



# NEWS & UPDATE

February 2024

## MO WOOD PRODUCTS AND THE KC CHIEFS LEADERS IN THE INDUSTRY!

The Brookshires are KC Chiefs fans, it is part of our DNA. Genetically, all children born into the family are Chiefs fans and all "significant others" having a desire to join the clan are subject to questioning regarding their current and future commitment to the Chiefs. Any wavering that is detected regarding the Chiefs is cause for immediate dismissal. We have been dedicated fans for decades, with the Chiefs through the bad, the ugly, the good, and the GREAT. The debate now is whether the KC Chiefs organization is a dynasty, I'm not sure about that, but being Super Bowl champions two years in a row has only been accomplished one other time in history. Next year, when we have a threepeat, I will write an article on the Chiefs becoming a dynasty. The Chiefs are the leader in their industry, just like you are leaders in your industry, producing and manufacturing wood products in Missouri. Unfortunately, we do not have access to 200 million people witnessing our leadership like the Chiefs did Sunday night. Some will argue that Taylor Swift may have brought in an extra 50 million viewers, but whatever! I am placing a call to Taylor to see if she is available to rep our brand, but I'm skeptical that she will respond. Who knows, maybe Travis and Patrick would be interested in repping Missouri wood products, they are doing everything else these days, but they may be out of our price range.

On a serious note, I want you to be proud of what you are accomplishing in our industry and what you are doing for Missouri. According to the KC Chiefs organization, the franchise supports about 6,000 jobs and generates \$1 billion in economic activity and \$29 million in tax revenue. The forest products industry generates 10 times the economic activity and 20 times the tax revenue in Missouri, but we are considerably less known than the Chiefs. You are leaders in the wood industry and MFPA is trying hard to increase awareness of your business, the products you produce, and the role you play in forest management. Over the next month we will be launching many social media posts, YouTube stories, radio spots, and TV commercials that showcase our industry and our products to elevate consumer awareness. I don't think we will reach 200 million, but we hope to reach people who have never thought about real wood and educate them about all the great reasons to use it. We need your help, spread the word when you see our social media posts, let's work together to educate and raise awareness, at least until we get Taylor on board!



I have a very close friend (in our industry) that is a Cleveland Browns fan, supposedly from childhood, and it is impossible for me to understand his motivation. The Browns are one of only four NFL teams that have never reached the Super Bowl so he should be commended for staying with a bad team for over three decades. Now is a risky time to join the Chiefs since we are on the brink of becoming a dynasty, but I would encourage my friend to go ahead and make the move, it's time to get off the hate train and join the Big Red.

## In this issue.....

page 1

- MO WOOD PRODUCTS AND THE KC CHIEFS LEADERS IN THE INDUSTRY!

page 2

- Welcome New MFPA Members

page 3

- Certification & Education

page 4

MFPA Advertising Opportunities

page 5

- MFPA AND MFA OIL MEMBER BENEFIT

page 7

- 2024 Summer Meeting

## If You Want Something Insured Right Insure It Yourself

### MISSOURI WOOD INDUSTRY INSURANCE TRUST

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

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## WELCOME NEW MFPA MEMBERS

**Company:** Hardwood Ridge Pellets

**Contact:** Charles Hufft

**Phone:** (417) 860-4036

**County:** Polk

**Company:** Higginbotham Insurance Agency

**Contact:** Jake Parsons

**Phone:** (417) 973-0701

**Email:** jparsons@higginbotham.com

**County:** Greene

**Company:** Josh Counts Logging

**Contact:** Josh Counts

**Phone:** (573) 259-9902

**Email:** countsllc@gmail.com

**County:** Crawford

**Company:** Ponsse North America, Inc

**Contact:** Diana Olkowski

**Phone:** (715) 490-0988

**Email:** diana.olkowski@ponsse.com

**County:** Oneida, WI

**Website:** www.ponsse.com

**Company:** Rustic Grain

**Contact:** Tim Nummela

**Phone:** (314) 478-4503

**Email:** tim@rusticgrain.com

**County:** Saint Louis

**Website:** www.rusticgrain.com

## Our Mission

Missouri Forest Products Association is dedicated to serving and promoting the forest products industry of Missouri. Founded in 1970, MFPA has over 300 members representing primary and secondary wood industry, supplier and service industries, loggers and landowners. MFPA advocates sustainable management and sound stewardship of Missouri's forests to benefit current and future generations.

# CERTIFICATION & EDUCATION



Mark McCarthy



I hope 2024 has been a good year for you so far. We continue to promote being safer in the woods. One of the best ways to learn to be safer and more aware is the Professional Timber Harvester (PTH) training. Here is the new PTH class list.

