



JUNE 2008

NEWS & INFO FOR
BOAT BUILDERS
CONTRACTORS
WOODWORKERS

BIRDSEYE VIEW

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BOOSTING GUILD MEMBERSHIP

Finding out potential members' preferred method of communication is a changing target and a challenge shared by many woodworking guilds.

"I didn't realize there was a woodworking guild in the area." Despite the prevalence of these groups, it is a common remark made by potential new members.



Keith July, a member of the South East Michigan Woodworkers Guild agrees. While Keith's profession is woodworking (July's Woodworks) the SEMW membership has many hobbyists who haven't quit their day jobs as lawyers and engineers. Keith is also Vice President of the Mid-Michigan Woodworker's Guild.

With the focus of his official responsibilities for the MMW being public relations, Keith is constantly looking for new ways to get the word out about the guild. "We're always looking for new members regardless of age and level of expertise..."

(continued on page 3)



THE REST OF THE STORY...

The proliferation of data today is growing exponentially right along with our world wide web. Unfortunately, along with credible knowledge comes weak information, and it is at those times I am reminded of the old saying "believe nothing you read or hear, and only half of what you see". It is a sound policy to always strive to learn (as Paul Harvey would say) "...the rest of the story."

Jim Howard, President of Atlanta Hardwood Corporation and current President of the National Hardwood Lumber Association recently wrote about what he labels "Green Spin". He identified some of the bad information and offered a lot of good in the NHLA's April 2008 Special Edition.

For quite some time now the American public has believed we are depleting our hardwood forests when in fact, we currently have very close to the same acres of forestland in the US as at the beginning of the 1900's (review USDA Forest Service Data).

We have locked up public forestland and practiced "fall-down non-management". In 2006, Colorado had about 4,700 fires that burned 250,000 acres and caused \$1.3 million in structure and content losses. The Governor of Colorado was quoted "it looks like our whole State is on fire."

We seem to be taking the more difficult road in acknowledging that professional, collaborative management of

our forest resources minimizes fire hazard and is essential to wildlife and forest habitat. In some ways we have abandoned historical knowledge and are running toward solutions, only to find we have acted upon slighted information.

Once again, we are running toward solutions to "Global Warming." The vote is not completely in yet but from scientific review it appears corn ethanol most likely is not a solution to global warming or foreign oil dependence.

The decisions we make definitely need to be environmentally and socially responsible. Going green can be just that. One such decision, forest certification, starts us down a path of professional management of our forest resources. It will cost us in the beginning, but the positive rewards have been well documented. Follow up with certified professional manufacturing and distribution of our forest products and we end up with high quality, sustainable products.

Your feedback on Bob Laurie's article in our previous issue exhibited a substantial interest in green building. In this issue of Birdseye View, Mr. George Berghorn, Director of Forest Policy at MI Forest Products Council, speaks to the continuing green questions circulating our industry. After reading this issue, we'd love to hear your thoughts. ■

- Mark Johnson

An average of 800 forest and grass fires burn in Ohio each year. 4,500 acres of forest and grasslands (average) are consumed in these fires each year. (Ohio DNR)

51% of Michigan's forests are owned by private individuals. 21% are owned by the State. 14% are classified as National Forests. 12% are owned by the Forest Industry. 2% constitute other forms of ownership. (Michigan Forest Resource Alliance)

CERTIFICATION PROGRAMS:

■ **Sustainable Forestry Initiative (SFI)** is a North America program overseen by independent advisory bodies and require participants to report on their operations in a variety of performance areas.
sfi-program.org

■ **Forest Stewardship Council (FSC)** certification is overseen by independent advisory bodies. It is a global program with regional standards specific to certain geographies around the world and requires participants to report on their operations in a variety of performance areas.
fcus.org

■ **The American Tree Farm System (ATFS)** has a group certification program that allows groups on small private land owners to become certified to a third-party audited standard, and then allows the sale of that wood as a “certified” product.
treefarmssystem.org

