

Momentum



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The newsletter of
LP Engineered Wood Products

SOLID START



Shown is the full line of LP Engineered Wood Products: LPI Joists, Gang-Lam LVL beams and Solid Start OSB and Gang-Lam LVL Rim Boards.

SPEED AND RELIABILITY KEYS TO SUCCESS

You are holding the first copy of our new newsletter, designed to keep you informed on the latest from LP Engineered Wood Products. We are doing this because we realized that since we have so much going on in this business, we needed a fast and reliable way to get the information into your hands. The fact is that 2002 was a great year for LP EWP, and together with our channel partners we have built some strong Momentum.

Our strategy is simple: we believe that



Jonathan Rogers, National Sales and Marketing Manager

when we supply our customers with quality products faster, more reliably and more cost effectively than our competition, it's a win/win situation right down through the channel. I don't need to remind you that it's fiercely competitive out there, and we have to focus as a channel on how we can provide sustainable value in the short and long term.

2003 is already off to a great start. You will read here about a number of new initiatives we have under way to improve

our service to the market. But we will not stop there—we will continue to drive forward aggressively to grow the business. We also have some major new products under development, and new ideas around our systems and processes, all designed to help us reach our key objectives.

This communication will give us the forum to share those with you. Any suggestions on how we can take further advantage of our Momentum and any feedback on this newsletter are most welcome! ☺

NEW VENTURES GIVE CUSTOMERS FASTER RESPONSE TIMES

NEW CUSTOMER DELIVERY CENTER OPENS IN OHIO



The new customer delivery center in Navarre, Ohio, will have 18 of 24 acres dedicated to LP Engineered Wood Products.

A new customer delivery center in Navarre, Ohio will provide customers in the East and Midwest with faster response times and more efficient inventory control. The center, called a super CDC, has 18 of 24 acres dedicated to LP EWP, with three portal cranes, three lift trucks and two rail sidings capable of handling 25 89-foot cars.

"The new super CDC is capable of holding inventory from several of our manufacturing locations

because of its massive size, and the central location makes it convenient for a great number of our customers to get mixed loads," said Bernie Miller, LP's EWP Order Fulfillment Manager. Miller added that nearby customers will find it especially convenient because they can make pick-ups themselves if they choose to.

The new CDC, located about 15 miles from Canton, Ohio, is operated by Raven Logistics, which owns other reload facilities in Ohio and Illinois. In addition to Raven personnel, there will be an LP employee on site to manage and coordinate inventory control.

Miller said LP will stock products that had at least 10 inventory turns the prior year. Other items will be stocked on a documented "take or pay" basis.

"The new CDC is the latest example of how LP EWP views the importance of on-time shipping and service velocity," said Miller. ☺

JOINT VENTURE TO INCREASE SUPPLY OF LP I-JOISTS



The converted mill in Larouche, Quebec, Canada, will produce LPI 20X^{1.7} and LPI 32 series I-joists. The mill is a joint venture of LP and Abitibi-Consolidated.

A joint venture of LP and Abitibi-Consolidated to manufacture LP I-joists will mean better availability and faster turn-around times for LP I-joist customers. The newly converted mill, located in Larouche, Quebec, will have an annual production capacity of 70 million linear feet. Though each company will own 50 percent of the venture, the I-joists will be marketed under LP's brand.

"This partnership is a good example of how complementary our products

and competencies are," said Patch Bonkemeyer, EWP General Manager. "Abitibi-Consolidated has the best resource position for black spruce in Eastern Canada, ensuring a steady supply. The wood will come from Abitibi's sawmills and LP will supply the oriented strand board."

The new mill begins full production in April and is capable of producing LPI 20X^{1.7} and LPI 32 series I-joists in lengths up to 64 feet. From Quebec, the I-joists will be transported by rail to the new customer delivery center in Navarre, Ohio.

"LP EWP is the market leader in solid sawn I-joists in North America," said Bonkemeyer. "This venture will help us maintain our leadership position."

Abitibi-Consolidated currently operates 10 sawmills and three paper mills in the Lac Saint-Jean region of Quebec. The company is a global leader in newsprint, uncoated groundwood papers and lumber, with ownership interests in paper mills, sawmills and recycling centers throughout Canada, the U.S., Asia and the U.K. ☺

Unique Projects Report:

RIVERMARK COMMUNITY BRINGS HOUSING AND BUSINESSES TOGETHER IN THE SILICON VALLEY



The Rivermark project is a mixed-use development in Santa Clara, California that includes homes, businesses and family-oriented open spaces.

Who says you can't have it all? Rivermark community in Santa Clara, California is a 152-acre mixed-use community village designed to integrate everyday life with quality homes and family-oriented open spaces. With several high-tech companies located in the area, including the Sun Microsystems campus, the Rivermark community is designed to bring residents closer to their jobs and homes, eliminating commute times and lessening traffic congestion. The master-planned community includes approximately 2,000 homes, which will incorporate a mix of traditional homes, town homes and condominiums.

With an emphasis on quality, the housing in the Rivermark community was designed using LP's Engineered Wood Products and Top Notch® sub-flooring. The decision to use LP products was easy: LP offers quality products and quality

service. The specified products include Gang-Lam LVL beams and 1.5E headers, as well as LPI 32 series I-joists. LP-Rocklin, now Taiga Forest Products, is a wholesale distributor who supplies the Rivermark project through Piedmont Lumber, Nor-Cal Lumber and San Lorenzo Lumber Company.

