Five Ways to Maximize Your Grinding Profitability

Social Media and Sales

HOW YOU CAN FIX ANYTHING ON YOUR BOAT

Keeping Step with Small Footprint Pallets

Pallet Management and Related Services. How Important Are They to Pallet Businesses?

EPAL Launches New Half Pallet

Now Is the Time to Recruit New Members as Membership Drive Gets in Gear

Changing Public Perspective Social Media and Sales

Unit Load Design: Web-Based Course Offered by Virginia Tech

April 21-23

WPA Builds Cooperative Relationship with NWPCA

James Olsen, Reality Sales Training
A

WPA EXECUTIVE
DIRECTORS
Eric Conklin
Annie Montey
Lindsey Shean
John Swenby
Greg Vipond
Tom Worthen

ASSOCIATE DIRECTORS
Jeff Carr
Tyrone Konecny
Rob Myers
Derek Sampson

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David Sweitzer, Executive Vice-President
P.O. Box 1095, Camas, WA 98607
Ph. 360 335-0208
Email: wpa@westernpallet.org
Website: www.westernpallet.org

PALLETS WEST
LIFTOFF!

WPA MAGAZINE
MARCH, 2015

Upcoming Events
N.A. Softwood Trends
New Members
WPA and NWPCA Collaborate
Hosting a Tour

Member News
Northwest Hardwoods
PECO Pallet Featured
iGPS Contract Win Announced
Web-Based Unit Load Seminar
Social Media and Selling

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PECO Pallet Featured

iGPS Contract Win Announced

Web-Based Unit Load Seminar

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For more information contact Jeff Carr, Pallet Sales Manager jeff.carr@northwesthardwoods.com 877-345-1421 or 541-485-0377 northwesthardwoods.com

Northwest Hardwoods alder pallet components exceed the NWPCA uniform standards. Our consistent precision milling is the industry benchmark and our on-time delivery puts it in your yard when you want it. Northwest Hardwoods pallet stock: an easy choice to make.

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North American Softwood Prices

Weekly softwood lumber prices to March 17, 2015 are shown below, sourced at http://www.nrcan.gc.ca/forests/industry/13309.

Upcoming Events

5/10/2015 - 5/11/2015
CWPCA Annual Meeting
Toronto, Ontario
www.canadianpallets.com

5/11/2015 - 5/15/2015
Ligna Hannover world Trade Fair for Forestry and Wood Industries
Hannover, Germany
www.ligna.de

9/28/2015 - 9/30/2015
PACK EXPO Las Vegas
Las Vegas, Nevada
www.packexpolasy vegas.com

Featured Meeting

1/15/2016 - 1/19/2016
WPA Annual Meeting
Rancho Mirage, California
www.westernpallet.org
WPA Welcomes New Member

Cary Holaday  
**Company: Eagle Forest Products**  
Address: PO Box 2119  
222 W. State Street  
City: Eagle, ID 83616  
Email: choladay@eaglefp.net  
web: www.eaglefp.net  
Tel: (208)323-9300  
Fax: (208)323-9191

Sponsor: Ryan Stearns

New Members Only a Phone Call Away!

How many industry non-members do you talk to on a regular basis? Why not get started on a process to solidify relationships - plus an opportunity to win the Membership Competition cash prize, and this year, for the first time, the membership trophy!

Alternatively, how about just recruiting a single new member? Every new member helps build momentum.

A regular influx of new members helps maintain the strength of the WPA, as well as to build on our reputation of being "the friendliest Association in pallets."

New members can join and pay on the website. Here is the link:: www.westernpallet.org
Industrial Lumber Products

Timbers (PET)--Great for Custom Thickness

All 3 Products are Utility & Better and Stickered for Moisture and Mold Control.