■ **The Canadian Standards Association (CSA)** offers forest certification in North America, and the Rainforest Alliance offers a SmartWood certification program.
csa-international.org

■ **The Programme for the Endorsement of Forest Certification schemes (PEFC)** is a global umbrella organization for the assessment and recognition of national forest certification systems, which has recognized SFI, ATFS, and CSA systems in North America.
pefc.org

■ **SmartWood** sets the international gold standard for credibility in auditing environmentally and socially responsible forestry.
rainforest-alliance.org

INDUSTRY NEWS

KEEPING A COMPETITIVE EDGE

“The demand for sustainable products is at an all-time high in the national and global marketplaces, and forest products firms seek certification, in part, to maintain their competitive advantage.” -- George Berghorn of MFPC.

The Michigan Forest Products Council (MFPC) is a statewide trade association representing the full value chain of the forest products industry – loggers, landowners, and wood products manufacturing facilities.

Under the direction of the Board of Directors, the MFPC is an umbrella organization working with many Boards, Committees and Taskforces including the Michigan Forest Resource Alliance (MFRA), Project Learning Tree (PLT), the Sustainable Forestry Initiative (SFI), the Michigan Pulp, Paper & Products Environmental Council (MPPEC), to educate, inform and lead in maintaining the healthy forest and forest products industry in Michigan.

As Director of Forest Policy George Berghorn is responsible for policy development in the areas of SFI certification, fiber supply and availability, public and private forest management, natural resources management, and economic development. He is also the coordinator for the Michigan SFI Implementation Committee and manages our developing “Select Michigan Wood & Wood Products” branding effort, in conjunction with the Michigan Department of Agriculture.

How big is Michigan’s Forest Products Industry?

Michigan’s forest products industry directly adds approximately \$12 billion to the state’s economy annually. Approximately \$2.5 to \$3 billion additional dollars are generated through tourism, recreation, and related economic sectors for each dollar directly generated by the forest products sector.

What is the health status of Michigan’s Forests today as they relate to the rest of the Nation?

Despite some threats to our forest health such as Emerald Ash Borer and Beech Bark Disease, among other forest diseases, Michigan’s forests are well-managed. Michigan’s forests continue to grow, and we have 1.3 million more acres of timberland than what we had in 1980. Michigan has

the seventh largest timberland of any state in the United States and over 25% of the forest land in the state is certified to one or more sustainable standards.

Has forest certification improved our forest resources in Michigan?

Forest certification is a continuous improvement process, designed to help forest managers assess their current forest management practices against a series of best practices in a



variety of areas, including long-term forest productivity, protection of water and soil resources, wildlife habitat management, efficient utilization of forest resources, stakeholder inclusion in the decision making process, and continual improvement of sustainable forestry. While forest managers in Michigan have practiced sustainable management techniques for decades, forest certification provides an independent assessment of the benefits of these actions, provides the ability to make marketplace claims, and has been shown in numerous research studies to enhance on the ground forest management practices.

Why would our State, or a land owner, want to certify a forest land?

Attainment of forest certification provides a demonstrated commitment to the principles and practice of sustainable forestry, and acts as a “report card” of management practices for many land managers and manufacturers. Certification also provides market access to customers who demand such certification – including Time Warner, the Home Depot, and IKEA. The demand for

sustainable products is at an all-time high in the national and global marketplaces, and forest products firms seek this certification, in part, to maintain their competitive advantage.

What does it take to certify a forest land?

Companies seeking certification must receive an independent audit of forest management practices under the relevant certification standard. These audits are an on-the-ground assessment of a company’s operations related to the certification they seek. Any land management or forest products manufacturing firm may seek forest certification, and currently a number of state land agencies, non-governmental organizations, and universities are certified under one or more standards.

Land managing companies and primary manufacturers must implement the current version of the certification program’s guidelines. Oftentimes, a different and more specific set of standards exist for secondary manufacturers - including re-saw mills, paper printers, merchants, and brokers to become chain-of-custody certified.

