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BC Wood's New Board of Directors

Bill Downing, CEO

BC Wood's Annual General Meeting was held in Whistler on September 15th. The meeting was an historic one as it marked two important firsts: the appointment of Sector Advisory Committee chairs to the Board, and the election of our first Director from Alberta. The changes to BC Wood's Board reflect two major initiatives: the restructuring by product sector and the transition to Western Wood, with membership across Western Canada.

The composition of BC Wood's Board has always reflected an effort to have representation by product sector and geography. This has now been formalized in the new Board structure with each of the seven chairs of the Sector Advisory Committees automatically sitting on the Board. The Chair and four "directors at large" provide further balance.

Here are the directors of BC Wood's 2005-2006 Board

Sector Chairs	Company	Sector	Location
Gary Berman	Berman Falk Inc.	Furniture	Lower Mainland
Werner Budau	Stilewood Int'l Manuf. Ltd	Millwork	Lower Mainland
Mike Friesen	The Teal Jones Group	Reman	Lower Mainland
David Gardner	Great North Timber Corp	Log & Timber Homes	Southern Interior
Grant McKinnon	Pacific Homes Ltd.	Factory Built Struct.	Vancouver Island
Wayne Ward	Northern Capital Wood Prod. Ltd	Cabinets	Northern Interior
Kevin Ainsworth	Ainsworth Lumber Co. Ltd	EWP	Northern Interior
At Large			
Roy Manion - Chair	Masonite Int'l Corp.	Millwork	Lower Mainland
Dave Holland	Holland Industries Ltd.	Reman	Alberta
Tony Pistilli	Carlwood Lumber Ltd.	Reman (Hardwood)	Lower Mainland
Mark Rufiange	Structurlam Products Ltd.	Log & Timber Homes	Southern Interior
Russ Dowdeswell	Old Yale Log Homes Ltd.	Log & Timber Homes	Lower Mainland

I would like to welcome the new Directors to the Board (Gary Berman, Werner Budau, Mike Friesen, Kevin Ainsworth and Dave Holland and Tony Pistilli), acknowledge the returning Directors (Chair Roy Manion, Grant McKinnon, Wayne Ward, Mark Rufiange and Russ Dowdeswell), and thank the three outgoing Directors who have completed their term on the board: Ron Neil of Mitsui Homes, John Gillis of Weyerhaeuser and Willard Ripley of River City Woodworks.

BC Wood's board has always been a source of strength for the organization. We have been very fortunate in attracting dedicated individuals with a passion for our industry.

This year's board is no exception.