<table>
<thead>
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<th>Load 1</th>
<th>Load 2</th>
<th>Load 3</th>
<th>Load 4</th>
<th>Load 5</th>
<th>Load 6</th>
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<td>78</td>
<td>Few Clouds</td>
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<td></td>
</tr>
</tbody>
</table>

Daily Moisture Content Analysis Sample

"Delivering the Goods From the Woods"

Contact: Sales@SouthwestForestProducts.com
WPA Builds Cooperation with NWPCA

Over the years, the relationship between WPA and NWPCA has become stronger and more productive. Not only has NWPCA answered the call to speak at WPA annual meetings, but WPA has assisted with financial contributions to NWPCA and the Pallet Foundation.

WPA was very well represented at the NWPCA’s Annual Leadership Conference in Tucson, AZ, earlier this month. The WPA board met with the board of NWPCA to formulate a working collaboration for the good of the industry.

“We agreed to help support specific projects, probably within the Pallet Foundation, as suggested by NWPCA board and Pallet Foundation trustees,” said Carolyn Beach-Skinner, president of WPA. “Our hope is that we can claim some ownership in what we support,” she continued. NWPCA suggested having a WPA representative as a Pallet Foundation trustee so as to be in on the discussions.

WPA compliments NWPCA on an excellent conference, fielding record-breaking attendance.

WPA member collage from the NWPCA Annual Leadership Convention in Tucson AZ

See more photos and closeups at the NWPCA Facebook page.
Hosting a Congressional Plant Tour Is Easier Than You Think!

Welcoming legislators to your company’s plant for a visit can be an effective way for grassroots participants to forge relationships with legislators. Facility tours demonstrate first hand how plant activities relate to legislative issues and are an excellent aid for grassroots advocacy. Additionally, tours illustrate your company’s environmental, health, and safety standards.

According to NWPCA, conducting manufacturing plant visits for Members of Congress is easier than you might imagine. NWPCA, in conjunction with NAM (National Association of Manufacturers), has created a booklet for members to assist them in hosting a plant tour of their own. You can download the booklet at this link: http://palletcentral.uberflip.com/i/472395-nw pca-congressional-plant-tour-guide

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For more information, email newsdesk@westernpallet.org or call 778 791-2585
Eagle Forest Products Joins WPA

Eagle Forest Products is looking forward to being part of the WPA, writes Cary Holaday of that company.

"Eagle Forest Products is a young company with a lot of experience and talent," Cary further notes, "with offices in both Eagle Idaho and Houston Texas."

The company has developed superior relationships with the sawmill industry and also manufactures pallet and agricultural components in green and KD. Production locations are located in Roseburg and Sweet Home Oregon, as well as in Piedmont, Alabama.

"Eagle Forest Products was conceived in 2009 during one of the longest, toughest stretches that the lumber industry has ever known," Cary explains.

"The founding team was a group of highly reputed industry veterans whose mission was to create a customer focused lumber company that could adapt to ever changing market conditions, consistently bringing new ideas and opportunities to our customers."

For more information, visit www.eaglefp.net.

Oakland Pallet Offers High Tech Customer Service, Values Relationship with HUB International

"With locations in central California not too far from Silicon Valley, it isn't a surprise that Oakland Pallet is a technology pioneer in the pallet industry," writes Chaille Brindley in the arch edition of Pallet Enterprise. The company services many customers in the wine, technology and logistics sectors, and it has a very active marketing focus including social media and other avenues that are not common for many other pallet companies. Also emphasized as a Oakland Pallet supplier is Hub International.

Shadybrook, Commercial Lumber Also Featured

Also featured in the March issue of Pallet Enterprise in an article about plant maintenance tips, Eric Conklin discusses his maintenance program at Shadybrook Lumber. Shadybrook relies on basic desktop software and meticulous organization to keep it on track with its maintenance schedule.

Commercial Lumber's Kathleen Dietrich also participated in an article about employee hiring and retention, as did the recently retired Pat Sherry, formerly of NEPA Pallet.
Northwest Hardwoods Completes Acquisition of Industrial Timber & Lumber

Northwest Hardwoods Inc. (NWH) has recently completed the acquisition of Industrial Timber & Lumber Company (ITL) based in Beachwood, Ohio. NWH is headquartered in Tacoma, WA and has operations in the United States, Canada, China, and Japan.