In addition to the initial certification audit, certified entities must submit to periodic recertification audits and surveillance audits. Audits are generally conducted to internationally-accepted standards and include paper (desk) and field audits, where a variety of professionals including professional foresters, biologists and wildlife specialists examine practices.

How much of Michigan’s forest resource is certified?

Michigan has approximately 5,000,000 acres certified under the SFI program (two private landowners and the state-managed forest system), and approximately 4,500,000 acres certified to FSC standards (two different private landowners and the state-managed forest system). This accounts for more than 25% of Michigan’s total forestland.

Why would a builder or architect request certified wood products?

Wood is one of the most sustainable building products, and has a long history of use in some of the most recognizable structures in the world. Market demand is driving the building industry to adopt sustainable building rating systems and build certified commercial and residential structures. Certified wood products are specifically included in three of the most common green building rating systems used in the United States – Leadership in Energy and Environmental Design (LEED), the National Association of Home Builders (NAHB) model green home building guidelines, and Green Globes. Certified wood products are considered as a relatively “painless” credit to achieve under these systems, as there is no technical difference in the use of a certified wood product over a non-certified product, and the price difference is often negligible. Additionally, all three systems offer a locally-procured material credit as well, and with such

a diverse and rich forest products industry in our state, Michigan builders are ideally suited to capitalize on the local material credit as well as the certified wood credit.

How can we support the Green Building movement?

As an industry, we need to advance the message of sustainability beyond our own professionals. Loggers, foresters, manufacturers, and landowners have subscribed to the idea of the sustainability of well-managed forests and the products they provide. Now we must reach out to the designers, engineers, builders, and constructors who are engaged in the green building space, and work with them to understand how wood products are a viable part of the green building movement and connect the builders and specifiers of construction materials to the manufacture of these products. Many of these efforts will be long-term tasks and involve many different groups, such as the need to change building codes to allow for the use of

wood in non-traditional applications. Others will be shorter-term tasks targeted at education and connecting the marketplace and the end users of certified wood products.

One such effort is the development of a Michigan wood products branding program known as “Select Michigan Wood & Wood Products.” This program has been developed in partnership with the Michigan Department of Agriculture and targets the marketing of high quality Michigan hardwoods in the global marketplace as well as providing branding and marketing support to Michigan wood products that can be used by green builders. Michigan has a compelling story to tell about the quality and sustainability of our wood products, and their importance to our citizens. The Select Michigan Wood & Wood Products brand is one way that we can effectively tell this story and begin to envision a green future for Michigan. ■

--Contributed by Mark Johnson and George Berghorn

Boosting Guilds (continued)

Finding out potential members' preferred method of communication is a changing target and a challenge shared by many woodworking groups. One of the most successful methods for gaining new membership, Keith has found, is participation in wood expos and events that are a big draw for wood hobbyists. These have been responsible for one-third of their clubs new membership each year. Having a booth at an event with a charity fundraising initiative and face to face contact with so many woodworkers is very effective.

Another significant draw for connecting with potential new members is hosting an event at a local business that targets woodworkers. An event Keith held at a local store garnered him significant results when he arranged a demonstration on the use of a new tool, then raffled off that tool. Be sure to post flyers promoting the event in targeted local businesses.

Collaborating with businesses to offer special discounts to guild members, is helpful. Jim Arent, manager of our Grand Rapids MI store speaks for many businesses, “We’re happy to help support and promote guilds by extending price breaks on lumber and plywood to members and refer potential new members their way.” ■

Contributed by Emily Berghorn and Sherry Johnson

EMPLOYEE PROFILE | MEET JEAN REID

The year was 1983. Microsoft Word was first released, and McDonalds introduced the McNugget. As colossal as those events were, 1983 is special to Johnson's Workbench as the year Jean Reid began her employment with us.

Jean and her husband Tom made their home where the Buffalo roam. And where the Deer (but not Antelope) play. They raise Buffalo on



their farm in nearby Nashville MI. Their current herd ranges around 24 head with two new calves born this past year. With their daughter Paula, son Scott, daughter-in-law Julie, and three grandkids, Andrew, Matthew, and Anna, Jean's life is very full.

