



## WOOD PRODUCTS MANUFACTURERS ASSOCIATION AUGUST 2008 NEWSLETTER

The dog days of summer are upon us. The weather this year has been very unpredictable, and filled with lots of thunder storms and humidity. Lori spent 16 days in Tucson visiting her mother during the month of June (which is one of Tucson's hottest months). The temperatures were between 105 and 110 degrees every day. She said it was much easier to deal with those temps than 80 degrees with 60% humidity. Having a convertible also helps!

This is the time of year to begin thinking about your energy consumption status for the coming winter months. Are you, like most of us, heating with gas and oil? Perhaps it's time to look at other options in order to keep your heating costs down. Take a close look at your lighting and heating sources and see if you can change them in any way. Have you done anything to insulate or weatherproof your facility? The money you save always feels a lot better in your pocket than the pocket of the utility company.

We've heard from many of our members that business is out there but you have to work harder than ever for it. It's imperative to return phone calls at your earliest convenience. Customers are in a hurry for a quick order and don't want to wait. Don't drag your feet on returning calls. It could mean the loss of an order. Stay on top of orders, and make sure that you keep your customers informed.

The kids will be heading back to school soon. Some taking off for college for their first year. They grow up so fast. Make sure that you do something with your family before school starts. The price of gas is ridiculous – if you can't afford to drive or fly, take day trips or spend the day at the lake. Whatever you do, make sure that you do something special as a family.

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We are pleased to have the opportunity to introduce a new member who has recently joined the association. All members are encouraged to contact this new member, introduce yourself and see what you can do to work together toward common interests and goals.

## **NOVA DRY KILN, LLC**

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**♦ They are represented by Jack Meredith ♦**

Nova Dry Kiln, LLC is a world-class provider of unique wood drying and pallet heat-treating solutions that enable their customers to achieve the best short-term and long-term financial results. These results are achieved by providing systems exceeding industry standards that are of the highest quality, longevity, operational economy and simplicity of use. Nova Dry Kiln, LLC also provides superior customer service and technical support to meet that end.

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## ◆ ◆ ◆ ◆ MEMBER NEWS ◆ ◆ ◆ ◆

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### **10 MINUTES WITH DAVID GRAF**

In just four years, Graf Brothers Flooring has accomplished what many decades-old companies long for: a worldwide reputation as a premier manufacturer of rift and quarter sawn lumber and specialty plank flooring. The company started with just 7 employees in 2003. They now have a staff of 275 employees and produce 125,000 board feet of lumber and 35,000 square feet of flooring per day.

They have been around long enough to see some major changes in the hardwood industry. The biggest one for Graf Brothers is that you have to give the customer what they want. You can't just sell what you make. Dave realized a long time ago that the American way was not necessarily the correct way. Even today, in their specialty (rift and quarter sawn lumber), most won't offer sorted or fixed widths for customers in almost any width they want.

As for how important international business has been for Graf Brothers, they are always in a global state of mind and have a different perspective on business. They're not afraid to do things out of the normal. "You have to keep in mind that people in other countries have their own way of doing things and they've been doing it for centuries - longer than we have. If you want to keep your head in the sand, then that's where you're going to end up."

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