SUSTAINABILITY

Websters defines sustainability as: method of harvesting or using a resource so that the resource is not depleted or permanently damaged. I must admit that I was surprised when I looked up this definition because it made perfect sense. Most of the time when I go to the dictionary to obtain a precise definition of a word, I read it, and then scratch my head. Over the past 30 days I have thought a lot about the word sustainability. The Real American Hardwood Promotion Coalition (RAHPC) began conducting their focus group sessions which included questions regarding sustainability, and by coincidence, I was asked to speak at a Mark Twain National Forest Service meeting about my interpretation of the word.

For some time, I have thought that our industry has “missed the boat” a bit by not touting our products more regarding their inherent sustainable qualities. In today’s world I was assuming that consumers would have sustainability foremost in their mind when making purchase decisions between products that are constructed from both sustainable and non-sustainable materials. Plastic versus paper is the easy example, I routinely hear and read about the debate to move back toward renewable throwaways that we all use every day. I know when I have the choice, I always choose paper over plastic, and I assume most of you do too! However, when it comes to furniture, building products, home décor, flooring, etc it seems that some consumers may put sustainability on the backburner.

During a recent RAHPC focus group session in Chicago we learned that the sustainable message that our hardwood products perfectly resemble, didn’t seem to resonate with consumers making decisions on new home construction or remodels. When it comes to products that people purchase that they must live with for years or possibly decades, their mindset drifts away from environmental awareness and more towards dollars, convenience, durability (pets), and maintenance. Interestingly, the idea of replaceability, seems to rank above sustainability with lots of people because they know they will desire a different look in five to ten years.

The good news is that we are learning, in a formal way, the attitudes of people who use or recommend products that we make every day in our industry. We now must decide if we listen and learn how to make our products “fit” and appeal to today’s consumer or discard the information and assume the focus group participants did not adequately represent “the real people” in the United States. I’m not suggesting that the sustainable message regarding our products should be discarded, it is and remains very important. We may need to package the information differently so that it becomes important to people, but I don’t think we can assume that it is automatically a message that will universally appeal to everyone.

We have serious challenges ahead and it is time that we begin controlling our own destiny.

~Brian Brookshire, Executive Director
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WELCOME NEW MFPA MEMBERS

Company: Loftis Small Engine
Contact: Steve Loftis
Phone: (417) 581-1131
Email: smallengine40@gmail.com
County: Christian

Company: Oasis Tree Service LLC
Contact: Israel Blosser
Phone: (573) 789-9250
Email: israel@oasistreeservice.com
County: Morgan
Website: lakeozarkarborist.com

It’s Time To Renew!
Membership renewal forms have been mailed and it’s time to renew your membership to continue receiving all the benefits of MFPA!

In your envelope you will find your membership dues invoice and the current contact information we have listed for your company. When returning your membership form please notify us of any changes to your contact information or any products and services you offer.

Please return your dues and information promptly as we have started assembling the 2020-2021 Membership Directory...

If You Want Something Insured Right
Insure It Yourself

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offers workers compensation insurance designed for Missouri’s forest products industries.

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• provide specialized loss prevention services
• have claims adjusters who listen
• provide insurance at cost

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800-821-7703

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MFPA ON LINE TIMBER SALES

Don’t forget about the MFPA on line Timber Sale webpage. Visit the MFPA website at www.moforest.org and click on “On Line Timber Sales” to view or post timber sales.
MFPA Membership Directory

MFPA is starting to assemble the 2020-2021 Membership Directory. Each MFPA member receives a Membership Directory every year. The directory contains detailed company contact information for all current members and the types of products they produce or services they provide. The directory is used by member companies as a valuable information resource when trying to locate equipment, services, and raw material to support your business.

The directory lists members by company name, company contact, and by the products or services they provide.

If any of the following information for your company has changed over the last year please let us know by calling the MFPA office at 573-634-3252 or emailing laura@moforest.org and we will update your information in our member database:

- Company Name
- Company Contact
- Address
- Phone Numbers
- Fax Number
- Email Address
- Web Address
- Products or Service Listing

The MFPA Membership Directory is also a useful tool to advertise your company and the products or services you provide. We believe that advertisements within the directory are responded to by member companies. There are many options for advertising in the directory to suit your needs.

Advertising Rates:

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Card - black &amp; white</td>
<td>$300</td>
</tr>
<tr>
<td>¼ Page - black &amp; white</td>
<td>$535</td>
</tr>
<tr>
<td>½ Page - black &amp; white</td>
<td>$910</td>
</tr>
<tr>
<td>Full Page - black &amp; white</td>
<td>$1445</td>
</tr>
<tr>
<td>Full Page - color</td>
<td>$1600</td>
</tr>
<tr>
<td>Tabbed Full Page - black &amp; white</td>
<td>$1800</td>
</tr>
<tr>
<td>Tabbed Full Page - color</td>
<td>$2000</td>
</tr>
<tr>
<td>Tabbed ½ Page - black &amp; white</td>
<td>$1200</td>
</tr>
<tr>
<td>Tabbed ½ Page - color</td>
<td>$1380</td>
</tr>
<tr>
<td>Tabbed ¼ Page - black &amp; white</td>
<td>$800</td>
</tr>
<tr>
<td>Tabbed ¼ Page - color</td>
<td>$950</td>
</tr>
</tbody>
</table>

Please contact the MFPA office at 573-634-3252 or laura@moforest.org for more information on directory advertising or to reserve a spot for your ad.

