

# 2009 NAWLA Spotlight on Exhibitors

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## Friday, November 6

**1:30 p.m. – 2:00 p.m.**

**Rail Rates: Looking Back, Looking Ahead**

**Presenter: Michael R. Behe, VP – Marketing, *USRail.desktop***

Even in the face of declining volumes, railroads have pushed rail rates up dramatically in recent years. Does anything constrain them in terms of where they take rates from here? How might your company save transportation dollars and increase its market share? *USRail.desktop* makes simple work of rail rates — providing historic rail traffic data, rate benchmarking, and railroad cost analysis for carload, trainload, and intermodal (TOFC and COFC) shippers. Visit us in booth 804.

**2:15 p.m. – 2:45 p.m.**

**McShan Lumber Company Fireside Chat**

**Presenter: Mark Junkins & Hunter McShan, McShan Lumber Company**

Join us for an informal presentation of McShan Lumber Company's history, people and products. A discussion of the company's 102 years of Sustainable Forestry practices and then question and answer time with audience members. Visit us in booth 414.

**3:00 p.m. – 3:30 p.m.**

**Introducing Mill2Market – a fundamentally better report of lumber market price**

**Presenter: Pete Stewart, Founder and President, Forest2Market**

Pete Stewart, Founder and President of Forest2Market, will introduce Mill2Market, the first data/transaction-based set of lumber price reports. Designed to deliver actionable information for wholesale lumber industry participants, Mill2Market is factual, actionable and available now to NAWLA members.

Using Forest2Market customer experiences, Pete will describe how reliable, credible lumber market price data will improve everyday and strategic decision-making for wholesale buyers and sellers.

**3:45 p.m. – 4:15 p.m.**

**How Can Product Identification Benefit Your Business?**

**Presenters: Wayne Van Tassel and Michael Lobbett, Samuel Strapping Systems**

Marketing is critical for product recognition. High quality logos or brand names make a product more desirable. Conversely, low quality grade stamps or logos can imply lower quality. Also, with higher than ever production speeds, older methods of marking wood products cannot provide the print quality and durability required, let alone real time information, i.e. grader's initials, time and date, batch numbers, product and piece specific details. Nail lines / bar codes / positioning marks / reference numbers on multiple parts / etc. improves the product application for the end user as well as increasing the value of your product. Visit us in booth 332.

**4:30 p.m. – 5:00 p.m.**

**Selling Through the Internet with Video**

**Presenter: Hank Dunnick, President, Resource Communications, Inc.**

Resource Communications will be demonstrating a Web-based Internet video e-mail messaging system that can be sent from your own laptop directly to manufacturers, wholesalers or end users. As a manufacturer, why not build a program just for your wholesalers to assist them in selling and contacting their customers with an engaging video presentation? As a wholesaler, get the message to your customers with the newest technology and begin selling your product as though you were there. V-Wizard is a video messaging system that allows you to send video e-mails when and where you want. It is a video communications system with full response tracking. Visit us in booth 230.

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## Saturday, November 7

**9:00 a.m. – 9:30 a.m.**

**Quality Eastern White Pine**

**Presenter: Jim Robbins, President, Robbins Lumber, Inc.**

Jim Robbins, president of Robbins Lumber will be presenting an overview of Robbins Lumber and Eastern White Pine. He will be explaining its milling and drying operations and Eastern White Pine grades and patterns. Robbins Lumber is a five-generation family-owned company established in 1881. Milling operations are located on a 40-acre site that includes a 1.2 MW co-generation plant, 675,000 board-foot kilns, computerized sawmill, planning mills, cut-up shop, 70,000 square feet of warehouse, priming plant and the company's general offices. We specialize in producing top quality Eastern White Pine products and are ISO 9002 and SFI<sup>®</sup> certified. Visit us in booth 218.

**10:30 a.m. – 11:00 a.m.**

**Getting More Opportunities from Each Sales Call**

**Presenter: ISIS Wood Product Solutions**

A lively demonstration of sales-specific software tools and greatly improved access to data can help make lumber sales people more productive. Or, as a Sales Manager with one of our customers puts it when referring to access to data, "ISIS gives you more opportunities from each sales call." ISIS is a supplier of lumber inventory/sales systems to production orientated lumber companies such as sawmills and remanufacturers. Visit us in booth 723.