and Safety Award Recognition

TUESDAY, NOV. 5

6 a.m.	Board of Trustees Breakfast (APA Trustees only)
7 – 11:30 a.m.	APA Board of Trustees (APA Trustees only)



SAFETY AND HEALTH WORKSHOP: An all-day Safety and Health Workshop immediately following Monday's general session, organized by APA's Safety/Health Advisory Committee (SHAC), will cover critical safety topics. Check out the agenda at www.apawood.org/AM2013/specialevents.html



INFO FAIR, held annually in conjunction with the APA annual meeting, is sponsored by the Engineered Wood Technology Association (EWTA), APA's related nonprofit supplier organization. Meeting and event sponsors are highlighted.

The **2013 EXHIBIT FLOOR PLAN** with booth numbers is shown on page 26.

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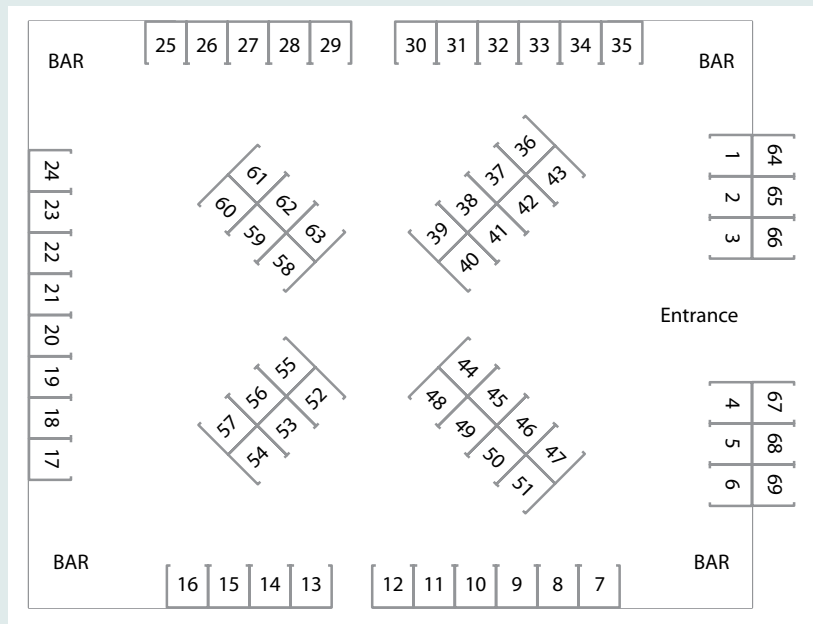
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SUPPLIER STARS

Supplier, Innovation Awards Honor Outstanding Member Companies

Three Engineered Wood Technology Association member companies have been named winners in the association's annual Supplier of the Year awards program, and one company has been honored with an Innovation of the Year award.

In the Supplier of the Year's Equipment/Tooling category, Westmill Industries takes top honors. Willamette Valley Industries is the winner in the Materials/Supplies category, and *Panel World* magazine is the Consulting/Services category winner.

Ventek is the Innovation of the Year Award winner for its multi-point diverter system (see side story).


Winners of both the Supplier and Innovation awards are determined by APA mill manager votes. Supplier of the Year Awards are based on quality and delivery of EWTA member products, equipment and services provided to APA members. Innovation of the Year Awards recognize a company providing a new technology, product or service that has been shown to reduce production costs, increase productivity, improve product quality, or



in some other way provide a bottom line benefit to APA members.

The Supplier of the Year and Innovation of the Year award winners will be honored Monday, Nov. 4, during the APA Annual

Meeting's Chairman's Dinner at the Hyatt Regency Resort and Spa in Huntington Beach, Calif.

Itipack Systems is the sponsor of the awards program. 

Innovations Entries Headline EWTA Meeting

Contestants in EWTA's annual Innovation of the Year Awards will present their entries at EWTA's Adhesives and Technical Subcommittee meeting on Saturday, Nov. 2, at APA's Annual Meeting. The presentations will be from 10 to 11 a.m., with the regular meeting of the Adhesives and Technical Subcommittee to follow from 11 a.m. to noon. All APA and EWTA members are welcome.

2013 Innovation Award Ventek: Multi-Point Diverter System

Ventek's Multi-Point Diverter System – the winner of EWTA's Innovation of the Year Award – sorts veneer more effectively than in the past, increasing productivity by 10 percent and resulting in a reported 2.1 percent overall recovery gain.

Through Ventek's partnership with Elite Automation and using data provided by the NV2000 (veneer defect scanning system), the diverter system can precisely track and sort trash into the haul back and divert fishtail/random onto the trays. The MPDS does away with the tipple section and the cumbersome transition to multiple trays by loading each tray from discrete divert points.

Benefits of the system include:

- Improved random recovery: Eliminates trash from the "green chain" so pullers don't have to sort through pile-ups to pull good random veneer.
- Steady green chain flow: Provides the green chain with a slower, constant flow of material, eliminating stoppage while pullers sort through veneer, or inadvertently let good veneer go over the end.
- Reduced sheet width variance: Controls veneer and maintains constant speed as the peel moves into a solid ribbon, improving recovery and eliminating clipping errors.
- Reduction in down time: Essentially eliminates plug-ups at the diverter, tipple and stacker caused by the gathering of random pieces of veneer in these areas.
- Increased production: Reduced load on trays achieved by eliminating trash at the diverter coupled with proper loading of the trays. A slower, constant flow at the green chain allows for increased speed at the clipper.
- Reduction of manpower: Decreased material at the green chain coupled with the ability to decrease green chain speed substantially results in the need for less manpower.

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SOCIAL STUDIES

What Type of Social Media Is Best for Your Company?

by Katy Tomasulo

Social media began as a consumer tool in which college students “friended” each other, shared music and gossiped. But in the decade since MySpace and Facebook came onto the scene, social media has evolved into an Internet force that commands the attention of a hefty percentage of web users, young and old. And it’s become a useful marketing tool for brands – even for niche products like engineered wood.

What also has evolved is the number and type of platforms. When we think of social media, most of us immediately think of Facebook, but social media encompasses every type of Web interface we use that offers a push-pull, interactive setup – from commenting on a blog post to writing a review on Amazon.com to having a LinkedIn profile to posting a picture on Instagram.

Why Use It?

Social media isn’t a replacement for other marketing tools such as press releases, advertising and trade shows. Instead, it’s one more tool in the marketing arsenal – one more way for brands to get their message out to customers and potential customers, and to interact with them immediately.

There are dozens of viable social media tools, with new ones popping up seemingly every week. Thankfully, our industry is slower to adopt new platforms, so there’s a much more manageable list of targets. At a bare minimum, engineered wood manufacturers should position themselves on the three core platforms – Facebook, Twitter, and LinkedIn – and then evaluate some of the other popular options (such as Pinterest, YouTube, and Instagram) to see what might be an additional fit.

No matter the venue, social media platforms offer an array of advantages, most notably their growing audience. Facebook, for example, recently passed 1 billion users, Twitter has more than 200

million active users, and LinkedIn has 200 million registered users. While this doesn’t mean that 1/7th of the planet is going to be perusing your Facebook page, it does mean that some of your customers are on these platforms. In fact, a recent study by Hanley Wood, publisher of *ProSales* and *Builder* magazines, found that 50 percent of builders, remodelers, and architects use social media. Their top three reasons were to communicate with peers, research products, and research vendors.

Social media also offers an additional way to get your news out and your brand in front of these customers. And unlike other methods of news dissemination, social media is interactive, allowing you to solicit instant feedback, build relationships and answer questions quickly.

Best Practices

The barrier to entry into social media is fairly low, but brands should plan carefully before jumping in. Maximizing the benefits requires strategy, planning, and following some general etiquette and guidelines. Each platform has its own set of specific best practices, but here are five core strategies that can be applied across the board:

- 1. Be strategic.** Like all of your marketing efforts, social media needs to have an objective, strategies and tactics that will guide your decision-making and analysis. A good plan will outline: What do we hope to gain and how will we go about it? What type of information will we post? How will we manage our time and who will post? How will we handle feedback, both positive and negative? How will we measure our success and return on investment?
- 2. Be a resource.** While social media is a great way to deploy company and product information, it shouldn’t be solely self-promotional. To keep people’s attention, you also need to post helpful, serviceable content that

makes it worth their while to follow you. This means mixing in industry articles, tips and other helpful outside information.

