

THE LUMBER LOG

A PUBLICATION OF THE LUMBER ASSOCIATION OF CALIFORNIA & NEVADA

JUNE 2011



LACN 2011 Mill Tour
At Redwood Empire's
Cloverdale sawmill
(more photos inside)

LACN Second Growth Mill Tour visits redwood country

LACN's 2011 Second Growth Mill Tour featured two days learning about the California redwood industry in Sonoma County. With 18 LACN participants, the tour started with a tour of forest lands near Fort Bragg managed and logged by Campbell Timberland Management. Participants learned about harvesting methods, re-forestation techniques, environmental practices, state regulations as well as the nature of the redwood species.

The second day of the tour included the Redwood Empire sawmill at Cloverdale and the firm's remanufacturing facility in nearby Asti. Redwood Empire is a family-owned business that began in 1971. With a variety of products and operations, the firm has production and distribution facilities in various California locations.

In addition to the forest, sawmill and remanufacturing tours, Charlie Jourdain of the California Redwood Association and Redwood Inspection Service made a presentation on redwood grading and use.

LACN's Second Growth Mill Tours are conducted nearly every year to a variety of locations in California and the Northwest, providing an invaluable education for those in the wood products and lumber industry.

INSIDE THIS MONTH
ASSOCIATES/DEALER GOLF PHOTOS
SECOND GROWTH SUMMER CONF.

ADVERTISING IN THE LUMBER LOG

will put your products & services
in front of nearly 1,000 people
in the lumber & building materials
industry every month.
Information is attached to this publication
or e-mail Ken Dunham at
kend@lumberassociation.org



Mill Tour on Campbell Timber lands



Redwood grading explanation on Mill Tour

LACN SECOND GROWTH THANKS THIS YEAR'S MILL TOUR SPONSORS	
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Redwood Empire	GOLD Sponsor
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Proposition 65 lawsuits filed against lumber dealers

Lawsuits have been filed against a number of California lumber and building materials dealers alleging violation of Proposition 65 as it pertains to warning involving the sale of used railroad ties treated with creosote. The actions against six businesses, filed by the Mateel Environmental Justice Center, comes nearly 18 months after the organization filed what are called “60 day notices.”

At that time in November, 2009, Mateel served the “60 day notices” on more than 50 lumber and materials dealers. No further action was taken until this past month. Mateel is a Eureka-based organization that has filed hundreds of lawsuits over the years alleging Proposition 65 violations on a wide variety of products.

California’s Proposition 65 cent into effect in 1986, originally passed as a safe drinking water ballot issue. Since then, the list of chemical and other substances on the Proposition 65 list has grown to nearly 1,000.

Enforcement authority for Proposition 65 is with the office of the Attorney General of California, however, a private party may also enforce the law on behalf of the state and may sue a business if the state does not undertake an action. Subsequent changes to the law since 1986 require the private parties undertaking actions to inform the attorney general and provide for disclosure of settlements.

LACN, with advice from legal counsel, has available a variety of Proposition 65 signage and information on handling the public notice warnings. Additional information is available from LACN.

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FROM THE PRESIDENT OF LACN

JD Saunders, Economy Lumber

The expanded use of technology in your business marketing plans.

Fifty plus years ago, my grandfather used to wander the dry lumber sheds in the lumberyard and shoot at pigeons perched high above the clear kiln dried redwood and Douglas fir. We all know what happens below pigeons...they apparently not only know when a car has just been washed, they also seem to know which wood in the shed is the most expensive. Until recent years, sunlight still shone through the holes created by his efforts revealing the dust of hard work in the air.

You haven't heard this story before and yet you already know the setting, the time, and the character. The story is so convincingly familiar because it is the kind of story told over and over by lumber people at association meetings and conventions all across the nation. Through collaboration and participation we help ensure the continuation of our stories across many generations of those in the family business. Our stories are good ones and they should be proudly shared beyond the borders of our industry. By telling our stories, both old and new, via the tools of social media, I see an opportunity to create a sea change in the far too common and equally misguided public opinion of the lumber industry.

Standing on one of the arguably lower rungs on the ladder of industry tenure, it is fairly easy and comfortable for me to advocate the further use of technology in your business marketing plans. Admittedly, my first response and understanding of Twitter was similar in nature to that of my firmly held regard of Justin Bieber... ie, What's the purpose here? I have since come to actively follow many industry news outlets and prominent political and industry leaders. (My opinion on JB stands firm.) The ability to know what's going on nearly instantly is powerful...and just as easily as you can find information, you can deliver it: even more powerful.