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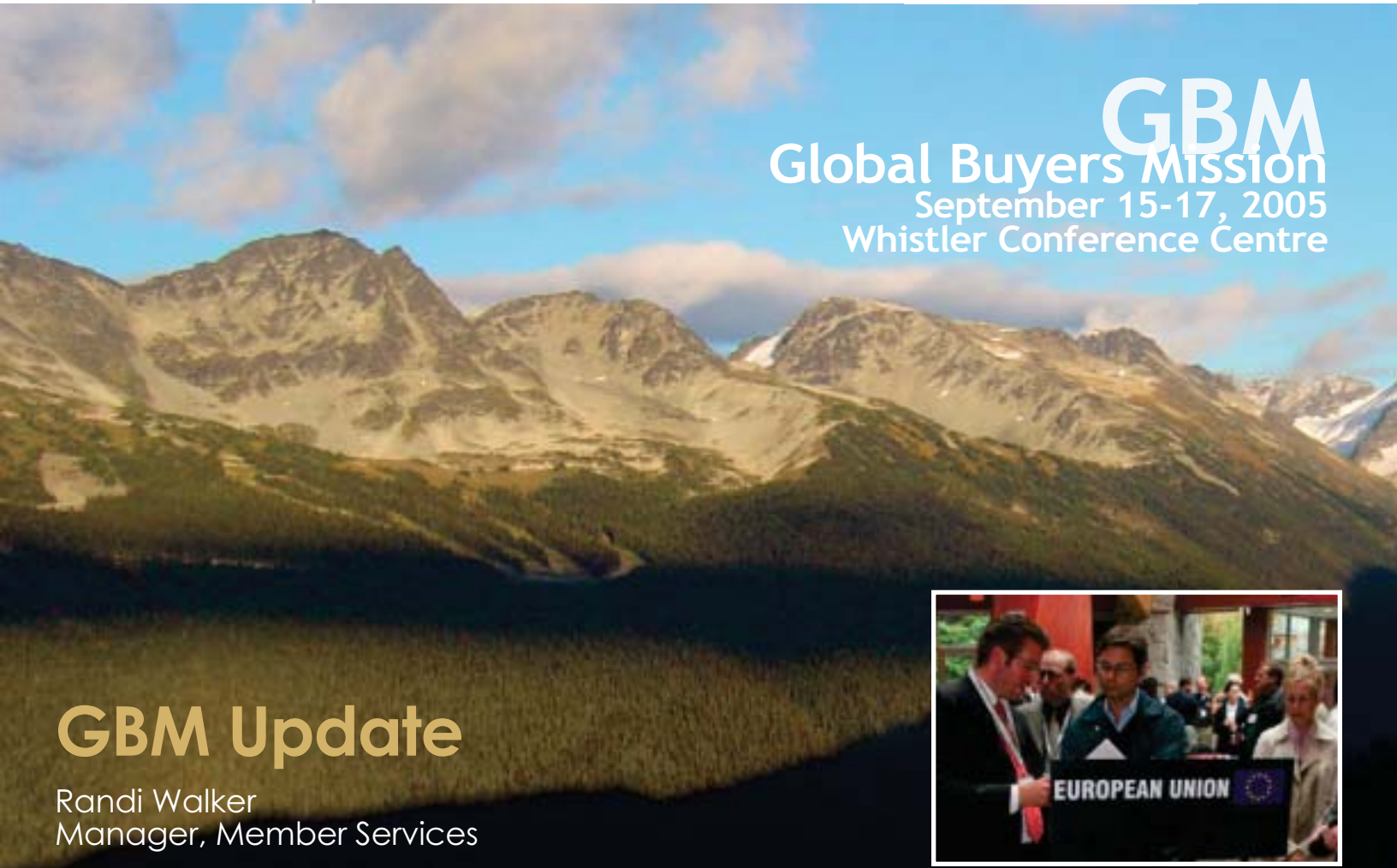
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GBM

Global Buyers Mission

September 15-17, 2005
Whistler Conference Centre



GBM Update

Randi Walker
Manager, Member Services

We are pleased to report that BC Wood's 2005 Global Buyers Mission was a triumphant success for British Columbia's value-added wood products industry - and a HUGE contributor to the BC economy! The '05 GBM was easily the largest event ever hosted by BC Wood and may well have been the largest forest products event ever held in Canada.

Visit our updated website at www.bcwood.com for:

- 2005 GBM Show Report
- 2005 Photo Gallery



For the
**2006 GLOBAL
BUYERS MISSION**
registration forms
go to

www.bcwood.com

Olympic 2010 Infrastructure Initiative

Daryl Holmes
Project Manager
United States and European Union

This Industry event was held on September 16th, 2005 in Whistler, in conjunction with the BC Wood Global Buyers Mission. The event hosted architects; designers, builders and other industry members involved and interested in the construction of ancillary Olympic facilities, and other building/renovation projects along the Sea to Sky corridor. The event included high-profile speakers, exclusive venue and site visits, information on and promotion of wood species and product applications, as well as an introduction to manufacturers of B.C.'s value added wood products, one on one meetings and networking.

The event featured the following:

- Over 80 attendees representing the architectural, design, building and construction community.
- Over 85 B.C. value-added wood manufacturers showcasing products and design elements at the GBM.
- Presentation by Michael Vance, G.M. Community Initiatives – Resort Municipality of Whistler.
- Presentation by Doug Ewing, Project Manager for the Whistler Venues, Vancouver 2010.
- Site visits of Whistler Mountain Resorts Ltd's "Kadenwood" Homes, Whistler, B.C.
- Presentations by Don Gurney, President, Open Space Architecture, Robert Ledingham, President, Ledingham Design Consultants, & Ted Hall, Owner, Spearhead Timberworks.



- Site visit of Munster & Sons Ltd's "Taluswood" home, Whistler, B.C.
- Networking sessions between architectural, design, building and construction attendees and value-added wood producers during the GBM
- GBM luncheon with keynote speaker address by Doug Konkin, Deputy Minister, Ministry of Forests.