- 3. Be interactive.** Keep social media social by encouraging feedback, answering questions and employing proactive tools such as questions and polls.
- 4. Be timely.** With that interactivity comes an obligation to be responsive. Respond to questions and feedback quickly – within one business day is ideal.
- 5. Be consistent.** You don’t have to post at the same time every day, but you do want to post on a regular basis. In other words, don’t disappear for weeks on end. There’s no one-size-fits-all approach to when you should post, rather use each platform’s analytics to determine what time and frequency is generating the best response from your followers.

Best Practices – Facebook

Though it originated as a consumer platform, Facebook is now a prime target for marketers. Users follow their friends as well as their favorite brands, giving them instant access to news and promotions. Building product brands typically will post new product announcements and other news, photos of products and projects, and helpful industry content. Strategies to consider:

- **Build a thorough brand page.** Fill out yours with an engaging cover image, profile image, photo albums and timeline events. The cover image is a great way to draw people in. You also can use it to showcase customers’ work or publicize your latest product.
- **Develop a 50/50 posting mix.** Links to helpful articles or simple how-to tips should balance your company and product posts. Adjust your mix based on the responses you’re getting.



Respond to feedback within a business day, even if it's to let the poster know you'll get back to them, as Armstrong Flooring did. When answering questions, provide links to additional information.

- **Use images.** Photos tend to get the most engagement. Along with shots of your products, consider posting photos from customers and their projects, glimpses from the field, and even instructional images showing installation best practices.
- **Write enticing posts.** Catch attention in busy news feeds with enticing posts that simultaneously entice and inform readers. Questions and numbers are helpful tools.
- **Follow other brands.** Surf Facebook as your brand; commenting and liking other brands' posts will put your brand name in front of others.

Best Practices – Twitter

Like Facebook, Twitter users follow friends along with news outlets and their favorite brands, with posts showing up in a real-time news feed. Twitter posts must be limited to 140 characters, so you'll need to employ URL shorteners such as bit.ly or those built into social media management tools such as HootSuite. Here are a few best practices to maximize your Twitter experience:

- **Develop an 80/20 post mix.** Even more so than on Facebook, Twitter posts should not be purely self-promotional – shoot for 80 percent industry content to 20 percent company



This image embodies why Craftsman Tools is so successful at social media. First, they've leveraged the power of images, which generate the most views out of any Facebook post type. Second and third, they understand their audience and know how to interact with them—those 600+ comments indicate true engagement. Check out the company's Facebook page for plenty of other examples.

content. You'll draw in a wider swath of industry influencers and participants this way.

- **Think like a newspaper editor.** To catch people's attention in just 140 characters and to get them to click your link, you'll need to be snappy, enticing and meaningful. Communicate what they'll get when they click.
- **Be interactive.** Twitter users expect interaction, so be sure to use the reply functionality to comment on posts and to use retweets to forward others' tweets to your own followers.
- **Consider the "retweetability."** Retweeting a status takes up more characters, so consider making your original post a little shorter to ensure there's room to retweet.
- **Use hashtags effectively.** Hashtags will ensure your posts show up in searches. Do some research to understand which hashtags are most appropriate and most used in your industry. That said, don't put too many in a Tweet, as that can be harder to read and take away from your messaging.

Best Practices – LinkedIn

LinkedIn offers a place to highlight your work life and experience, network with others and seek advice. And it's no longer just about job hunting – it's just as much about networking and idea-sharing for your current job.

Companies can take part in LinkedIn in two ways: via a company page and by following Group discussions.

For a company page, be sure to keep it up to date and completely filled out with product and service information, keeping in mind that it's a portal for customers as well as potential employees and investors. From there, keep the page updated with occasional status updates with company news, new product updates, and industry resources, as well as job opportunities.

Companies also can raise their profile by serving as a resource in Groups. Employees should follow groups within their industry (such as the Structural Components group, the WoodWorks group, the ProSales group, the LBM Journal group, etc.) to keep up on trends and hot issues. When a question arises that the company can provide resources for, an appointed



LinkedIn Groups are a great way to position your brand as a resource. But be careful not to be self-promotional or use Groups to directly market products. In this example, the author shared APA's new Designer's Circle resource to the Residential Architect LinkedIn Group.

employee can chime in with a non-promotional answer and perhaps a link to more information. Participation in groups should be strictly informational, not self-promotional.

Other Platforms

Along with these three key platforms, a number of other social media outlets offer additional opportunities to manufacturers. Among the favorites:

- **YouTube:** YouTube is a must if you are producing videos. Make sure your video library is uploaded to a branded page, and consider search terms and search engine optimization when writing descriptions.
- **Houzz:** Houzz is a popular site that allows designers, builders, and home-

owners to share ideas for home décor, design, and much more. Users can post projects, save others' projects into Ideabooks, comment on images and ask questions, and start discussions. Manufacturers can host a brand page to feature projects with their products, as well as answer questions or point to resources on discussion pages, similar to LinkedIn Groups.

- **Pinterest:** Pinterest is a virtual pinboard, where users can visually bookmark things they see online, from recipes to craft projects to remodeling ideas. Manufacturers can use it to showcase products and projects. Like other platforms, be sure to mix your own products with related but non-self-promotional ideas.



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Getting Social

APA Finds Its Place in Social Media Circles

APA is building its presence in the social media world and finding that sites such as Facebook and Twitter are effective vehicles for delivering fast, relevant news about engineered wood products and special programs.

“One of our priorities in all of our marketing activities is to strengthen APA’s reputation as the leading resource for information about engineered wood products, and that is where social media really excels,” says Kelly Devlin, a writer and web specialist for APA. “Tools like Facebook and Twitter provide a low-cost means for sharing information that’s fast, direct and interactive.”

APA’s Facebook page, www.facebook.com/APAEngineeredWood, was launched in 2009 and today has close to 1,300 “likes”. While the association consistently posts about new APA publications, industry news, and tips and advice, the greatest user response on Facebook has resulted from some of APA’s more



Facebook was the platform APA used to disseminate information about the association’s “Carbon Challenge” residential design competition. Here, APA posted photos of the winning entries.

unique programs and campaigns. One example is last spring’s Carbon Challenge; a residential design competition that encouraged new home design while considering the impact that building materials have on the environment. In addition to disseminating information about the residential design competition, APA found that the program inspired a good deal of interaction and content sharing among its users.

“Facebook turned out to be the best way to chronicle and share the many facets of the Carbon Challenge with everyone who was a part of that program – and then it gave those people a way to share that experience within their own circles of friends and colleagues,” says Devlin. “We posted the competition rules for the contestants. We posted press releases and news conference information for the media. We posted details about the events and parties for the local design community. And at the end, we posted photos of the winners and their designs for everyone to see. All of that content is still on Facebook, so you can look at our timeline and re-experience the Carbon Challenge from start to finish.”

- **Instagram and Flickr:** These are low-maintenance options for posting your product and project images via mobile (Instagram) and Web (Flickr).
- **Vine:** This new platform consists of six-second videos. There’s not a lot of use in our industry yet, but it’s a fun, low-barrier tool to try out and possibly connect with tech-savvy customers.

Overcoming Challenges

Social media naturally causes trepidation among some brand managers, and rightfully so, considering it involves putting our brands out there for anyone to comment on. Here are some tips for overcoming common concerns.

Responding to feedback

Social media is social, so expect that you’ll get feedback – positive, negative or neutral. In most cases, it makes sense to respond to everything in some way within a business day or two.

- **Positive feedback.** Thank the commenter or at the very least give the post a “like.” Perhaps there’s a case study or testimonial opportunity?
- **Questions:** Acknowledge the question as soon as possible, even if just to say that you’ll get back to them. Provide an answer as reply, along with a link to more information if available. Or, if it’s too specific or complicated, have them email you to address the question one-on-one offline.
- **Negative feedback.** Don’t outright delete a post simply because it is

negative – this can backfire. Negative feedback will typically need to be handled on a case-by-case basis. Often it’s best to engage your full team in determining the best response. Acknowledge the comment and take it offline if possible by providing contact information. Avoid creating a back-and-forth argument. For example, if someone has a product complaint, let them know that you definitely want to remedy the problem, and provide an email address or phone number (to an actual person) so that it can be resolved specifically.