MFPA Members receive 15% off rate price.
More Advertising Opportunities with MFPA

MFPA Newsletter

<table>
<thead>
<tr>
<th>COLOR</th>
<th>Size</th>
<th>1 issue</th>
<th>6 or more</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$439</td>
<td>$350</td>
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<tr>
<td>Half Page</td>
<td>$219</td>
<td>$175</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$115</td>
<td>$90</td>
<td></td>
</tr>
<tr>
<td>Business Card</td>
<td>$59</td>
<td>$45</td>
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</table>

<table>
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<tr>
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<th>Size</th>
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<th>6 or more</th>
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<td>$275</td>
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<tr>
<td>Half Page</td>
<td>$175</td>
<td>$140</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$95</td>
<td>$75</td>
<td></td>
</tr>
<tr>
<td>Business Card</td>
<td>$45</td>
<td>$35</td>
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</tbody>
</table>

Reserve a spot to advertise in the monthly Newsletter. All MFPA members receive the Newsletter and can expose your company’s services and products to all MFPA Members.

Sizes:
- Full Page: 7 ½” x 10”
- Half Page: 7 ½” x 5”
- 1/4 Page: 3 ¾” x 5”

Online Advertising

<table>
<thead>
<tr>
<th>Ad Rate</th>
<th>Ad Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Three months</td>
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<td></td>
<td>One year</td>
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</tbody>
</table>

MFPA can place a website banner advertisement on the MFPA website at www.moforest.org. Web ads provide a link to your company’s website. The MFPA website is used by members as well as generally by a variety of non-members which can provide exposure of your company to a wide array of potential customers.

Available on MFPA and Missouri Logging Council homes pages.

For more information or to place your advertisements, contact us at 573.634.3252 or email laura@moforest.org

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We know it takes the right tools to run a successful business.

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- Competitive rates with longer terms
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- Experienced staff to make your financing process simple
- Finance options to meet your specific needs
The other day, I was talking to a PTH class. I mentioned that I am 2 years older than the average logger in Missouri. That’s kind of startling. I know it usually gets a strange look when I mention that in class. As an industry, we need to find ways to encourage younger people to take up the mantle of logger. That’s the reason behind the MFPA Logging School. Unless you have been hiding under a rock, I am sure you have heard about it. It’s a 10-week course, that prepares students to begin a career in logging. They won’t be experts…but will be given the tools to be great employees. They will be given classes in forest management, tree identification, first aid and safety…and of course, plenty of time learning to work with a chainsaw, skidder and other tools of the trade. PTH certification is also a part of the school. You know all of this…but, I really wanted to bring it up again because we need your help. Most trade schools are supported by their industries. It’s the businesses that help provide interested students. You all know the people in your communities. You know potential students…or you know people that know potential students. The future of our industry depends on finding the next generation of loggers. That’s one reason for the reminder…the other is once these students graduate, they will need to get in the workplace. I encourage you to come by the school when in session. Meet the students. I hear it several times a week just how hard it is to get quality employees. Here is your opportunity. Not only would a visit to the school give you the chance to meet your future employee…but, you can see some of the great things students are learning. It’s a win-win. This year’s school will be held in the Salem area. We need to work together to make sure we have a next generation of loggers. To paraphrase an old quote…one person can make a difference…together we can make a change.

Speaking of education…yep…it’s another reminder. Don’t wait till the end of the year to get your Continuing Education done. Stay PTH certified. All it takes is one CE credit. Staying PTH certified is more than just being able to bid on state timber sales…it’s good advertising. We post of list of PTH trained loggers that the public refers to when they are considering loggers. It’s good business, because it reminds you of BMP’s…and safety. It’s just a good idea. Stay certified.
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Cape Girardeau – Tamara Bullard: 573-388-4832
www.danielandhenry.com
MFPA would like to congratulate Dr. Steven Harrison on his recent confirmation by the Missouri Senate to the Missouri Conservation Commission. He is a farmer and Orthodontist from Rolla, MO. Dr. Harrison was strongly supported by MFPA because of his desired commitment to represent rural Missouri on the Commission and his recognition of the importance of the forest products industry to maintaining the health and sustainability of the state’s forest resource. We believe Dr. Harrison will be a strong advocate of forest management in Missouri and welcome his participation on the Conservation Commission.

Executive Director Brian Brookshire, Commissioner Steve Harrison, and Senator Justin Brown
BECOME PART OF OUR 100-YEAR SUCCESS STORY

Our decades-long relationships with more than 125 independently owned sawmills has enabled us to consistently provide high-quality crossties to multiple customers. These sawmills are often multi-generational businesses with the same family values that are shared by Gross & Janes.

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