To some, technology and the lumber industry may seem to be strange bedfellows. Despite the industry's incredible advances in sustainability, preservation, and efficiency, the "old school" perceptions linger. The image of a bearded, flannel wearing, chainsaw-wielding ruffian while nostalgically appealing, does a bit of a disservice to those of us in today's timber and lumber business. We must be keenly aware that the court of public opinion has moved online and its decisions are rendered worldwide with blinding speed.

We are therefore compelled to "testify" as individual businesses and as members of the LACN through active utilization of the array of social media tools available to us. If you are wondering, "Yeah, but what's in it for me and my business, the answer is: Plenty!" People (read: customers) live and play on Facebook and Twitter: join them online and make it part of your marketing efforts. You and your company will benefit as will our industry. Like it or not, social media has permanently wedged itself into our culture and wields an increasingly profound effect on our society.



Find the LACN on Facebook [@lumberassociation](#) and on Twitter [@thelacn](#)

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State Fair Forest Center volunteer opportunities

The California State Fair is July 14-31 this summer in Sacramento and volunteers are always needed at the Forest Center. Volunteer shifts are 3-4 hours long (mid- day or early evening) which also gives you plenty of time to enjoy the fair as part of your day. The Forest Center, sponsored by The Forest Foundation, is a great way to show the public all aspects of the wood products industry and forests. As a volunteer you'll get free admission to the fair, free parking in a nearby lot, snacks and cool drinks. You do not need to be an expert on the industry – just a friendly face representing the industry and steering visitors to the displays and activities at the center.

The Forest Center is a cool place – literally and figuratively – with updated displays and it's located in the trees on the fairgrounds with its own stream. Lots of people come through with general interest in the industry, looking for the free trees handed out and 99% of them highly supportive of the wood products industry.

Shifts are Monday-Friday, 1-4 PM or 4-7 PM; Friday-Sunday 11AM-3 PM or 3-7 PM. Contact the Forest Foundation at 1-866-241-TREE or e-mail Pam Sawyer at ps@calforestfoundation.org. CA state law (Megan's Law) also requires your full name, drivers license number, birth date and residence zip code.



LACN Associate-Dealer Golf Tournament held in June

With only a light rain at the start of the annual tournament, the weather held off for the annual LACN Associate-Dealer Golf Tournament held at Rancho Solano Golf Club in Fairfield. This event is generally one of the largest gatherings of LACN members each year.

Winning first place this year was the team of Kevin Dooly, Kyle Lazon and Robert Rodriquez. The second place team was Mike Martin, Paul Herfeldt, Adam Burgess and Cary Twing.



Long drive for ladies was won by Stacey Jones and Craig Young won honors for the men's long drive. Winning the closest to the pin this year was Mike Martin.

The putting contest ended in a tie between Rick Roberts and Scott Armstrong.

The tournament is conducted with assistance and help from the LACN Golf Committee, composed of Miguel Gutierrez, John Hedges, Bob Palacioz, Tom Knippen and Mike Croxton.

The many sponsors and prize gift contributors makes the tournament even more of an success and enjoyable day. This year's sponsors and contributors were:

AZEK Building Products	BMD, Inc.
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Orepac Building Products	Redwood Empire
Southern CA Hoo Hoo Club # 117	Taiga Building Products
Bowermaster & Assoc. Insurance	TimberTech
Fiberon	Dave Dahlen

Photos from this year's tournament are included in this month's *Lumber Log* and are also posted on the LACN website at www.lumberassociation.org. Need an individual photo e-mailed to you? Contact Ken Dunham at kend@lumberassociation.org.

NLBMDA endorses estate tax repeal legislation

NLBMDA has joined allied organizations in support of the "Death Tax Repeal Permanency Act" (H.R. 1259), introduced by US Reps. Kevin Brady (R-TX) and Mike Ross (D-AR).



Congress passed a tax bill at the end of 2010 that temporarily set the estate tax at 35% for the years 2011 and 2012. As with other tax relief in that legislation, it expires at the end of 2012

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About SGIJ

Simpson, Garrity, Innes and Jacuzzi, P.C. is a California-based employment and labor law firm comprised of a team of experienced, efficient and strategically-minded attorneys. The Firm's four named principals, Paul Simpson, Ron Garrity, Laura Innes and Marc Jacuzzi, collectively have more than 90 years of employment and labor law experience. All of the Firm's associate attorneys possess multiple years of specialized experience. Whether your business employs 15 or 50,000 employees, SGIJ is ready to meet your risk reduction and litigation needs. The firm offers a full-range of employment law-related services to its clients. Whether the matter requires a response to an emergency employment decision, or representation in state or federal court litigation, SGIJ strives to satisfy its clients' highest expectations.