- **Spam, defamatory language, or otherwise offensive posts.** Delete immediately. Consider banning the poster if the offense is repeated.

On the other hand, APA's Twitter feed, @apawood, has been more effective for distributing concise, timely messages that can be quickly scanned by users in a hurry. Since its launch last year, the feed has been used consistently to deliver fast, relevant APA news and updates, as well as related wood content from around the industry – such as code information, trends, economic updates and how-to articles – to a growing network of followers.

“A lot of people get immediate updates to a Twitter feed on their smart phones, so when you Tweet a message, your followers can read right away, even if they are not at a computer,” says Devlin. “This can be especially effective when you're trying to get the word out to builders who are typically working in the field instead of behind a desk.”



APA has effectively used Twitter in its social media outreach. It delivers APA news and updates, along with code information, articles and economic updates.

EWTA on Facebook

EWTA also has a Facebook page to share information and photos about its annual Info Fair supplier exhibition. Check out photos from the 2012 Info Fair at www.facebook.com/EwtalInfoFair

Time management

Social media can take a lot of time if you're not organized, particularly if it's tacked on to someone's existing responsibilities. Here are some strategies:

Develop a routine. Creating content means perusing industry publications, websites, and newsletters. Schedule a set time every day, such as while drinking your morning coffee or eating lunch, devoted to gathering new content. Then supplement those efforts by checking into your platforms for a few minutes at several other points during the day.

Use management tools. Tools such as HootSuite or TweetDeck allow you to manage multiple platforms on one screen, track analytics and pre-schedule items ahead of time when appropriate.

Create an editorial calendar. At the beginning of each month, pre-plan some

content by penciling in posts that you know you'll have (new product announcements, a weekly project spotlight, a monthly how-to article, etc.). You will still need to fill in your schedule with breaking news and other items, but having a few less time-sensitive items pre-planned can ease the stress of finding content every day.

Managing employees


In order to ensure a consistent voice and response strategy, ensure that only authorized, trained team members are posting on behalf of your brand. First and foremost, create a social media policy that outlines when employees can use social media, who is allowed to post on behalf of the company, and who they should come to when they see something that needs a response. At the same time,

When APA launched a series of mobile-friendly Builder Tips earlier this year, the Association tweeted out short promotional messages, such as “APA launches free mobile-friendly Builder Tips” and “View free APA Builder Tips from the office or the job site.” The tweets were accompanied by links directing traffic back to the Builder Tips page on APA's website, www.apawood.org, for more information. Tweets can contain photos, so APA also dispersed pictures of the new product in action.

Interest in the new Builder Tips is growing, and Devlin says it's no longer just APA that is getting the word out.

“APA tweeted about the Builder Tips initially, but now we're seeing other trade sites tweet about them too,” he said, “and sometimes, those tweets are then re-tweeted by their followers. And with every tweet, our message is reaching a greater audience.”

encourage staff to provide feedback and to be your eyes and ears. Reps in the field, for example, can be great sources of content such as customer projects and hot topics.

Even with these best practice guidelines, there's no one-size-fits-all solution to social media. Monitor analytics tools to discover what is increasing engagement and experiment with posting times, styles, and frequencies. As your brand moves forward on various platforms, you'll find solutions that work best for your company and its fans. 

Katy Tomasulo is PR and social media manager for C Squared Advertising in Seattle. She can be reached at KatyTomasulo@csquaredadvertising.com.

GREENER ACADEMICS

The Evolution of Wood Science Programs at Universities in the U.S.

by Barry Goodell, PhD



Photo by Barry Goodell

From left, Elizabeth "Liz" Mills of Walkerton, Va., and Catherine Jucha from Oakton, Va., are students transferring into the Sustainable Biomaterials Department at Virginia Tech because of their interest in the incorporation of sustainable themes while working with renewable structural materials.

University-level educational programs in forest products and wood science and technology in the U.S. have been disappearing over the past 30 years. The Society of Wood Science and Technology – the primary accrediting body for wood science education programs – currently lists 32 schools in North America offering baccalaureate and graduate study in wood science and technology; however, only 10 of those are SWST accredited programs and with declining student numbers in some of those programs, that number could decrease further.

Typically, the non-accredited schools offer only one or two wood science courses at the undergraduate level, or

they offer a graduate degree in forestry or an allied area that also includes graduate students involved in thesis work related to wood or wood products.

Even though there has been a loss in accredited programs and in educational capacity in the field overall, there are some bright spots. Although some schools have consolidated their wood science programs into other degree programs, and others have simply been eliminated, several schools have now gone through a curriculum restructuring and renaming effort to “rebrand” under new banners that have greater appeal to students. Survey and focus group information obtained from student-aged respondents on both the east and west

coasts have confirmed that the younger demographic groups have a strong aversion to terms such as “wood products” and “wood technology”. Further, terms such as “wood science” are not recognized well enough to attract students. The reason for the aversion is unknown, but anecdotal information suggests that the term “forest products” is now firmly associated in the minds of a large proportion of Americans with “forest destruction” or alternately, it conjures images of lumberjacks or others in processing positions that do not necessarily require education.

Efforts to reshape this image by providing more knowledge about what the field of forest products is really about have not been successful in large part

because negative perspectives associated with the terminology have become firmly entrenched in the collective consciousness. The negative associations with the term appear to be deeply held by a large segment of the college-aged population based on surveys, focus groups, and as evidenced simply by the loss of students from programs across the country. The U.S. public and many public interest groups have focused greater attention on better environmental stewardship and sustainable products; however, forest products practices in the past have too often been portrayed as unsustainable and wasteful. Unfortunately, the label of “unsustainable” has stuck in the public mindset.

Brands that have become tainted so deeply and for such a long period are difficult to revive. In such cases – particularly when survival of educational programming in our field is at stake and when considerable and lengthy efforts to revive the brand have not resulted in success – change is needed.

Making Changes

Given the elimination and consolidation of forest products educational programs across the U.S., “rebranding” has become an option for some programs attempting to rebuild educational capacity. Oregon State University renamed their Forest Products department in 2001 to Wood Science and Engineering, however, no notable change in undergraduate enrollment occurred as a result of that change. More recently though, when OSU’s undergraduate degree name was changed from Wood Science and Technology to Renewable Materials with associated curricular changes in 2010, student enrollments began to grow and today are close to double that of what they were prior to the later rebranding.

At Virginia Polytechnic Institute and State University (Virginia Tech), the name of the department was changed in early 2012 from Wood Science and Forest Products, to the Department of Sustainable Biomaterials. The old major of Wood Science and Forest Products is being phased out while two new degree programs of “Sustainable Biomaterials” and “Packaging Systems and Design” are working their way through the university

and state approval system. A significant effort by the faculty to market the new programming has been successful and students have responded positively to both the new department name and the marketing of the new degree programs. Undergraduate student enrollment is two-and-a-half times greater than that of only three years ago, and is continuing to rise. The heartening news for employers in the wood science and engineering fields is that students in the core Sustainable Biomaterials curriculum are still receiving a strong education in both the fundamental and practical aspects of wood science and forest products.

Greening Courses

While they may be helping increase enrollment, the new names being adopted by university programs are not simply window dressing. Rebranded programs across the country are reshaping course content to incorporate sustainable management and the broader use of renewable materials – threads that now underlie course content in most rebranded programs. In rebranded programs, typically at least some course names have changed to provide more contemporary descriptors of the content being presented. New courses or course content may also be added to cover advances in areas such as sustainability, life cycle analysis, nanotechnology, biorefineries and “lean” manufacturing. In some programs, content has been added covering materials other than wood such as bamboo, rattan and grasses; and various types of advanced engineered hybrid materials for composites are now included to broaden students’ perspectives.

While curriculum content is expanding, the fundamental principles of how to use (and how not to use) wood, as well as a thorough education on how to produce wood products remains a strong focus in these programs. Further good news is that, with increasing enrollments, a more diverse student population is developing with better gender balance. Early information suggests that more female students are entering the rebranded programs and that a more sustainably oriented field has greater appeal to female students than the traditionally male-dominated field of forest products.