ITL is one of the largest global suppliers of North American hardwood. It sells over 200 million board feet of high quality hardwood lumber annually and has approximately 400 employees. ITL owns two integrated sawmills, four concentration yards and one dedicated service center with operations in Ohio, West Virginia, North Carolina and Pennsylvania.

“We couldn’t be more pleased to acquire a great company like ITL to better serve our customers. NWH is adding a business with highly motivated and experienced employees, outstanding quality products, highly automated and efficient mills, and an attractive worldwide customer base that relies on ITL for essential products and industry leading customer service. The highly respected ITL brand name is the perfect compliment to the NWH brand which has been recognized as the ‘Gold Standard’ for hardwood for nearly 45 years,” said TJ Rosengarth, President and CEO for NWH.

“Our employees are very excited about this combination of two great companies. Our customers have grown accustomed to the high quality products and industry leading service model that ITL provides. This combination with NWH will allow us to better serve those customers with an even wider array of products” said Larry Evans, President of ITL who will continue to lead the ITL organization for NWH as it operates as a wholly owned subsidiary of NWH.

Northwest Hardwoods, Inc., with approximately 1,600 employees, is the leading manufacturer of high quality hardwood lumber in North America. It manufactures and sells 15 species of hardwood lumber, including Alder, Oak, Maple, Cherry, Yellow Poplar and Walnut. Operations include a network of fifteen primary sawmills, five concentration yards, one remanufacturing plant and regional warehouse locations to serve our customer base.

The combined companies carry the broadest selection of products available to the industry making us the preferred supplier for all their product needs. For more information, please visit www.northwesthardwoods.com or call 253-348-2732.
WPA Membership Drive Competition

This is the time of year when the competition for the membership drive really starts to heat up. Just to make things a little more interesting, the winner of last year’s contest and membership committee chairman, Tyrone Konecny, put all of his winnings back in the pot for this year.

A regular influx of new members helps maintain the strength of the WPA, as well as to build on our reputation of being “the friendliest Association in pallets.”

New members can join and pay on the website. Here is the link:: www.westernpallet.org

PECO Pallet Featured

Middle Market Growth Magazine recently featured an article about new WPA-member PECO Pallet.

In March 2011, the Chicago-based Pritzker Group acquired PECO Pallet. “I never thought anybody could be passionate about pallets,” J.B.Pritzker, the billionaire investor and philanthropist is quoted in the article. “But I have to say, three and a half years later, I am passionate about pallets.”

J.B. and his brother Tony are known for their interest in technology startups, as well as for supporting middle-market enterprises such as PECO. The firm was drawn to PECO’s reputation for quality products and high level of customer service. The investors recognized the PECO’s major impediment was its lack of capital to go after big consumer goods accounts.

Cont’d Page 14,

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REWARD:
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or
Email: Sales@ShippersChoiceGlobal.com

MARCH 2015
PECO Pallet Featured (Continued from Page 12)

With the Pritzker Group’s financial clout and long term buy-and-hold approach to investment, PECO has seen its share of the American pallet rental market double to roughly 12 percent, with year-on-year revenue growth around 25 percent per year over the the four years ending in 2014. PECO has also carved out a significant share in foodservice.

PECO employs almost 200 people across its North American network and while overseeing approximately another 500 or so through more than 50 third-party depot relationships.

iGPS Wins Colorado Potato Account

Worley & McCullough, a Colorado potato grower-shipper, has switched from wood pallets to iGPS plastic pallets for its shipments to retailers across North America, which it says amount to 1.5 million hundred-weight, or about 75,000 tons.

Potato sales and marketing responsibilities for Worley & McCullough Inc. are handled by Idaho-based Wada Farms Marketing Group LLC, with most of the potatoes branded under the Wada Farms name and Dole, as well as several private labels. A limited number are still shipped under the Worley & McCullough shipping label.
Virginia Tech’s Center for Packaging and Unit Load Design will be holding a web-based Unit Load Design Short Course for Pallet Suppliers “How to Use Pallet Design Differently.”

The event will take place from 1 – 5 pm EST daily April 21 -23, 2015. The target audience includes wood pallet manufacturers, pallet brokers and pallet repair operations.

