

For Sale By Owner

Making Sense of the Lumber
Business, Then and Now

By Kelly Fox

History Lesson...

- ▶ “History, n. An account mostly false, of events mostly unimportant, which are brought about by rulers mostly knaves, and soldiers mostly fools.”
 - Ambrose Bierce

Past, Present and Future

- ▶ The history of the earth and the forest
 - FORGET everything you thought you knew...
- ▶ The roller coaster ride
 - Everything from the last ten years
- ▶ Looking forward
 - Sharpening your psychic ability and getting paid for it....!

The History of the World...

- ▶ Kings and Queens
 - Forest Owner = Food Owner





The History of the World...

- ▶ Kings and Queens
 - Forest Owner = Food Owner
- ▶ Viking Conquest
 - Nord needs Soder port for timber/ war ships
- ▶ Coming to America
 - All about the wood!
 - Religious Freedom ???



The Red Coats are Coming...

- ▶ The American Revolution
 - Lumber for Tea...
- ▶ Enter the free market economy
 - Timber for Sale!!!
- ▶ Life is good, mostly
 - Eighty years of small timber wars
 - ▶ Franco-American Naval War, Barbary Wars, War of 1812, Creek War, Mexican War...
 - ▶ All about the US timber empire!

The Civil War

- ▶ Mostly about Slavery
- ▶ Hardwood v. Softwood
 - North losing softwood
 - South demands hardwood
- ▶ Foreign Aid
 - French and English
 - Timber and Cotton



The Great War

- ▶ Kaiser wants more “bread”
 - Eastern European forests and southern ports
 - ▶ Money, money, money!!!
 - Black gold in Africa
 - ▶ Oil powers industry/
Industry needs timber
 - You just don't touch another man's forest!



A Decade of Growth

- ▶ European mess
 - No infrastructure
 - ▶ Can't deliver the goods
 - ▶ Enter Capitalism!
 - Post war industrialization
 - ▶ Heavy lumber use



The Great Depression

- ▶ Europeans steal the American Dream
 - Lumber market free fall
 - ▶ Some stocks fell too!
 - Fighting our way out
 - ▶ Secret deal with FDR and Weyerhaeuser and Baron von Probuild
 - ▶ Timber interest rebuilt this nation
 - The “New Deal”

The Great War II

- ▶ More German expansion
 - Europe's forest were running out
 - ▶ The African/ Arabian oil
 - ▶ South American forests
 - The Bismark
 - ▶ Teak deck
 - ▶ Sunk by biplane with spruce frame
 - American timber saves the day, again!

Churchill Speaks

- ▶ “History will be kind to me for I intend to write it.”
 - Sir Winston Churchill

The Next Twenty Years

- ▶ Baby Boomers
 - Need suburbs
 - Shopping Malls
- ▶ Korean Conflict
 - Siberian forests via Korean Peninsula
 - The Commies still southern ports



Vietnam

- ▶ Communist expansion
 - Southern Ports
 - ▶ Own the patio furniture industry
 - ▶ Ability to export timber year round
 - We showed them
 - ▶ Operation Rolling Thunder
 - China, our hero!
 - ▶ It's a stretch



Political Humor

- ▶ “We hang the petty thieves and appoint the great ones to political office.”
 - Aesop

Jimmy, Ron, George and Bill

- ▶ Jimmy raised taxes
 - Really tough economy
- ▶ Ron out spent the Russians
 - The “Stars” come out for lumber
 - Russians invade Afghanistan
- ▶ George tore down the walls
 - Dissolved the USSR
- ▶ Bill was selling out
 - NAFTA was the beginning of the Canadian Softwood empire and the death of US Mills

That Son of a George!

- ▶ 9/11
 - The “War on Terror”
 - The bubble bursts
 - ▶ .com is .gone
- ▶ Rebuilding a nation
 - Money for nothing...
 - Large housing boom and high home ownership
 - The American Dream
- ▶ The free fall
 - I-N-F-L-A-T-I-O-N!
 - Bad loans and too many houses
 - Bye, bye bankers!

Do You Smell what Barrack is Cooking?