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Laura Innes, a director of Simpson, Garrity, Innes & Jacuzzi, PC, has been engaged exclusively in the practice of labor and employment law for > 24 years. Her practice combines preventive counseling for management with civil and administrative litigation defense. Recognized by Martindale Hubbell as an "AV" rated practitioner, Ms. Innes regularly publishes articles on a wide range of employment law topics and is a frequent speaker to client and community groups. Beginning in 2004, Ms. Innes annually has been named a Northern California "Super Lawyer" – one of the top 5% of lawyers in Northern California – by San Francisco Magazine (2004-2010) and was featured in an interview entitled "America's Most Influential Women" for the Forbes SkyRadio program airing on American Airlines and United Airlines flights in January and March 2005, respectively. Ms. Innes acts as a mediator in labor and employment matters; and serves as an Expert Witness regarding all labor and employment matters with special emphasis on employment practices, discrimination and sexual harassment claims and wage and hour disputes.

Ms. Innes is a member of the Editorial Advisory Committee for the Employer's Resource Institute and is a member of the Associated General Contractors Legal Advisory Committee. Ms. Innes is a member of the Labor and Employment Law Section State Bar of California, American Bar Association, San Francisco Bar Association, San Mateo County Bar Association; and the Marin County Bar Association.

Ms. Innes has represented member companies of the LACN for more than 20 years.

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LUMBER ASSOCIATION OF CALIFORNIA & NEVADA

Winsor Mill

Lotati CA
Craig Flynn, CEO
Brian Bunt, Director of Marketing
Carl Christoferson, Director of Sales
Thomas Stremlan, West Coast Sales
Winsor Mill manufactures the WinsorONE trim board and molding collection. All products are made of 100% real wood with a industry leading primer. Manufactured in CA, WinsorONE uses clean technology to offer a 30 year warranty against rot, insects' and mold, while still being approved for interior/exterior use.

Heico Distribution Group

El Dorado Hills CA
Garry Tabor, President
Jason Gallivan, Vice President
Wholesale distributor of fasteners, AG wire and related products, and concrete accessories.

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Ken Dunham

The Lumber Log

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LACN ASSOCIATE/DEALER ANNUAL GOLF TOURNAMENT

June 2, 2011



LACN ASSOCIATE/DEALER ANNUAL GOLF TOURNAMENT

June 2, 2011



LACN ASSOCIATE/DEALER ANNUAL GOLF TOURNAMENT

June 2, 2011



"Double Your Money" hole spotters



Second Growth Summer Conference to focus on China market

LACN's Second Growth Annual Summer Conference is set for July 21-22 at Rancho Las Palmas Resort & Spa, in Rancho Mirage. The program this year features a special presentation on the increasing market in China for wood products.

Gordon Culbertson will help everyone understand the nature of the Chinese wood products market and what it means for this industry in the near future. Culbertson is regional manager for Forest2Market, an industry consulting firm, with more than 30 years experience in the forest products industry. His analyses of emerging trends and practices make him a popular presenter.

The program also includes a program on industry mentoring. There's also golf, networking and time to relax at a great facility.

Sponsorships are available to help businesses promote their products and services.

While Second Growth is generally the "under-40" group form LACN, ALL LACN members are welcomed to be part of the events and programs. This year's programs may be of particular interest to LACN members of all ages. 2011 is also the 35th year of Second Growth!

Registration and Sponsorship information is attached with this month's *Lumber Log*, included in other LACN publications and on the LAXCN website at www.lumberassociation.org.



Voting underway on softwood lumber check-off program

The U.S. Department of Agriculture (USDA) announced in April that it will conduct a referendum to determine if domestic softwood lumber manufacturers and importers approve the implementation of a proposed new national "Softwood Lumber Research, Promotion, Consumer Education and Industry Information Order."

The order would establish a check-off program that would fund marketing and research efforts to promote the use of softwood lumber. This would be similar to other check-off programs, such as the ones for the pork industry ("The Other White Meat") and the milk industry ("Got Milk?").



As proposed, domestic manufacturers and importers of softwood lumber would pay an assessment of up to 50 cents per thousand board feet, with the initial assessment rate being 35 cents per thousand board feet. Under the proposal, the board would reassess the assessment rate every two years. Smaller manufacturers and importers handling less than 15 million board feet

annually would be exempt from paying assessments. (The USDA estimates that about 232 of the 595 domestic producers and 780 of the 883 importers would meet this exemption.) Exports of domestic softwood lumber would also be exempt.