The goal of the event was to showcase world class B.C. wood products and to inspire the architectural/design/building community to use wood in their existing and future projects. The following feedback was received from event attendees:



- "After being here today I am inspired to use wood in my designs. I'm currently working on a project which was leaning toward steel-- now I would like to see if we can use a combination of wood and steel." Ron Blennerhassett, Musson Cattell Mackey Partnership

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- “The whole day was excellent, there was good information, new contacts, and good networking opportunities. Activities such as the site visits, and the one on one meetings with B.C. Wood members encouraged us to meet new people and discuss topics of common interest.”
- “Very educational, very informative. We learned things about the business and industry that we would not have had access to if we had not attended – very worthwhile.”
- 100% of attendees surveyed expressed interest in future B.C. Wood initiatives.
- 80 % of attendees felt they would likely be engaged in business with manufacturers they met at the event.
- 100% of attendees would like to see B.C. Wood’s Olympic program continued.
- 100% of feedback rated the event as 8-9 out of 10.
- 70% of attendees cited the event inspired them to consider utilizing, or using more, wood in their firm’s future projects.

For more information on the Olympic 2010 Infrastructure Initiative, contact Daryl Holmes at 604-882-7100 or dholmes@bcwood.com

In Partnership with...

Forestry Innovation Investment Ltd
Canadian Wood Council
Western Economic Diversification



BC Wood Open House

Mark your calendars!

BC Wood invites
you to attend an
Open House to
celebrate
the Festive
Season!



When and where:

Thursday, December 15th

Refreshments Served 3:00 – 6:00 PM

Gift Draws at 5:00 PM

BC Wood Office

Suite 200, 9292 – 200th Street, Langley

***Bring along some brochures to add to
our display!***

Western Red Cedar Mission to Japan 2006

Western Red Cedar Promotional Seminar Series

Jim Ivanoff
Program Manager - Japan

Traditionally, Western Red Cedar has been a preferred species for outdoor applications in Japan. While it still enjoys tremendous popularity, Western Red Cedar's position in the market has come under attack from several highly durable hardwood species such as Brazilian Ipe and Australian Jarrah as well as a domestic push to increase the use of sugi (Japanese cedar). However, the promotion of these competitive species has, as a result, also helped increased the awareness of durable wood species in general. This, coupled with the recent interest in natural wood products, is now leading more and more house builders to use wood on the exteriors of new homes, creating more opportunity for Western Red Cedar products.

Opportunities for Western Red Cedar:

- Outdoor applications in residential projects: The use of deck panels/ materials, lattice, and small furniture is growing in Japan due to both appreciation for the natural look of wood as well as interest in do-it-yourself projects. Many condominiums and commercial buildings are now adding roof-top gardens to create green space and also combat "heat island" effect.
- Commercial projects: The drive to use natural building products gained a huge boost with the 2005 Aichi Expo. More commercial projects can be expected to follow suit and offer the kind of relaxing atmosphere that wood can create. This is especially true for new resort

developments that are currently being planned.

- Indoor paneling: The "woody house" look has become popular in Japan leading many builders to use various types of wood interior paneling. Species such as WRC and sugi are chosen due to their unique colouring and fragrance.
- High-end DIY/ Home Center products: DIY chains are following Joyful Honda's lead in increasing the amount of wood products they stock. To differentiate themselves, some are adding higher quality WRC products, much of which is currently inefficiently produced in small volumes in Japan.

To both capitalize on these trends by promoting BC manufacturers and to also help reinforce Western Red Cedar's image in Japan, BC Wood is planning a mission to Japan in March. The mission will consist of a series of promotional seminars across Japan where members will have the opportunity to meet and make presentations to potential distributors/ buyers. Past seminars have attracted on average 40 Japanese industry people and



allowed members to meet one-on-one with these key contacts.

The preliminary mission schedule is as follows:

Saturday, March 11th: Depart Vancouver

Sunday, March 12th: Arrive in Tokyo

Monday, March 13th: Visit WRC distributor (am), WRC seminar in Tokyo (pm)

Tuesday, March 14th: WRC seminar in Nagoya

Wednesday, March 15th: Visit WRC distributor, WRC seminar in Osaka (pm)

Thursday, March 16th: WRC seminar in Fukuoka

Friday, March 17th: Arrive in Vancouver

Members will also have the option of coming earlier to visit or participate in the Nikkei Architectural Show (March 7th-10th), which is one of the two major building products shows in Japan, and/or to stay longer for the Kita-Kyushu Total Living Show (March 17th-20th), which is the largest industry show in Kyushu.