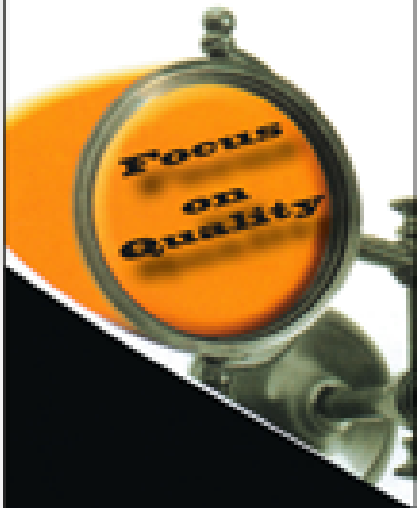
More than Just a New Name

It is important to understand that the transition from wood science and forest products programs to sustainable/renewable materials programs has necessarily been more than just a change in name. Changes in science, technologies and the introduction of new products into the marketplace – ranging from cross-laminated timbers for structural applications to bio-based nanomaterials in packaging, as well as an increased emphasis on sustainability issues – all impact what is being taught in courses. These programs have also been able to continue teaching the fundamentals of wood science and the practical knowledge associated with the production of wood products, but focus on student needs and interests. The needs of employers and the value of advisory boards still is vitally important to the educational programs, but employers often are focused on specific needs of the present within specific industry subsets, whereas educational programs must focus on broad training for the future and on student interests in education in fields that are rapidly expanding.

Educational goals still focus on educating students to be versatile and equipped to meet the needs of a both a current and future marketplace, but with recognition that the marketplace has already changed dramatically and will continue to do so in the future. Again, the good news for employers is that graduates have a better understanding of sustainable supply chains, production techniques, and marketing systems – all areas that will help to build consumer interest and satisfaction with wood and hybrid composites as a green and sustainable material.

Challenges

The rebranding changes at universities have not come easily, and were not undertaken lightly. Many faculty and industry advisory boards in the field have deeply rooted feelings that traditional forest products should be the sole content taught at educational institutes, and accepting terms that were not previously associated with the traditional discipline of forest products has not come easily for some. Some educational programs and advisory boards have been so conflicted



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Wood Science and Technology: Accredited North American Schools

The following North American schools offer baccalaureate and/or graduate programs of study in wood science and technology. **Boldface** indicates universities accredited by the Society of Wood Science and Technology.

- Auburn University
- Clemson University
- Iowa State University
- Louisiana State University
- Michigan State University
- Michigan Technological University
- Mississippi State University**
- North Carolina State University**
- Oregon State University**
- Pennsylvania State University**
- Purdue University
- Southern Illinois University
- State University of New York**
- Universite' Laval (Quebec City)
- University of British Columbia
- University of Georgia
- University of Idaho**
- University of Illinois
- University of Kentucky
- University of Maine**
- University of Massachusetts
- University of Minnesota**
- University of Missouri
- University of New Brunswick
- University of Tennessee
- University of Toronto
- University of Washington
- University of Wisconsin - Madison
- University of Wisconsin - Stevens Point
- Virginia Polytechnic Institute & State University**
- Washington State University
- West Virginia University**

about making changes, or were unable to convince faculty, advisory boards or administrations that such changes were needed, that dwindling student enrollments forced consolidation or elimination of their programs before changes could be implemented.

Fortunately, however, some programs that were eliminated or consolidated at universities are now being reborn in different ways. As an example, when the Department of Forest Products at the University of Idaho was merged with the Department of Forest Resources and lost staffing five years ago, enrollment in the forest products degree dropped considerably. Through the efforts of the faculty, a new Bachelor of Science degree in "Renewable Materials" was approved and put in place in 2012. Student enrollments are beginning to improve and an aggressive marketing effort is underway to increase visibility. Initial response has been positive. In the new Idaho program, many courses in the curriculum are being taught with greater emphasis on busi-


ness. The basics of wood science are still being taught under SWST accreditation standards along with other biomaterials, addressing the interests of a diverse student body.

Similarly, at Pennsylvania State University, with the phase-out of the Wood Products undergraduate program in 2013, the teaching faculty envisioned a broader degree program and moved into the Agricultural and Biological Engineering Department to structure the new curriculum to have more appeal to students. Approval for the new undergraduate and graduate degree program in "BioRenewable Systems" has now been received. The new undergraduate program now has two options, with the "bioproducts" option retaining the bulk of wood-based educational content.

It is too early to know whether student enrollments will grow in all of the new programs, or how some programs will ultimately be shaped. But it is clear that sustainability can be incorporated into educational programs while still pro-

viding a solid base of wood science along with education about other sustainable and renewable biomaterials. With proper marketing of the new programs, new students have been seeking them out, leading to increased student enrollments. But will this help rebuild the educational discipline if all these programs are rebuilding with different names? Branding works best if a universal identity is marketed, but the fragmented nature of the educational programs in the field nationally and internationally has not permitted branding of new and renamed programs with a common title. It remains to be seen how this will affect the various educational programs that were formerly identified as wood science or forest products programs, and whether a new collective term would help to solidify the brand to enhance visibility of the field.

Finally, it is important to recognize that although the revised and rebranded programs are continuing to incorporate curricular changes that reflect sustainable and renewable material themes, they may do so at different paces and with different levels of success in attracting students. Extensive curricular change may not be needed in programs that have regularly updated courses with new content, and where faculty members have already adopted sustainability and renewable material themes to underpin their course content. In these cases, the new program name simply reflects changes in curricular content that has been ongoing for some time. Name changes alone however, in an attempt to market a greener image, do not seem to be effective without concomitant change in the curricula. Key courses must be adapted to attract and retain students. Drastic change in curricula is not necessary if a program's course content attracts students. New course content must both serve the needs of students and provide them with appropriate background to ultimately meet employer needs. Ideally continuous change in programs occurs to reflect a balance of environmental and sustainable themes while remaining responsive to changing technology and business practices. A positive sign for all programs in the country is that programs with long dormant forest products programs are

now moving to develop newly rebranded programs that are successful in attracting students, but most of these programs educate students in areas broader than traditional forest products alone. Being flexible, being aware of the importance of sustainable and renewable content as well as other changing trends, while also striking a balance between student interests and employer needs, will help our programs survive and thrive in the future. 

Barry Goodell, PhD, is a professor in the Department of Sustainable Biomaterials at Virginia Polytechnic Institute and State University (Virginia Tech). He can be reached at goodell@vt.edu.

The author would like to thank Paul Smith and Nicole Brown at Pennsylvania State University, and Thomas Gorman at the University of Idaho, for information about their programs.

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SAFETY AT STAKE

Managing Combustible Dust in the Workplace

by Brad Carr

The issue of combustible dust in saw mills and other places where wood is processed is such a dire one that Congress has renewed its focus on the topic with a new bill introduced earlier this year. HR691, the Worker Protection Against Combustible Dust Explosions and Fires Act of 2013, seeks to require the secretary of labor to issue an interim set of standards regulating the control of combustible dust and to finalize a permanent ruling within three years of the interim standard. The bill has been referred to the Subcommittee on Workforce Protections for review.

The goal of the bill is self-explanatory. However, a look at the history of the issues surrounding this bill is worthwhile for critical insight.

Regulatory History Overview

The risks of combustible dust are not new. Back in 2003, there was a rash of catastrophic dust explosions that killed 14 workers. The Chemical Safety and Hazard Investigation Board (CSB) took charge and subsequently issued a report in 2006 that identified 285 separate combustible dust incidents between 1980 and 2005 that killed a total of 119 workers and injured a total of 718.

The CSB's conclusion was far-reaching, recommending that OSHA issue a standard of tolerance for combustible dust accumulation based on National Fire Protection Association (NFPA) standards. NFPA has a series of standards for various industries. The generic standard is NFPA 654, Standard for the Prevention of Fire and Dust Explosions from the Manufacturing, Processing and Handling of Combustible Particulate Solids. The standard for the wood industry is NFPA 664, Standard for the Prevention of Fires and Explosions in Wood Processing and Woodworking Facilities.

Fast forward to 2008. In February of that year, a catastrophic combustible dust explosion at a sugar plant in Georgia killed 14 workers and seriously injured more than 38 workers. This tragedy brought the dangers of combustible dust onto the national stage. In response, Congress issued H.R. Bill 5522, a bill sponsored by the U.S. House of Representatives requiring OSHA to enforce NFPA dust standards.