The original design phase of the Rivermark project began almost three years ago when Rivermark Partners teamed with Dahlin Group, Inc., the largest design group in the Bay area. The Dahlin Group specified LP's Engineered Wood Products and Top Notch flooring, supplied by LP-Taiga Distribution Center for all of the first phase—approximately 1,000 homes. The second phase of the project, also using LP Engineered Wood Products and Top Notch, is scheduled to begin this spring, with another 1,000 homes planned.

Developed by Rivermark Partners,

LLC, the Rivermark project is a joint venture between Centex Homes, Shea Homes and Lennar Corporation—the nation's largest developers. The three partners will each build different types of residences in each subdivision, reflecting both affordable and market-rate housing.

In addition to the residential plan, the community will accommodate a 14-acre retail and commercial center that will include a supermarket, restaurants, a drug store, bookstore and health club. A 150-room hotel, fire station and police substation



EWP District Sales Manager Ron Deckert stands next to the visitor center for the Rivermark project.

are also part of the plan. More than 30 acres will be set aside for open spaces, including tree-lined streets and landscaped parkways. Bike paths and nature trails are also part of the master plan, creating aesthetic gathering and recreation spots.

Ron Deckert, EWP District Sales Manager, was brought in at the beginning stage of the project to meet with the architect. "I had been doing business with Shea Homes for a long time, so they knew what LP's products would do for them," said Deckert.

Rivermark of Santa Clara is truly a unique urban community that provides an innovative way to work close to home while addressing the escalating housing shortages in the Silicon Valley. LP EWP is proud to have played a part in this unique project. ☉

By Melissa Warren

NEW LAMINATOR MEANS QUICKER TURN-AROUND FOR WEST COAST BILLET BEAM CUSTOMERS

LP has contracted with a new laminator in British Columbia to convert LVL into 60-foot billet beams. The new laminator, located less than 40 miles from LP's LVL plant in Golden, B.C. Canada, allows for quick turn-around times for West Coast customers.

After the billet beam is produced, the finished product can be shipped directly to customers or inventoried at LP's customer delivery center in Red Bluff, California.

"This arrangement will be good news for our Western billet beam customers," said LP Marketing Manager John Dawick. He added that this is also positive for our East Coast customers because it adds to our overall capacity. ☉

TECHNICAL LITERATURE REFORMATTED INTO NEW EASY-TO-ACCESS GUIDE



Technical information for LP Engineered Wood Products has been streamlined and combined into one comprehensive guide.



brochure. The General Product Guide eliminates duplicate information and brings together all the background information, specifications and technical data in one booklet. The back pocket allows for literature customization by product based on availability in different geographic regions."

"The look and feel of the new literature and guide is clean and concise, making it easier to access specifications and other technical information. The unique appearance also helps separate LP EWP from the competition," said George Strakes, Marketing Services Manager.

In addition to the new printed guide, LP EWP product guides are available on CD-ROM and through LP's web site, www.lpcorp.com. ☉

In response to customer requests, LP has created a General Product Guide that contains technical information for all EWP products: I-joists, Gang-Lam and Rim Board. The 16-page, 9x12 inch booklet includes a literature pocket so the guide can be customized for individual needs.

"Now our customers, sales people and specifiers will be able to access technical information in one general guide," said LP Marketing Manager John Dawick. "Previously each EWP product had the same information repeated in each

MIKE LEMAIRE SELECTED AS DSM OF THE YEAR

The sales and marketing management group decided to present a special award this year to the EWP District Sales Manager who demonstrated excellence in 2002.

The criteria for selection included the following: sales performance versus projections, new accounts and new business, sales growth, quality of communication, knowledge of the territory and customer base, technical proficiency, sense of urgency, initiative and integrity.

The winner of the 2002 Engineered Wood Products District Sales Manager of the Year is Mike LeMaire, District Sales Manager for Colorado, Utah and Southern Idaho. Not only did LeMaire's sales exceed his original projections for the year, but he was instrumental in creating a distribution partnership with JM Thomas for the Utah, Western Colorado and now Southern Idaho territories.

The professional relationship LeMaire enjoys with all his accounts is based on the trust they have in him to understand their needs, communicate those needs back to the organization and follow through to satisfactory conclusions for both LP and our distributors.

"Mike is a clear and thorough communicator and he handles himself with a high level of integrity. If he says he is going to do something, you can rely on it being done," said Jonathan Rogers, National Sales Manager for LP Engineered Wood Products. "He has the proven energy and initiative to grow the business and he attacks every opportunity with professionalism and a high sense of urgency. Mike is good technically, but also understands when he needs to engage the experts, and does so effectively," Rogers said. "He has good business savvy and a great nose for new business opportunities."

The other nominees for the award were DSM's Chip Blalock, Joel Miller and Roger Little. Each demonstrated the kind of performance and behavior of which Engineered Wood Products can be proud. Congratulations to all of you. ☉



Keith Matheney, Executive Vice President EWP, presents the DSM of the Year award to Mike LeMaire, District Sales Manager for Colorado, Utah and Southern Idaho.