Objectives are as follows:
- Learn a new service you can offer your customers
- Learn how to use pallet design to help customers save money on pallets
- Reduce customer product damage
- Identify opportunities to reduce the operating cost of your customer’s supply chain
- Learn the principles of System Based Unit Load Design: the systems based optimization procedures that will improve customer service and increase your competitiveness
- Learn how to use the Best Load™ unit load and supply chain simulator

**Short Course Agenda**

**Day 1 1:00 p.m. – 5:00 p.m.**

*Introduction*

*Principles of Unit Load Design*

*Basics of Packaging Design*

- Corrugated Boxes
- Drums, Pails
- Bags, IBC
- Load Stabilization

**Day 2 1:00 p.m. – 5:00 p.m.**

*Basics of Material Handling Systems*

- Industrial Trucks
- Conveyors, Rack Systems, Automated Warehouses
- Shipping Systems

*Basics of Wood Pallet Design*

*Unit Load Design Practice using Best Load™*

*Day 3 1:00 p.m. – 5:00 p.m.*

*Interactions between Material Handling Equipment, Packaging, and Pallets*

*Unit Load Design Practice using Best Load™*

*Field Audit Examples and Case Studies*

Instructors include Marshall S. White (Professor Emeritus and CEO of White and Company) and Laszlo Horvath (Director, Center for Packaging and Unit Load Design).

Registration is through the Virginia Tech Outreach Program Development at (540) 231-5182. For more information visit the Center website or call 540-231-7673.

Cost of the course is $200 for members of Center for Packaging and Unit Load Design and $400 for non-members. The registration fee includes an electronic course manual, temporary installation of Best Load™, and CEU certificate.

Registration deadline is April 7, 2015 (Late registration +$50).
“You guys are experts at putting pallets together,” sales training expert James Olsen told the audience at the 2015 WPA Annual meeting, “but there are right ways and wrong ways to sell. And most people are doing it the wrong way.”

So began the thought provoking, entertaining presentation on sales and social media by the veteran lumber sales professional, now the owner of Reality Sales Training.

While many people believe that if they make a great product that the sales will look after itself, James warned that this may not necessarily be the case. He said that while 9 precent of sales are based predominantly on price, 38 percent are due to brand, product and service, while a whopping 53 percent is attributed to conversations with the sales rep. He emphasized that salesmanship matters.

"It is not just being charming," James elaborated. "You have to know the product too, and have the spirit of a sales person to be able to influence sales."

Moving to the topic of social media, James noted that the approach of customers
to sales is transforming, as those with procurement responsibilities are more likely to perform product research on Google or Youtube rather than the Yellow Pages. "As more and more people search more through social media, the fewer the people you are going to be able to access through conventional sales," he observed.

To put things into perspective, James stressed that social media is just the icing on the cake and not the cake. "But when was the last time you bought a cake without the icing?" he quipped. "People buy with their heart and justify it with their head." It is for this reason that relationships with sales professionals are so important, and hence the additional importance of enhancing those relationship opportunities through social media.

James stressed the importance of having an easy to navigate website. "If customers go to your website and it is clunky and hard to use, and then they go to the competitor’s website and it is easy to use, that’s a point for him and a point less for you," he stated. "And when your sales person goes out to tell your story, there is less to talk about." Another tip on websites, make sure that your contact information is available in multiple locations. Sometimes, James observed, it is easier to find out the Terms of Use Policy on a web page than it is to find out how to contact the company.

James also emphasized the importance of LinkedIn. "LinkedIn is the business facebook," he said. "Your sales people should be on LinkedIn. If they are not, then it is like sending them out without business cards."

While the exposure created by LinkedIn creates the danger of your sales professionals being poached by competitors, he stated that the key is to treat them the way you expect them to treat customers. "You have to make your sales people feel valued," he said. "Do you know what sales teams need? They need attention."

To find out more, visit www.realitysalestraining.com.
Take the Next Big Step!

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Full page ad only $200! (back cover available)

Half Page: $150

Business Card: $75

For more information, contact

newsdesk@westernpallet.org