In essence, this bill allowed OSHA to put teeth to NFPA's standards in a systematic and rigorous way. OSHA took this directive and established a National Emphasis Program (NEP). Part of the

new activities included the requirement of inspectors to look at combustible dust levels even if the inspection was precipitated by other concerns (OSHA Directive CPL 03-00-008). From 2007 to 2009, more than 1,000 inspections for combustible dust were conducted on the federal and state level. The largest number of inspections – 25 percent – was in the wood products industry. The status report on the Combustible Dust National Emphasis Program stated that the total citation penalty fines proposed by OSHA neared \$15 million during that time. Obviously, OSHA meant business.

More recently, in March of this year, one wood pellet company was fined \$47,710 for fire and combustible dust hazards in two of their manufacturing plants. This new momentum to OSHA's activities has been kick-started with the new HR691 because legislators were not satisfied with the progress made from HR 5522. The gist of HR691 is to set up timelines by which official standards must be accepted and enforced: an interim timeline states that "not later than one year after the date of the enactment of (HR691), the Secretary of Labor shall promulgate an interim final standard regulating occupational exposure to



Accumulated sawdust – such as the dust in this sawmill (left) and planer mill (right) – can combust suddenly, with explosive consequences.

Images courtesy of SonicAire

combustible dust hazards.” [Section 3(a)]. The bill then calls for the final standard to be set no later than 18 months after issuance of the interim standard. Both of these regulatory standards are based on those first set by NFPA standards (654, 664, etc.).

Canada Comes on Board

The U.S. is not alone in taking combustible dust seriously. Canada has also suffered tragedies from dust explosions. In the last four years, five explosions have been linked to wood dust, causing extensive damage to all the facilities. In 2012, dust explosions and fires in two mills killed four people and injured 41 workers. As a result, WorkSafe BC is paying more attention to regulations and compliance. In Spring 2012, a fire industry task force composed of government and manufacturers issued a “dust directive order” to maintain mill safety. In this directive, entitled Combustible Dust Hazards Awareness and Safeguarding, definitions and housekeeping principles were established. Some highlights include:

- Dust control would occur through a combination of “passive containment, engineering controls and housekeeping”
- Recommended housekeeping principles direct that “clean up should be scheduled in relation to the extent that dust could accumulate” and should “...provide coverage for all workspaces in the facility and include walls, beams etc.”

This group also issued a follow up on combustible dust directive orders to sawmills to assure ongoing compliance, reinforcing that “The Directive Order is a legally binding direction to undertake the steps described in the order, and failure to comply may result in enforcement action being taken... [and] at the time of the inspection the employer must have taken significant steps in complying with the Directive Order.”

WorkSafeBC has inspected 172 facilities for compliance with combustible dust since April, 2012. From those inspections, 167 follow-up site visits were conducted, with an additional 631 orders issued to assure that mills are in compliance with the directive order.



Image courtesy of SonicAire

Fans such as this one have the power to eliminate wood dust from plants.

What Matters Most?

Basically, all this means that wood processors need to pay close attention to the dangers of combustible wood dust or risk heavy fines - and the safety of their employees.

So what are the most important details? Let's take a closer look at some of the specifics of NFPA 664 that clearly focus on the issues that matter most:

- A specific requirement is made in Chapter 4.2.1: “A deflagration hazard shall be determined to exist where

the layer of accumulated fugitive wood dust on upward-facing surfaces exceeds 3.2 mm (1/8 inch) over five percent of the area or 93 m² (1,000 sq. ft.), whichever is smaller. For smaller areas, a deflagration hazard shall exist where the accumulated fugitive deflagrable wood dust layer is equivalent to 3.2 mm (1/8 inch) over five percent of the area.”

Keep in mind that 1/8 inch is the size of the diameter of the tip of an average pen. The practical reality is that this

requirement means there is a zero-tolerance approach to dust buildup in a plant. Wood processing plants must find ways to deal with this immediately or risk penalties for non-compliance.

Keeping the workplace tidy is an important step in keeping facilities safe. NFPA 664 states that wood processors must be aware of the following:

- Dust layers 3.2 mm (1/8 inch) thick can be sufficient to warrant immediate cleaning of the area.
- The dust layer is capable of creating a hazardous condition if it exceeds five percent of the building floor area.
- Dust accumulation on overhead beams and joists contributes significantly to the secondary dust cloud and is approximately equivalent to five percent of the floor area. Other surfaces, such as the tops of ducts and large equipment, can also contribute significantly to the dust cloud potential. Attention and consideration should also be given to other projections, such as light fixtures, that can provide surfaces for dust accumulation.

Clearly, the standard encourages facilities to comply with these recommendations through frequent and regular cleaning. But what are workable ways to accomplish that?

Managed vs. Engineered

There are two different strategies to address OSHA's concerns: a managed solution or an engineered solution. In fact, the NFPA standards refer to a managed solution, which has been the status quo to date. It's important to take a look at each approach and identify their strengths and weaknesses.

A *managed approach* means that personnel or third-party businesses clean the overhead structures on a continuing basis. This has been the conventional approach to controlling combustible dust. One benefit of a managed approach is that there are low upfront costs: contracts are set up for ongoing payments that become part of annual operating expenses.

There are also other issues to consider with a managed approach, however. There is risk to personnel for the overhead cleaning. The levels of cleanliness in the facility vary based on the proximity to the scheduled cleaning time. For example, if overhead cleaning is scheduled monthly on the 15th of the month, the combustible dust has had time to accumulate by the 14th of the month, making it possible for the plant to be out of compliance with OSHA regulations and putting the safety of employees at risk. Even if a plant owner or manager was diligent about regular cleaning, the cyclical nature of the buildup is inevitable with a managed approach. Also inevitable is lost production due to the necessary shutdown of the plant during cleaning.

In contrast, the *engineered approach* is based on the assumption that technology can be leveraged to automate cleaning processes and continuously protect against the risks of combustible dust accumulation.

Two Engineered Solutions

With an engineered solution, an enterprise-wide system is needed. This enterprise-wide solution often combines technologies, depending on the size of the wood processing plant. There are two different types of engineered solutions. The first technology is *localized filtration*. With this, the equipment captures the combustible dust by either vacuuming or suctioning. This approach is often needed, but the reality is that it can't be used alone because localized filtration can't capture every particle.


The second technology is *barrier technology*, which prevents combustible dust from accumulating on overhead structures. With barrier technology, a robotic clean fan automatically maintains OSHA compliance throughout the plant. With this approach, there is a one-time deep clean of fugitive dust, and once that dust is removed, no new dust is allowed to accumulate again. Often there is synergy between the filtration and the barrier technologies and they can be effectively used together in one facility to assure ongoing compliance.

With either engineered approach, there are higher costs for implementation. But these are one-time costs, as opposed to the ongoing costs associated with a managed solution. An engineered approach also allows for automated, controlled cleaning that doesn't interfere with production. Depending on the sophistication of the specific technology, it also delivers consistently higher levels of cleanliness for ongoing compliance to government regulations and for employee safety.

Evaluating the Options

So how do you know which approach is the smarter, more affordable way to meet OSHA regulations? Facility managers and plant owners should evaluate the overall cost for any solutions based on a range of variables, including:

- Initial cost
- Operating cost
- Safety of personnel cleaning overhead structures
- Ongoing labor cost
- Employee morale
- Disruption to normal production
- Energy usage

Whichever approach is chosen, managers must be mindful of the increased need to pay attention to the dangers of combustible dust. Action must be taken. Nothing is more important than protecting the lives of employees. 

Brad Carr is the president of Integrated Environmental Solutions (IES), the developer of the SonicAire line of automatic fan systems and a member of EWTA. Carr will be speaking about combustible dust hazards and remedies at the APA Annual Meeting in Huntington Beach, Calif., Nov. 2-5. He can be reached at (336) 712-2437 or bcarr@iesclean.com.



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SAFETY FIRST

APA Names Winners in 2012 Safety Competition



LP (Nashville, Tenn.) and Canfor-LP OSB Limited Partnership (Fort St. John, B.C.), won Safest Company Awards in their respective categories while RoyOMartin (Oakdale, La.), earned the Innovation in Safety Award in the 2012 Safety and Health Awards Program sponsored annually by APA for the structural wood panel and engineered wood products industry.

LP earned top honors among companies with four or more mills with a 2012 average Weighted Incident Rate (TIR) of 0.58. The Canfor-LP OSB mill won its award in the category for companies with three or fewer mills. The company posted a perfect 0.00 TIR for 2012.