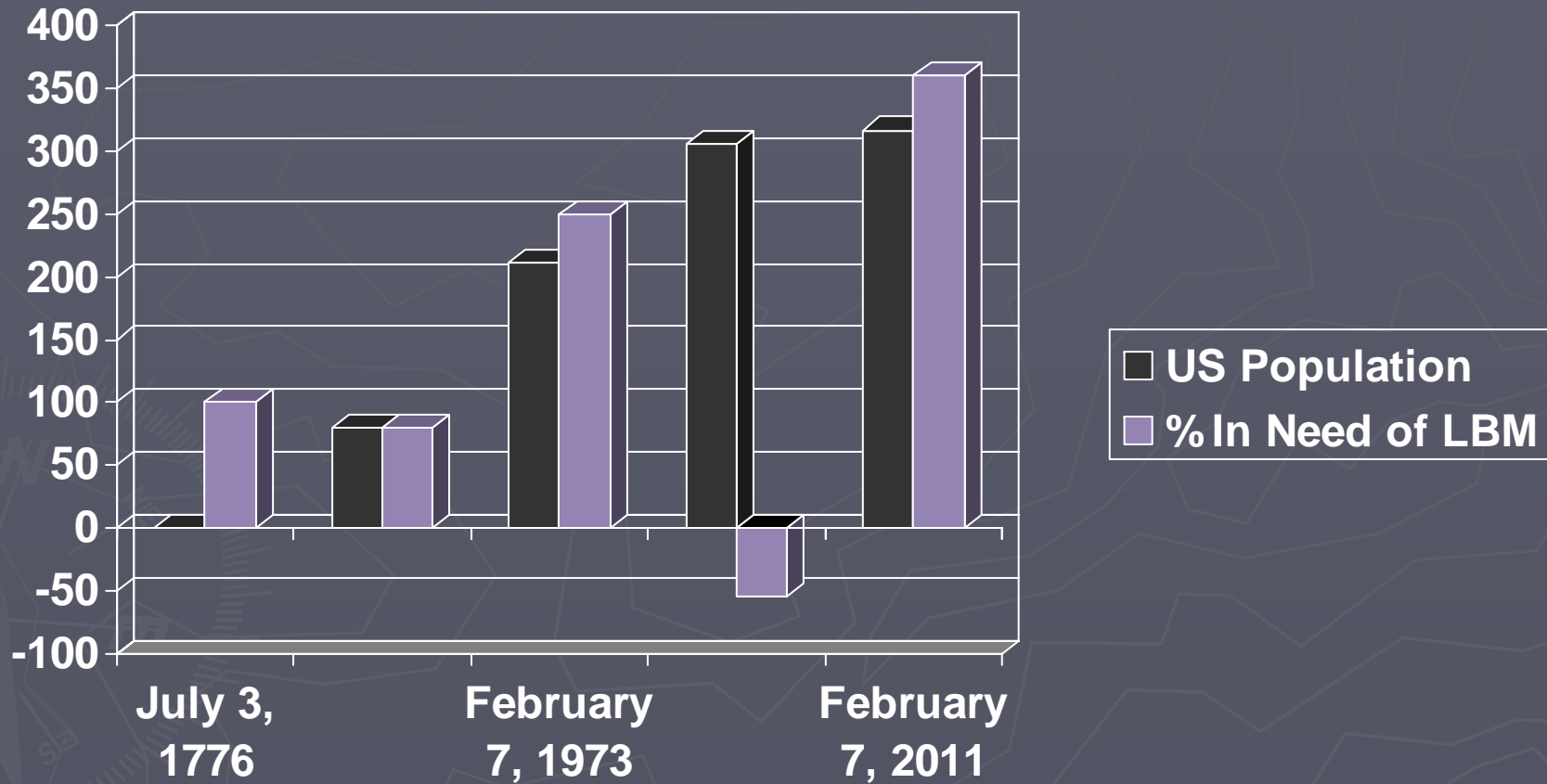
- ▶ An ugly financial situation
 - Land of opportunity
 - Another bail out???
 - R.I.P. small business
- ▶ Going “green”
 - Environmental pressure
- ▶ Energy Issues
 - What keeps the saw cutting?



The Side Notes

- ▶ Northern Ports = -(\$\$\$\$\$\$\$)
- ▶ Southern Ports = \$\$\$\$\$\$\$\$
- ▶ Forest Law
 - Tree karma
- ▶ Stewards of the Economy
 - Sustainable Forest = Sustainable Profits
- ▶ Resupply Efforts
 - Growing money
- ▶ This concludes our history lesson, please read chapters 1-12 by Sunday...

The Statistical Proof



Prized Possessions

- ▶ The most prized possession in the world is US Citizenship!
 - Until that changes we will always need more housing and fortunately for us, building materials!