Additionally, domestic manufacturers and importers would not pay assessments on the first 15 million board feet of lumber shipped during a fiscal year. In response to concerns regarding any negative impact on the economic downturn that assessments may have, USDA has proposed that assessments would begin to be collected no earlier than January 2012.

An 18 or 19 member board would administer the check-off program (12 members would be domestic manufacturers from among 3 regions in the U.S. and six or seven members would be importers who import their softwood from two regions of Canada). The board would be responsible for carrying out activities intended to strengthen the position of softwood lumber in the marketplace, maintain and expand markets for softwood lumber and develop new uses for softwood lumber within the United States.

In its November comments to USDA, NLBMDA recommended that dealers participate in the governance of the check-off program based on their role in the supply chain.

The voting period will be held from May 23 to June 10, 2011. To be eligible to vote, domestic manufacturers and importers must have manufactured and/or imported 15 million board feet or more of softwood lumber during the representative period from Jan. 1 through Dec. 31, 2010.

In the news

Intelligent Business Network Solutions, Inc. (IBNS inc), an Affiliate Member of LACN, has moved to new offices located at 2277 Fair Oaks Blvd., Suite 395, Sacramento CA 95925. **IBNS** provides a wide range of information technology (IT) services, including evaluation, infrastructure hardware, maintenance services and line-of-business applications and vendors.

Krauter Solutions and **Auto-Stak**, two of the industry leaders in lumberyard development and materials storage, have merged forming **Krauter Auto-Stak**. Though competitors for years, this union will afford Presidents Chris Krauter (Krauter Solutions) and Mark Ritz (Auto-Stak) an opportunity to expand not only the borders of their business and take advantage of the products and experience each of their respective companies bring to the table. Together the firms now represent over 65 years of expertise in providing storage and construction solutions to the lumber, material handling and building products industries.

The Auto-Stak System will be incorporated into the full line of Krauter racks, rack supported structures, steel frame retail/warehouse buildings, yard planning, design, engineering and general construction capabilities. The combination will bring to the market the originators of the cantilever rack canopy and automated high density lumber storage system in a comprehensive single source package.

The new company will be based in Indianapolis, IN with field offices in Westwood, NJ, and Burlington, Ontario, Canada.

Has this useful device become a danger in the hands of inconsiderate users and distracted drivers?

BION – Believe it or not

Recent studies and news stories seem to confirm that driving and texting is a very dangerous combination.

- According to a study sponsored by the National Highway Traffic Safety Administration (NHTSA), “...driving while text messaging was associated with a **400 percent increase** in the amount of time spent looking away from the road, relative to driving without text messaging.”ⁱ
- A new study conducted in Great Britain goes even farther. It shows that sending messages from cell phones while driving is **more dangerous** than climbing behind the wheel at the legal alcohol limit (.08% blood alcohol content).ⁱⁱ According to the report, texting drivers are distracted in three ways:
 - Mental workload - Composing text takes the mind off the road
 - Control: Using the phone's keypad means only one hand is on the wheel
 - Visual attention: Eyes are on the phone not on the road ahead

When we add a human element to the statistics, the evidence can be sobering. The number of fatal auto accidents stemming from texting while driving is on the rise, especially among young drivers. In California, 25 people lost their lives and 135 were injured in a September 12, 2008, commuter train accident. Records show the driver of the train, which skipped a red light and hit a freight train head-on, received two text messages seconds before the terrible accident according to federal investigators.

AWTTW – A word to the wise

The California train accident should not have happened—but it did. It’s an example of when multitasking should not be an option because only one task—safe driving—really matters.

ⁱ “Driver Distraction: A Review of the Current State-of-Knowledge,” Department of Transportation, NHTSA, DOT-HS-810-704 April 2008

ⁱⁱ “The Effect of Text Messaging on Driver Behaviour” by N. Reed & R. Robbins, Transport Research Laboratory, for the RAC Foundation , September 18, 2008.

Need a small meeting room for a meeting in the Sacramento area?

LACN's new offices has a conference room that will accommodate up to about 18 people easily. This is available without charge to any LACN member – Dealer, Affiliate, Associate. Perfect for small sales meetings, client meetings, or for smaller office meeting when you just need to get away. Free coffee! We've also got a refrigerator for your soft drinks and water, copier and fax availability. Lots of free parking. Small service kitchen with a microwave. Many choices for meals within a mile of the office and we're easily found at Exit 23 on Hwy 50, north on Folsom Blvd 1.8 miles and left onto Parkshore Dr.