RoyOMartin's Oakdale oriented strand board mill took the Innovation in Safety Award for the implementation of its "Safety Mentor" program. Developed to guide team members through their first year of employment and/or after a job transfer, the program covers various aspects of the organization to ensure employees do not "fall through the cracks". Safety Mentor team leaders have a clear understanding of safety training and can verify new hires receive proper training. Team members that have completed the program have proven to have a better understanding of the safety culture at RoyOMartin. Safety audit participation by new team members has increased by 50 percent and safety incidents for new team members have decreased by 86 percent.

INNOVATION IN SAFETY AWARD

RoyOMartin

OSB – Oakdale, Louisiana

Safety Mentor Program

SAFEST COMPANY AWARDS

Canfor-LP OSB Limited Partnership

(Companies with three or fewer mills)

AVERAGE WIR

AVERAGE TIR

2.61

0.58

LP

(Companies with four or more mills)

0.0

0.0

ANNUAL SAFETY AND HEALTH HONOR ROLL

Division I (Under 400,000 Hours)		WIR	TIR
1st Place	LP – Jasper, TX	0.0	0.0
2nd Place	Ainsworth Lumber Co. Ltd – Grande Prairie, Alberta	0.0	0.0
3rd Place	LP – Roxboro, North Carolina	0.0	0.0
Division II (Over 400,000 Hours)		WIR	TIR
1st Place	LP – Hayward, Wisconsin	2.99	1.28
2nd Place	RoyOMartin – Chopin, Louisiana	3.15	1.57
3rd Place	Potlatch Corporation – St. Maries, Idaho	6.07	2.60

THREE-YEAR SAFETY AWARD (2009-2011)

Division I (Under 400,000 Hours)		AVG. WIR	AVG. TIR
LP Carthage, Texas		0.00	0.00
Division II (Over 400,000 Hours)		AVG. WIR	AVG. TIR
Norbord Cordele, Georgia		2.40	0.48

SAFETY IMPROVEMENT AWARD

Division I (Under 400,000 Hours)

LP – Sagola, Michigan

100% Improvement

2010 WIR	2011 WIR	2012 WIR	2010 TIR	2011 TIR	2012 TIR
7.15	0.65	0.00	1.30	0.65	0.00

Division II (Over 400,000 Hours)

Boise Cascade LLC – Oakdale, Louisiana

71.11% Improvement

2010 WIR	2011 WIR	2012 WIR	2010 TIR	2011 TIR	2012 TIR
48.24	22.07	13.94	15.88	4.05	2.32

APA Health and Safety Committee

Mike Wacker, Chairman

Safety Engineer,
Plum Creek

Greg Ellisor

Corporate Health & Safety Manager,
Weyerhaeuser Company

Terry Evans

Wood Products Division Safety Manager,
Boise Cascade LLC

Keith Harned

Corporate Health & Safety Director,
LP

Dwight Midles

Human Resources Manager,
Olympic Panel Products LLC

Sam Newbill

Plywood Division Safety Specialist,
Hood Industries

Peter Quosai

General Manager, Environment Health & Safety,
Norbord

Randy Schillinger

Manufacturing Manager,
Pacific Woodtech Corp.

Terry Secret

Vice President,
RoyOMartin

Curtis Swindell, Jr.

Safety & Health Manager,
Abitibi - LP Engineered Wood Inc.

Bob Swing

Business Safety and Environmental Manager,
Ainsworth Lumber Co. Ltd.


Pat Wright

Safety Director,
Roseburg Forest Products Company

Twenty-three Innovation entries were submitted in 2012 from five member companies.

Sixty-five APA member structural wood panel and engineered wood product facilities in the U.S., Canada and abroad participated in the 2012 program. A total of 23 facilities representing nine APA member companies – Abitibi - LP Engineered Wood; Ainsworth Lumber Co. Ltd.; Boise Cascade LLC; Canfor-LP OSB Limited Partnership; LP; Norbord; Potlatch Corporation; RoyOMartin; and Weyerhaeuser Company – earned awards in various competition categories of the 2012 program. Some of the mills were multiple award winners.

While the program awards are limited to APA members, data is collected from both member and non-member mills in order to provide a broad-based industry performance benchmark. A total of 65 mills reported data for 2012. The 2012 industry total incident and weighted incident rates were 2.12 and 8.40, respectively, down from 2.31 and 10.37, respectively, in 2011.

The winners will be recognized at the Chairman's Dinner during the APA Annual Meeting in November in Huntington Beach, Calif. 

INCIDENT FREE HONOR SOCIETY	Hours	WIR	TIR
Ainsworth Lumber Co. Ltd. <i>Grande Prairie, Alberta</i>	OSB	0.00	0.00
Canfor-LP OSB Limited Partnership <i>Fort St. John, British Columbia</i>	OSB	0.00	0.00
Louisiana-Pacific Canada Ltd. <i>Maniwaki, Quebec</i>	OSB	0.00	0.00
Louisiana-Pacific Canada Ltd. <i>Swan Valley OSB, Minitonas, Manitoba</i>	OSB	0.00	0.00
LP <i>Carthage, Texas</i>	OSB	0.00	0.00
LP <i>Jasper, Texas</i>	OSB	0.00	0.00
LP <i>Roxboro, North Carolina</i>	OSB	0.00	0.00
LP <i>Sagola, Michigan</i>	OSB	0.00	0.00
LP Brasil <i>Ponta Grossa, PR Brasil</i>	OSB	0.00	0.00
Norbord <i>Guntown, Mississippi</i>	OSB	0.00	0.00
Norbord <i>Joanna, South Carolina</i>	OSB	0.00	0.00
Weyerhaeuser <i>Arcadia Plant, Simsboro, Louisiana</i>	OSB	0.00	0.00
Weyerhaeuser <i>Sutton, West Virginia</i>	OSB	0.00	0.00
LP <i>Red Bluff, California</i>	EWP	0.00	0.00
LP <i>Wilmington, North Carolina</i>	EWP	0.00	0.00
Abitibi – LP Engineered Wood <i>Larouche, Quebec</i>	IJ	0.00	0.00
Abitibi – LP Engineered Wood <i>Saint Prime, Quebec</i>	IJ	0.00	0.00

Plum Creek Engineer Named Chair of APA Safety Committee

Mike Wacker, quality engineer for Plum Creek, has been named chair of the APA Safety and Health Advisory Committee. Wacker served previously as vice chair of the committee. He takes the reins from Keith Harned of LP, who helped establish the committee and served as chair for two years.

Formed in 2009, the Safety and Health Advisory Committee was created to provide an industry forum to develop, recognize and share methods that improve the safety and well-being of industry employees. The committee is composed of representatives of APA member companies with broad expertise in industrial safety, health and environmental safety.

Updates to EWTA Website Improve Navigation

EWTA has unveiled changes to its website that make it easier to navigate and graphically more appealing.

Still located at engineeredwood.org, the site's home page now features a large image in the center column with images in three columns underneath. Each title links to the related content - the APA Annual Meeting, the *Engineered Wood Journal*, the EWTA calendar, and Info Fair. These images and their related content will change on a regular basis, highlighting upcoming events and topics of interest.

Less noticeable changes include updated copy and design changes to make navigation easier.



Changes Made To EWTA Advisory Committee

The EWTA Advisory Committee elected three new committee members since last year's annual meeting.

Steve Killgore replaced Barry Nelson to fill Roseburg Forest Products' seat. Dale Leeper with Momentive Specialty Chemicals replaced Alan Weaver, who

retired. Leeper is also a member of EWTA's Adhesives and Technical Subcommittee. Jon Rashleigh of Plum Creek is replacing Kelly Robinson, who has taken another assignment. Robinson was chair of the Supplier Awards Committee, and he helped develop and implement the Innovation of the Year award and Supplier of the Year Awards.

In addition, Renee Wilson with Adalis is stepping down from her position on the committee after nearly a decade of service. Her replacement will be announced at the annual meeting. Wilson played a key role on EWTA's Marketing Subcommittee as the association rebranded itself and transitioned from the Engineered Wood Research Foundation to the Engineered Wood Technology Association in 2005.

Standard for Structural Insulated Panels Approved

The *ANSI/APA PRS 610.1 Standard for Performance-Rated Structural Insulated Panels in Wall Applications* was approved by the American National Standards Institute (ANSI) earlier this year, culminating years of work that started with the first committee meeting in October 2007 and included five official committee ballots. APA is the ANSI-accredited standards developer and secretariat for this standard.