Jean first came to Johnson's Workbench as a Sales Clerk and then Assistant Manager for our Charlotte store. Through her accuracy and attention to detail Jean's responsibilities have steadily grown. Today, her role has expanded to include Purchasing and Receiving, Accounts Payable, and Inventory Management...covering all three store locations, Charlotte MI, Grand Rapids MI, and South Bend IN.

While Jean's office is located in Charlotte, many of you may have personally met her as she can sometimes be found working at any one of our three store locations, especially during our Woodworking Shows and around inventory time. As well, Jean helps out in the booths at the many trade shows and displays we participate in each year.

In addition to her work and time with her family, Jean also enjoys dancing, and gardening. Each spring you will find her tending to the flower beds and plantings adorning our Workbench and main offices there.

We want to give a big shout-out to Jean. Congratulations Jean on 25 years of loyal service. We have hopes for many more. ■

--Contributed by Tim Johnson

FORESTRY FACTS:

■ **There are 13.9 billion trees in Michigan.** The timberlands of Michigan are the seventh largest in the United States exceeded only by Oregon, Georgia, Alabama, Montana, California, and Washington.

■ **Ohio harvests 300-400 million board feet of timber each year.** Ohio grows one billion board feet of wood each year. This is 2.5 to three times as much timber as Ohio harvests annually.

■ **Indiana has 4.5 million acres of forestland** with 85% owned by Private landowners. With approximately 2 billion trees or 340 trees for each Indiana citizen, the current tree growth is 3.3 times greater than tree harvest.

■ **Michigan has a fiber surplus of 474 million cubic feet** (equivalent to 15,300 average homes). Leading the Great Lakes states, the surplus plays a key role in attracting interest in new products to Michigan's economy.

Forestry Facts Resources: Michigan Forest Resource Alliance, Ohio DNR, and U.S. Department of Agriculture - NCRS.

DID YOU KNOW?

Buffalo meat has three times the iron of chicken and two times the iron of beef.

Bison meat scores lower on cholesterol, fat and saturated fat compared to beef, pork, skinless breast of chicken and even most fish. (USDA Nutritional Data).

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PRODUCT REVIEW

FOUR NEW INNOVATIONS FROM FREUD

Freud is continually adding revolutionary break-thru designs to their selection of World-Class Router Bits and Saw Blades.

Freud's Quadra-Cut Router Bit is a patented design that produces a splinter free top surface even on the most delicate material.



1) TiCo Hi-Density Carbide- For Extended Life and Finish. Freud produced TiCo Hi-Density Carbide maintains a sharp cutting edge longer. TiCo carbide has much smaller and more densely packed grains which dramatically reduce wear to the cutting edge, giving the user significantly more high quality cuts.

2) Double Grind Straight Bits- For Longer Life and Better Quality Cuts. Freud's unique double relief grind improves the life and performance of straight bits. The secondary bevel improves chip clearance for faster, cleaner cuts with less heat build up. Combined with a special blend of TiCo Hi-Density



Carbide, this design delivers the longest cutting life in the industry.

3) Quadra-Cut Technology- For a Flawless Finish With No Rework. This revolutionary patented design combines two large cutting edges that shear upward to remove most of the material, and two smaller cutters that shear downward to

produce a splinter free top surface on the most delicate material.

4) Premier Fusion Saw Blade- New Standard In General Purpose Blades. Freud is proud to offer the discriminating woodworker the Premier Fusion Saw Blade. The patent-pending Premier Fusion blade is the most technologically advanced blade on the market with a radical new "Fusion" tooth design that combines a double side grind with a 30 degree Hi-ATB to produce a glass smooth, chip-free top and bottom surface while ripping and crosscutting. The unique Fusion tooth design, combined with Freud-made TiCo Hi-Density General Purpose Blend of Carbide, superior anti-vibration design and patented Perma-Shield non-stick coating makes for the ultimate general purpose saw blade. ■

Contributed by Dave Berreth of Freud