LACN 2nd Growth Summer Conference

2011 - Celebrating 35 Years of 2nd Growth!

Thursday, July 21

6:00 a.m.
6:00 p.m. – 9:00 p.m.

Golf Tee Times – Rancho Las Palmas West/South Courses
Opening Reception/Group Dinner/Educational Program
Professional Speaker, Kurt Swann, will present his hilarious economic forecast for the lumber and building materials industry and teach us what areas of the economy will show greatest improvement first.

Friday, July 22

8:30 a.m.
9:00 a.m. – 11:00 a.m.

Breakfast
Gordon Culbertson, Forest 2 Market
The China Syndrome; how will historical trends affecting timber resources and growth in developing countries shape future US markets?

The western forest industry has witnessed dramatic changes over recent decades. We will explore timber resources, assess the national housing recovery and preview how growing global demand will influence our wood supply.

11:00 a.m. – 12:00 noon

Industry Mentoring, Our Past, Present, and Future
Hear from our industry professionals about their experiences in today's markets vs. markets of the past, how we got here, and where we are headed. This is certain to be an extremely informative and interactive session you won't want to miss!

Be sure to make your own hotel reservations directly with Rancho Las Palmas Resort & Spa. A room rate of \$95 plus applicable taxes has been negotiated for our group. Please indicate you are with LACN 2nd Growth Summer Conference to receive group rate.

REGISTRATION:

Company: _____

Name: _____

Name: _____

Address/City/State/Zip: _____

Phone: _____

Email: _____

Please register me/us for the following:

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_____ @ \$250 – Member Spouse	= \$ _____
_____ @ \$615 – Non Member	= \$ _____
_____ @ \$100 – Golf	= \$ _____
	= \$ _____ TOTAL AMOUNT DUE

To pay for this meeting by credit card please complete the following information and fax to 916-235-7496 or email to: jeanh@lumberassociation.org

Card type: MasterCard Visa American Express Discover

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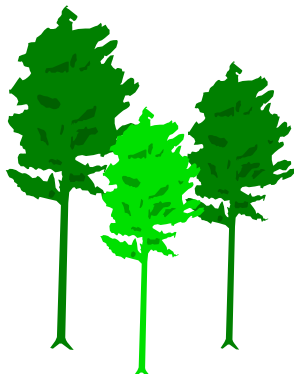
Cancellation policy: NO REFUNDS will be issued after July 8, 2011. If you register and are unable to attend, you will be responsible for payment.

Rancho Las Palmas Resort & Spa

July 21-22, 2011

41000 Bob Hope Drive, Rancho Mirage, CA 92270

(866) 423-1195



2nd Growth



LACN 2nd Growth Annual Summer Conference July 21-22, 2011

2011 Sponsorship Form

The Lumber Association of California & Nevada's 2nd Growth will host their Annual Summer Conference July 21-22, 2011 at the Rancho Las Palmas Resort & Spa in Rancho Mirage, CA.

This year, sponsorship opportunities for the summer conference include three different levels. Sponsorships will help secure additional key industry speakers for the summer conference as well as future meetings.

2nd Growth is asking all LACN member companies to consider sponsoring a level at this year's conference. Levels available for sponsorship are:

- \$250 Complete Summer Conference Sponsor**
Includes one tabletop exhibit space during Thursday's opening reception/dinner and all day during Friday's educational program. Your company name will also be posted at all events.
- \$150 Opening Reception Sponsor**
Your company name will be posted at Thursday's opening reception/dinner.
- \$75 Golf Sponsor**
Your company name will be posted at Thursday morning's golf event and on all golf registration materials.

All sponsoring companies will receive recognition in future issues of LACN's electronic monthly newsletter, *Lumber Log* and weekly email updates.

If you are interested in sponsoring the 2011 conference, please complete this form by indicating which level you wish to sponsor, and fax back to the LACN office at (916) 235-7496 or email to jeanh@lumberassociation.org. If you have any questions, please call the LACN office at (800) 266-4344. We look forward to another successful year!

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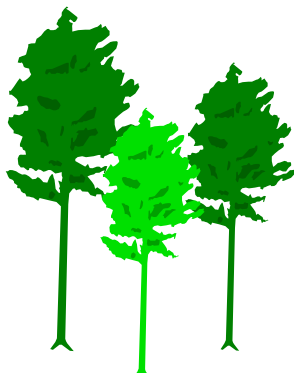
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Rancho Las Palmas Resort & Spa

July 21-22, 2011

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