The completion of ANSI/APA PRS 610.1 represents a cornerstone for the SIP industry, which uses wood structural panels as the SIP facing. The standard

defines SIPs as structural sandwich panels consisting of a foam plastic insulation core bonded directly between structural facings made of wood structural panels.

In 2008, APA successfully added SIP provisions into the 2009 International Residential Code (IRC) with the support from the USDA Forest Products Laboratory, SIPA, and National Association of Home Builders (NAHB) and with the understanding that a national consensus product standard would be eventually developed and published for SIPs. The standard is available for free download from the APA publications library at www.apawood.org.

New APA Industrial Market Subcommittee Chair Named

Don Mattocks, director of sales and marketing for Hood Industries, has been named chair of APA's Industrial Market Subcommittee. Mattocks has served as a member of the subcommittee for several years.

Other subcommittee chairs include Jim Walsh, Rosboro, Nonresidential; Bobby Byrd, RoyOMartin, Residential; and Bart Bender, Ainsworth Lumber Co., International. Mike Dawson, Norbord, chairs the Marketing Advisory Committee. Kelly Devlin, APA website and publications writer, is the staff coordinator for the subcommittee.

APA Targets European Market With New Website

APA has launched a website that provides information on North American engineered wood products and solid wood structural panels to specifiers in Europe. The site, www.apawood-europe.org, is designed to provide easy-to-access information on relevant performance characteristics for U.S.-trademarked, CE-marked products, including plywood and OSB, I-joists, and structural composite lumber.

Features of the site include an overview of major wood product categories, including information on properties, grades, and performance characteristics. It also offers information on compliance

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APA Completes Nonresidential Market Study

The report, *Wood and Other Materials Used to Construct Nonresidential Buildings in the United States – 2011*, has been completed and is now available on APA's Members Only website. The study looked at wood product use in 11 building types by nine Census Regions. The last comparable study determined wood product use in 2003.

The results show the following volumes of wood use: 712 MMSF of structural panels, 67 MMBF of glulam, 27 MMLF of I-joists and 6.2 million cu. ft. of structural composite lumber. The results also provided insight about wood product potential if steel and concrete buildings could be replaced with wood. For example, the incremental volume potential for structural panels was 1.3 BSF. The two largest building types for potential wood growth were schools and stores. Incremental volume potential was also calculated for softwood lumber products.

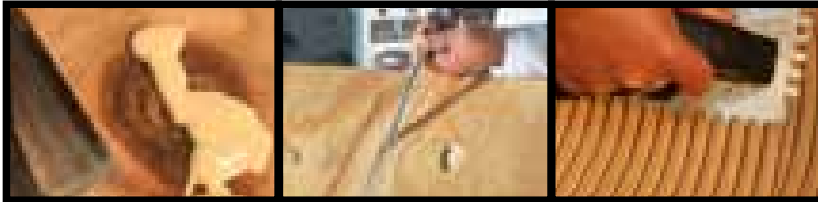
Twelve associations and government agencies pooled resources to fund the new study: APA, American Wood Council, Canadian Wood Council, FPInnovations, Forest Economic Advisors, Forestry Innovation Investment, Natural Resources Canada, RISI, Southern Forest Products Association, USDA Forest Service-Forest Products Laboratory, Western Wood Products Association and the Wood Products Council.

EWTA Partners with FPS To Broaden *Journal* Circulation

EWTA and the Forest Products Society signed an agreement recently that will allow FPS members to receive the *Engineered Wood Journal*. The agreement is part of an EWTA effort to increase the circulation of the *Journal* within the engineered wood products industry, including manufacturers, their suppliers, academia and other stakeholders.

FPS is an international not-for-profit technical association representing a broad range of professional interests including private and public research and development, industrial management and production, marketing, education, government, engineering and consulting. The Society, founded in 1947, provides an information network for all segments of the forest products industry. For more information on FPS visit their website (www.forestprod.org).

The *Journal* was founded in 1998 and is published twice annually.



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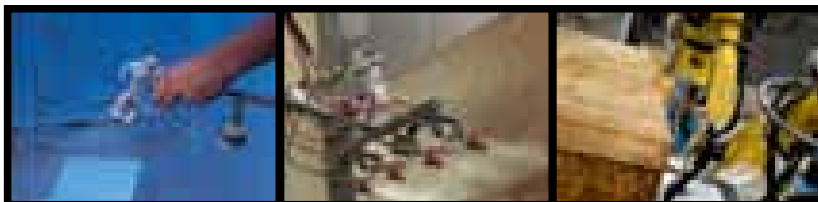
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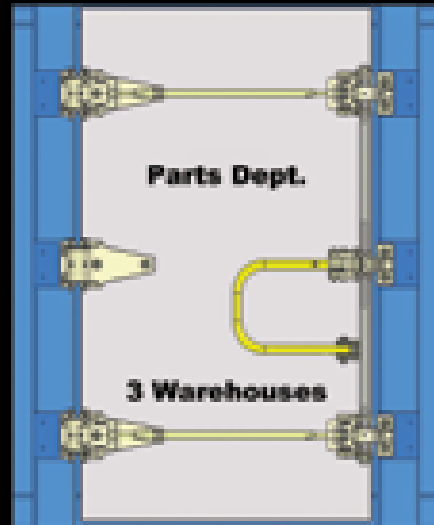
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EWTA Membership Reaches Record High

Nine new suppliers to the engineered wood products industry have joined EWTA in recent months, bringing membership to about 90. They are:

- **Yantai Wanhua America Co., Ltd.** of Media, Pa., a global MDI manufacturing company supplying solutions to customers and partners in polyurethanes markets including PMDI binders for composite wood panels producers. President Mark Bradley can be reached at mark@yantaiamericas.com.
- **Pur Polymerics LLC** of Boca Raton, Fla., a supplier of release agent technology to the wood composite panel market. The company offers specialty additives to facilitate lower production costs and optimizations of manufacturing processes. President Thomas Mason can be reached at tom@purpm.com.
- **Lundberg** of Bellevue, Wash., a global supplier of air pollution control systems to process industries including the engineered wood products industry. Marketing Development Manager Jaymie Deemer can be reached at jaymie.deemer@lundberg-us.com.
- **Allnorth Consultants Limited** of Surrey, British Columbia, a full-service provider for multidisciplinary projects in the engineered wood industry, including plant designs for OSB, MDF, particleboard, engineered lumber, I-joint and glue laminated beam plants. Division Manager Sandy Kent can be reached at skent@allnorth.com.
- **BIELE, S.A.**, based in Spain with U.S. offices in Ringgold, Ga., an engineering company specializing in automation solutions for the plywood industry. Company contact Juan Flores can be reached at Juanflores@veraflor.net.

- **NESTEC Inc.**, of Douglassville, Penn., a turnkey provider of thermal oxidation systems for the wood products industry. President James Nester can be reached at jnester@nestecinc.com.
- **InterWrap Inc.** of Vancouver, B.C., a global manufacturer of custom-printed woven wrap for protecting all types of wood products including beams, joists, OSB, plywood and lumber. Marketing Coordinator Stephanie Kehle can be reached at skehle@interwrap.com.
- **Sasol Wax North America Corp.**, of Richmond, Calif., a producer and marketer of synthetic and petroleum-derived wax and wax emulsions used in the treatment of various types of construction board. Sales and Marketing Manager Anton Smit can be reached at anton.smit@us.sasol.com.
- **Clean Water Opportunities Inc.**, of Baton Rouge, La., developers of chemically superior, mechanically advanced polyurethane based plywood patch. President David Edwards can be reached at oneway2011@aol.com.

For a complete list of members, visit the EWTA website at www.engineeredwood.org

APA Trustee Cathy Slater Promoted at Weyerhaeuser

APA Trustee Cathy Slater was recently named senior vice president, Oriented Strand Board, Engineered Lumber Product and Distribution, at Weyerhaeuser Company.

Slater has been Weyerhaeuser's vice president, oriented strand board, since 2011. Prior to that role, she held a number of other leadership roles in the company's Wood Products segment, including vice president for both engineered wood products manufacturing and veneer technologies. Before joining the Wood Products team, she held numerous positions in the company's Cellulose Fibers business, including leadership roles at the Flint River and Port Wentworth, Ga., pulp mills, and leadership oversight for the company's operations in Alberta, which included pulp, timberlands, OSB, lumber and engineered lumber. Prior to joining Weyerhaeuser in 1992, she held several leadership roles at Procter and Gamble.