## Session A-Columbia

February 19 & 20                      Level 1 & 2  
February 27                              Forest Mgt  
March 4 & 5                              Level 3 & 4

## Session C-Potosi

April 1 & 2                              Level 1 & 2  
April 16                                  Forest Mgt  
May 7 & 8                              Level 3 & 4

## Session E-Neosho

September 5 & 6                      Level 1 & 2  
September 18                          Forest Mgt  
September 26 & 27                      Level 3 & 4

## Session G-Salem

November 12 & 13                      Level 1 & 2  
December 4                              Forest Mgt  
December 16 & 17                      Level 3 & 4

## Session B-Piedmont

March 6 & 7  
March 12  
March 25 & 26

## Session D-Sedalia

April 10 & 11  
May 8  
May 9 & 10

## Session F-Eminence

October 1 & 2  
October 8  
October 17 & 18

To enroll, or if you know someone that needs the certification...  
give us a call at the MFPA office (573) 634-3252, or email me at [mark@moforest.com](mailto:mark@moforest.com).  
You can also enroll yourself online, [www.moforest.org](http://www.moforest.org).

While we are discussing PTH certification, it's never too early to get your continuing education credit. Get it done early, and then you don't have to worry about it later.

## ***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 2024-2025 Membership Directory...

# MFPA Advertising Opportunities

## MFPA Membership Directory Advertising

MFPA is starting to assemble the 2024-2025 Membership Directory. Each MFPA member receives a new 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 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:

Ad size	Rate
Business Card - black & white	\$300
¼ Page - black & white	\$535
½ Page - black & white	\$910
Full Page - black & white	\$1445
Full Page - color	\$1600
Tabbed Full Page - black & white	\$1800
Tabbed Full Page - color	\$2000
Tabbed ½ Page - black & white	\$1200
Tabbed ½ Page - color	\$1380
Tabbed ¼ Page - black & white	\$800
Tabbed ¼ Page - color	\$950



MFPA Members receive 15% off rate price.

Please contact the MFPA office at 573-634-3252 or [laura@moforest.org](mailto:laura@moforest.org) for more information on directory advertising or to reserve a spot for your advertisement.

## MFPA Newsletter

COLOR		
Size	1 issue	6 or more
Full Page	\$439	\$350
Half Page	\$219	\$175
1/4 Page	\$115	\$90
Business Card	\$59	\$45
BLACK & WHITE		
Size	1 issue	6 or more
Full Page	\$345	\$275
Half Page	\$175	\$140
1/4 Page	\$95	\$75
Business Card	\$45	\$35

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

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

## Online Advertising

Ad Rate	
Three months	\$450
One year	\$1440

MFPA can place a website banner advertisement on the MFPA website at [www.moforest.org](http://www.moforest.org). Web ads provide a link to your company's website. The MFPA website is used by members as well as 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.

## MFPA AND MFA OIL MEMBER BENEFIT

MFA Oil has released a new product listing that will be discounted for MFPA members that have enrolled in the program. If you are not enrolled in the MFA Oil program, please contact the MFPA office and we will provide the step by step instructions to sign up. You can also contact MFA Oil's Credit Department at 800-366-0200 or email [creditdeptfax@mfaoil.com](mailto:creditdeptfax@mfaoil.com) and a member of the MFA team will be happy to help with the process. If you would rather complete a paper version of the customer agreement, stop by your local MFA Oil Company office and a member of their team can assist.

[Click here for the February price list and find the price list on the MFPA website, \[www.moforest.org\]\(http://www.moforest.org\).](#)



## Our Rural Roots Run Deep.

MFA Oil has been serving agricultural, commercial and residential customers since 1929. We are committed to providing the best products and services, and to giving back to our communities.

*We look forward with partnering with MFPA.*

### MFA OIL OFFERS

- ✓ Propane
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- ✓ Farm Delivery
- ✓ Premium Lubricants
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## **Proud to Be Endorsed by the MFPA!**

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**Cape Girardeau – Tamara James: 573-388-4832**

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# 2024 Summer Meeting

Chateau on the Lake

Resort Spa & Convention Center

Branson, MO

July 26-27

Save the date for the 2024 MFPA Annual Summer Meeting!!

Join us for great opportunities for involvement in the industry's growth, networking, entertainment, and socializing at the Chateau on the Lake in Branson, MO. We hope that you plan on attending the 2024 Summer meeting!

*.....Mark your calendars today!*





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