Looking Forward

- ▶ The horizon effect
 - Elevation and attitude
 - ▶ Distance is in perspective
 - ▶ Success creates elevation
 - ▶ Elevation creates distance
 - ▶ Attitude is the difference!



What Wise People See

- ▶ “A wise man can see more from the bottom of a well than a fool can see from a mountain top”
 - Unknown

Finding the Market

- ▶ Who are you selling?
 - Do they have the need?
- ▶ Who has the need?
 - Are you selling?
- ▶ Are you keeping your eye's open to these opportunities?

















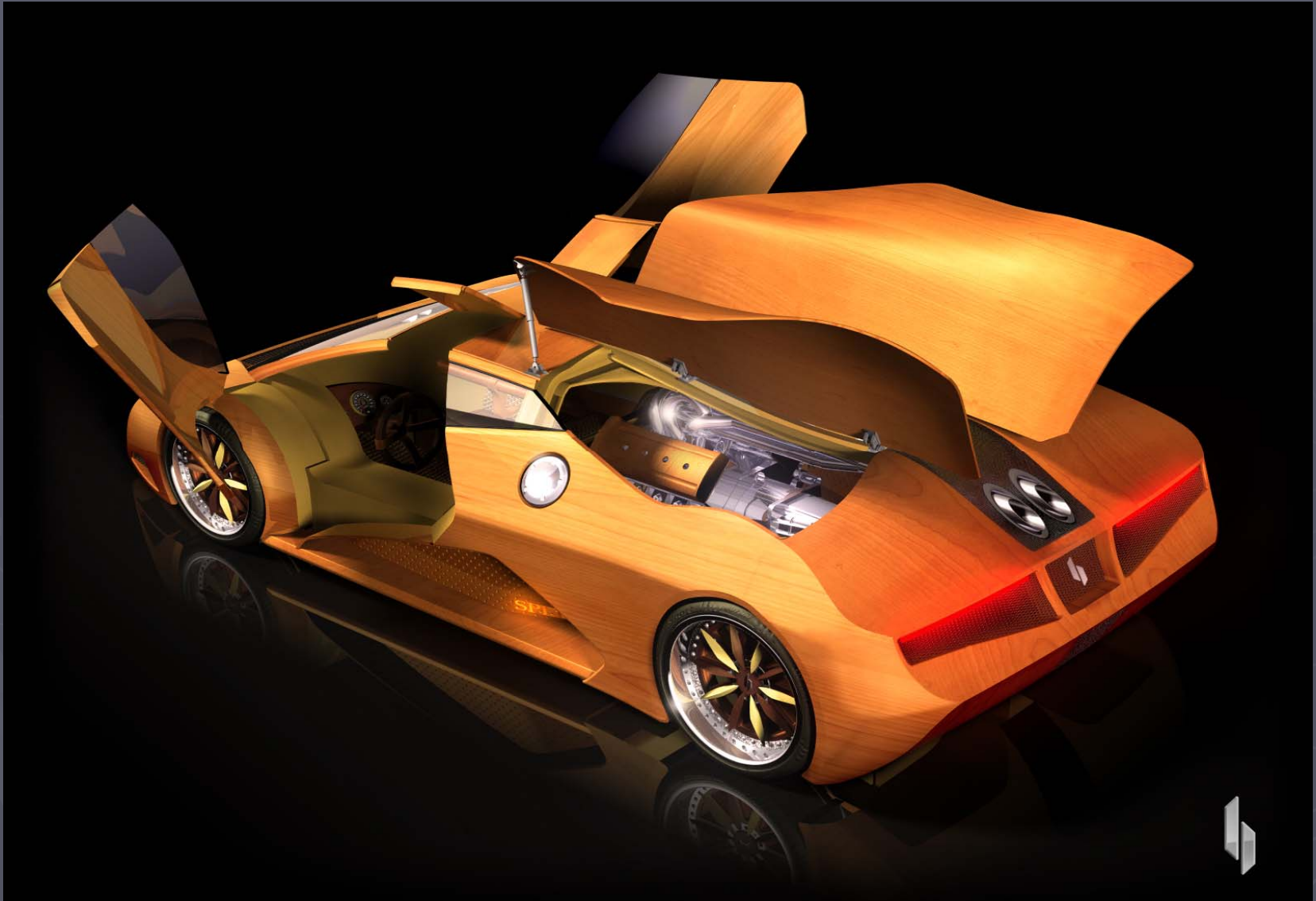












**“Opportunity is missed
by most people because
it is dressed in overalls
and looks like work”**

Thomas Edison