Slater was elected to the APA Board of Trustees last October.



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Pacific Woodtech Announces New Sales Manager

Jonathan (JD) Dombek has been named sales manager at Pacific Woodtech Corp., the company recently announced in a press release.

Most recently, Dombek has been president and technical sales manager for Engineered Wood Solutions, a company he founded five years ago. He has also sold engineered wood products for Standard Structures, Web Joist and Western Wood Structures.

LP Building Products Earns ETA, CE Approval

LP Building Products has received European Technical Approval (ETA) and CE approval – the industry standard for trading of construction materials throughout the European Union – for three grades of LP SolidStart LSL, allowing the company to introduce more alternatives to traditional timber and LVL into the European market.

The three ETA and CE approved products include LP SolidStart LSL-Q Lite (1.35E), LP SolidStart LSL-Q (1.55E) and LP SolidStart LSL-G (1.75E).

LP Building Products is the only company to have received these approvals, according to an LP press release.

Raute and Veneer Services Enter into Agency Agreement

Raute Corp. has entered into an agency agreement with Veneer Services LLC under which Veneer Services will offer Raute's technology to hardwood veneer and plywood producers in the U.S. and Canada.

Raute's technology has a strong position among hardwood veneer and plywood industries in Europe, Russia and South East Asia, and it is competitive also for the hardwood industry in North America, the company said.

The agreement will aim to strengthen

Raute's presence in the North American market where Raute's primary focus has been to serve the softwood plywood and LVL industries.

RoyOMartin Announces \$20 Million Expansion

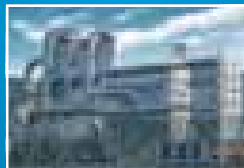
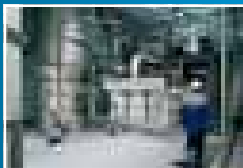
The RoyOMartin-Martco Ltd. Partnership recently announced an investment of \$20 million to modernize and expand the Martco plywood facility in Chopin, La. The company will upgrade drying equipment, add a production line and create 24 new direct jobs. The company will retain 686 jobs and Louisiana Economic Development estimates the expansion project will result in an additional 56 indirect jobs, for a total of 80 new jobs in the area.

The expansion includes the purchase of a second six-deck veneer dryer from USNR, which will replace the last of the European dryers furnished when the plant was built.



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Weyerhaeuser Purchases Company, Announces CEO

Weyerhaeuser Company recently announced its purchase of Longview Timber for \$2.65 billion. Weyerhaeuser will gain approximately 645,000 acres of timberland in Washington and Oregon, expanding its Pacific Northwest holdings by 33 percent to 2.6 million acres, the company reported.

The company also announced the appointment of Doyle Simons as CEO. Formerly the CEO and chairman of Temple-Inland, Simons succeeds Dan Fulton, who retired.

Raute Delivers New System to Murphy Veneer

Murphy Veneer in White City, Ore., recently purchased a new six-deck dryer system from Raute. The system includes 20 gas heated sections with automatic sheet feeding system, an Allen Bradley

line control PLC for automated speed and humidity control, and a high-production grading and stacking line.

This is the second Raute six-deck dryer system to be delivered to the Murphy Group. The first was installed in the company's Sutherlin, Ore., LVL facility in 2007.

Metriguard Offers Upgraded Panel Testing Models

Metriguard has introduced two new models of its structural panel testing equipment, the company announced in a press release. The Model 820 Panel Performance Tester performs concentrated static, impact load and deflection test requirements in accordance with PS 2. The Model 820 (formerly TECO QL-2 Concentrated Load and Impact Panel Testing Machine) can test panels from 1/4-inch to 1-1/8-inches thick on test spans of 16, 20, 24, 32, 40 and 48 inches.

It is an upgrade replacement for older TECO models or other panel testing equipment that is no longer supported by the manufacturer.

A different Metriguard machine evaluates finished 4 by 4 panels based on ASTM D3043 (Method C). The Model 830 (Formerly TECO QL-3) Panel Bending Tester can measure panel deflection in both the parallel and perpendicular direction and takes the panel to ultimate load.



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- 7-9** RISI North American Forest Products Conference, San Diego, Calif., www.risiinfo.com/events
- 9-11** International Conference on Wood Adhesives, Toronto, Ontario, www.forestprod.org
- 23-24** North American Wholesale Lumber Association, 2013 Traders Market, Las Vegas, Nev., www.nawla.org
- 23-25** National Lumber and Building Material Dealers Association ProDealer Industry Summit, Nashville, Tenn., www.prodealer.com

NOVEMBER

- 2-4** APA Annual Meeting/EWTA Info Fair, Huntington Beach, Calif., www.apawood.org
- 12-14** North American Building Materials Distribution Association Annual Meeting, Chicago, Ill., www.nbmada.org
- 20-22** USGBC Greenbuild International Conference and Expo, Philadelphia, Penn., www.greenbuildexpo.org

2014

FEBRUARY

- 4-6** National Association of Home Builders International Builders' Show, Las Vegas, Nev., www.buildersshow.com

MARCH

- 5-7** International Wood Products Association World of Wood Convention, St. Petersburg, Fla., www.iwpawood.org
- 20-21** Panel and Engineered Lumber International Conference and Expo (PELICE), Atlanta, Ga., www.pelice-expo.com

MAY

- 6** PwC Global Forest & Paper Industry Conference, Vancouver, B.C., Canada, www.pwc.com
- 18-20** Composite Panel Association 2014 Spring Meeting, Puerto Vallarta, Mexico, www.compositepanel.org
- 18-20** Hardwood Plywood and Veneer Association 2014 Spring Conference, Naples, Fla., www.hpva.org

JUNE

- 26-28** American Institute of Architects Annual Convention, Chicago, Ill., www.aia.org

AUGUST

- 10-12** Forest Products Society and Society of Wood Science and Technology's 68th Annual International Convention, Quebec City, Quebec, Canada, www.forestprod.org

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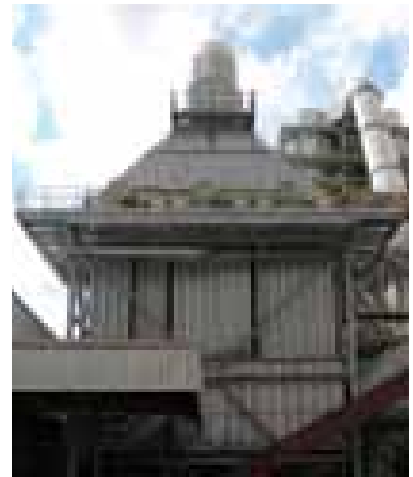
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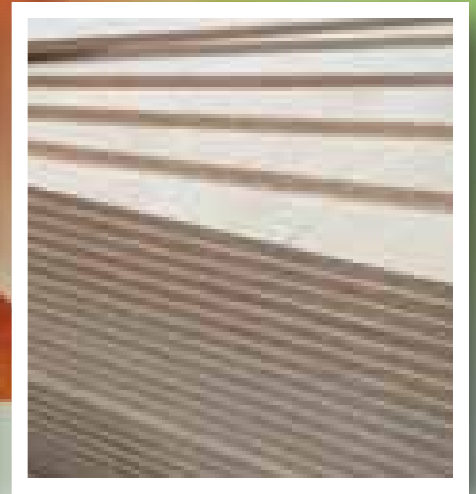
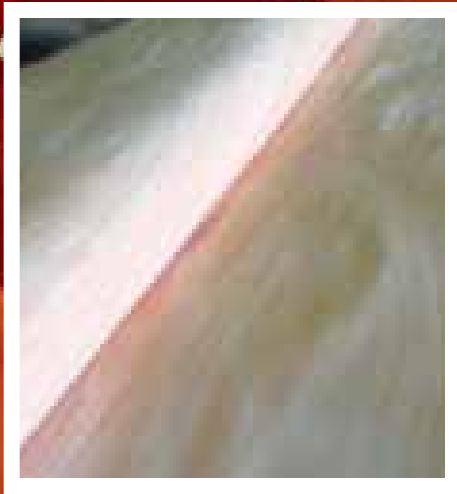
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