As this schedule is subject to change, please contact Jim Ivanoff (Japan Program Manager) for further details by email ivanoff@canadawood.jp or Brian Hawrysh at 604-882-7100

Arch Cards

How to effectively reach 50,000 industry professionals in Japan

Jim Ivanoff
Program Manager - Japan

Picking the right medium to promote your products can be a daunting task in any market, but in Japan it can be almost overwhelming with so many choices. Of course, potential customers are constantly being bombarded from many different directions. Luckily in the housing industry, the Arch Cards are available to cut through the clutter and get the attention of your target audience.

The Arch Cards publishers maintain a database of 50,000 housing industry professionals including architects, builders, and distributors. The database is divided into two groups, primarily along the lines of architects and builders. Each month, one of these groups is sent a direct mailing consisting of a package of postcards with each postcard acting as an individual advertisement.

What makes this medium effective though, is that the postcards direct recipients to reply by giving them several options, on the back of the card, on how to get more information on the product or company. The recipient then just has to drop the postcard into the mail and it is returned to the advertiser for further follow-up. With the returned postcard the advertiser gets not only the company's name and address, but also the specific contact at the company, company profile, and their specific interest.

Additionally, unlike most other forms of advertising, Arch Cards are actually read. The Arch Cards have developed a positive reputation for introducing new and innovative products so industry people look forward to receiving and viewing



“...we have been able to expand our own database from just over 1000 entries two years ago to well over 4000 today.”



them. On average, advertisers receive about 250 requests for information for each insert. BC Wood can attest to this as the Arch Cards are a major reason why we have been able to expand our own database from just over 1,000 entries two years ago to well over 4,000 today. We have averaged more than 500 replies per insert!

As the Arch Cards have served us well, BC Wood would now like to offer this great opportunity to our members at a special price of only \$2,500 per insert. This is less than half of the amount it would cost companies to do this

promotion on their own. Additionally, BC Wood's Japan Office will collect and process all inquiries on behalf of members that do not have an office in Japan. However, this is a limited time offer as all submissions must be made by the end of December. Also, unfortunately we only have a limited number of inserts we can accommodate, so applications will be taken on a first-come first-serve basis.

Contact Jim Ivanoff at ivanoff@canadawood.jp for more details.



2006 China Mission Updates

Brian Hawrysh
Director, Remanufactured
and Engineered
Wood Products



New Dates for BC Wood China Missions - Spring 2006

In order to accommodate a more favourable schedule for our Chinese hosts, BC Wood's two up-coming missions to China will be re-scheduled for spring of 2006. These two programs offer our members an excellent opportunity to meet with key Chinese buyers in these two rapidly growing sectors:

Resort Sector Mission - February 28th - March 8th, 2006

- Week-long mission will focus on the growing Resort Sector
- Targeted meetings with pre-qualified developers, builders, architects and distributors
- Program includes a one-day seminar featuring participating companies and follow-up site visits
- Specifically targeted for manufacturers of: log & timber frame structures, exterior siding & roofing and Western-styled finished products

Industrial Lumber Mission - March 20th - 28th, 2006

- Week-long mission will focus on hardwood and softwood end-users in China
- Targeted at furniture, giftware and millwork manufacturers in the Shanghai and Guangzhou regions
- Program includes a one-day seminar and follow-up site visits to pre-qualified manufacturing plants and distribution facilities
- Specifically targeted for manufacturers of: hardwood & softwood industrial lumber and semi-finished components

DO NOT MISS THIS CHANCE TO SHOWCASE YOUR COMPANY IN CHINA!!

BC Wood will coordinate on behalf of participating companies: airfares, ground transportation, hotel reservations, seminar bookings and site visits. Space will be limited so members interested in participating in either of these two up-coming missions should contact Brian Hawrysh at 604-882-7100 or bhawrysh@bcwood.com for more information.

Upcoming Shows and Events

Japan Home Show
Tokyo, Japan
November 16-20, 2005

The Japan Home Show is the largest tradeshow for the housing and building materials industry in Japan. Every year, the show attracts over 1200 exhibitors and 93,000 attendees. It provides an excellent venue for making contact with key people in the Japanese housing industry and for expanding business in Japan. Attendees include wholesalers, retailers, builders, architects, interior designers, contractors, and developers.

This event will interest you if you manufacture: decorative building materials such as doors, windows, millwork, and flooring; laminated structural building materials such as stair components; outdoor garden products such as gazebos, decking, and trellis' out of Western Red Cedar; pre-built structures such as 2x4 housing, and timber frame homes; and remanufactured products.

For more information, contact Jim Ivanoff at ivanoff@canadawood.jp

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Salon Maison Bois 2005

David Pao, Project Coordinator

Home Builders Expo
Osaka, Japan
November 25-28, 2005

This tradeshow, held after the Japan Home Show in Osaka, is delivered by the same organization as the Japan Home Show (Japan Management Association), and holds great promise for targeting housing and building materials buyers in the greater Kansai region. Last year the show attracted over 23,000 attendees comprising of home builders, wholesalers, retailers, architects, interior designers, contractors, developers, and real estate agents.

This tradeshow will interest you if you manufacture: Decorative building materials such as doors, windows, millwork, and flooring; laminated structural building materials such as stair components; and pre-built structures such as 2x4 housing.

For more information, contact Jim Ivanoff at ivanoff@canadawood.jp

“With myself and three interpreters, I still can’t keep up, this is great!”

Peter Sperlich, Sperlich Log Homes



The Salon Maison Bois was held from September 30 to October 3, 2005 in Angers, France. This exhibition is the largest wood construction show in France and continues to attract thousands of attendees from throughout Europe with a strong emphasis on the French Rhone region. Now in its 7th year, with over 52,000 participants, Salon Maison Bois remains the most important show for the wood frame, pre-built structures, structural building materials, and outdoor garden products.

BC Wood and member companies participated with partnering associations in a high-profile unified Canadian Pavilion that effectively showcased British Columbia wood products. The quantity of attendees visiting BC Wood members was overwhelming and continued throughout the event with hundreds of inquiries from European architects, builders, and developers. Interest was especially strong for Canadian timber frame homes and building products. Members that participated in this event included: Linwood Homes, Maple Homes, Sperlich Log Homes, Anglo American Cedar and the BC Shake and Shingle Association.

In particular, considerable interest was shown in the Log Home display of Peter Sperlich. At one point during the 3-day event, attendees were lined up 10 deep to meet with Peter and his 3 interpreters and discuss the opportunity to own one of his beautiful handcrafted red cedar log homes. To quote Peter, “With myself and 3 interpreters, I still can’t keep up, this is great”

“The response at the 2005 SMB in Angers France exceeded all expectations. The event was alive with activity from the very moment it opened to the closing hour on the last day. It was also common to see enthusiastic visitors’ line-up in the Linwood stand to view our home plan collections and discuss their homebuilding plans. There is an excitement in France for our homes and Linwood will be back next year in Angers to take advantage of the opportunities.” – Paul Dauphinee, Linwood Homes.

Please contact Dave Farley at dfarley@bcwood.com for more information.

The Canadian Trade Commission Service

Discover New Business

Harvey Rebalkin, Trade
Commissioner,
International Trade
Canada

Are you looking for ways to make the most of international opportunities? Could you use reliable contacts, relevant intelligence and the chance to network with potential clients and partners?

Your Virtual Trade Commissioner (VTC) provides access to business leads, news and key international opportunities. Discover qualified leads - Canadian Trade Commissioners abroad in collaboration with the International Business Opportunities Centre deliver eligible leads exclusively to VTC users. Gain insight into your sector - Through VTC, you can access news items that match your business interests pulled from over 7,000 sources. This invaluable information, updated daily, can keep you informed of events that could affect your company's growth. Build networks and strategic alliances - Trade shows, missions and events are excellent opportunities to discover business leads and further develop your network of contacts. Use your VTC to keep up to date and to register on-line for special events. Pull it all together with help from a Trade Commissioner - All the content available through your VTC goes hand-in-hand with the experience and knowledge of a Trade Commissioner located in your target market who specializes in your industry sector. Ask for a "Key contacts search" to obtain a list of qualified contacts in your target market. Once you have found a promising opportunity, ask for a "Market prospect" to learn more about it.

For more information on the Virtual Trade Commissioner, or to register, visit www.infoexport.gc.ca

Welcome to BC Wood

Jireh Lumber Inc.



Jireh Lumber Inc.

Jireh Lumber Inc. is an experienced exporter of Hardwood and Softwood logs and lumber. Their office is based in Vancouver, British Columbia, with sales office in Shanghai and Hong Kong. Jireh Lumber exports Walnut, Hard Maple, Cherry and Red Oak; Hemlock, Douglas Fir and Spruce and specializes in Cedar.

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If you have any questions, comments, or would like to contribute to BC Wood News Online, please contact David Pao at:

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