

FALL 1998



The Collins Companies



Collins Pine Company  
FOREST & MILL  
Chester, California  
HEADQUARTERS  
Portland, Oregon

Collins Resources  
International  
Portland, Oregon



Kane Hardwood  
Kane, Pennsylvania



Collins Products, LLC  
Klamath Falls, Oregon



Ostrander Resources  
Fremont Sawmill  
Lakeview, Oregon



Builder's Supply  
Chester, Paradise, and  
Oroville, California

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www.CollinsWood.com

## President's Message

Our products go all over the United States and the world. With intense competition in the market place, our job is to make sure that our products are *valued and preferred* by our customers. We achieve a *preferred* status by helping our customers realize a *higher net value*. Net value comes from more than price. It comes from quality, timeliness, accuracy, and recognition. Quality products with a good environmental record are becoming more and more recognizable as value enhancements to our customers and their customers.

Our trademarked certified product line "CollinsWood®" is the flagship of our efforts. Our Journey to Sustainability program also helps our customers understand and gain confidence in our products and our commitment to the environment. All of these attributes help us differentiate our company and our products from our competitors.

A natural benefit from a *preferred value* identity is the formation of strategic alliances with selected customers. The Freeman Corporation in Winchester, Kentucky works closely with us in processing and selling CollinsWood veneer. Three retail stores in major metropolitan areas are prominently featuring CollinsWood: EcoTimber in Berkeley, California, Environmental Home Center in Seattle, and Environmental Building Supplies in Portland. In addition, Edensaw in Port Townsend, Washington and Northland Forest Products in Troy, Virginia, and Kingston, New Hampshire, have retail outlets that

stock CollinsWood. CollinsWood cherry is being utilized extensively in Banana Republic stores in paneling and fixtures. Three furniture makers are featuring CollinsWood. They are: The Joinery, in Portland; Berkeley Mills in Berkeley, California; and Charles Shackleton in Bridgewater, Virginia. The Neil Kelly Company, a Portland based remodeling contractor and cabinet manufacturing firm, is a double ally in that they are a

CollinsWood customer with their new Naturals Collection of kitchen cabinets, as well as being a fellow participant in The Natural Step process.

For the Internet buffs, you can visit several of these special customers by way of the links on our web site—[www.CollinsWood.com](http://www.CollinsWood.com). The web site recently underwent a complete upgrade. I know you will enjoy it. If you don't have a computer but would like to see the web site, please ask your supervisor to arrange for an introductory overview visit.

We will be entering the holiday season as this issue of *CollinsNews* reaches you. I want to take this opportunity to wish each of you and yours, a safe and happy holiday season and a successful New Year.

Warmest Regards,

Jim Quinn  
President / CEO

Quality products with a good environmental record are becoming more recognizable as value enhancements to our customers and their customers.

# Five Years of Healthy Building

By Kent Goodyear

**E**nvironmental Building Supplies (EBS) was established in 1993 to create a link between manufacturers and users of environmentally sound building products. In recent years almost every aspect of human activity has come under scrutiny for its effects on people's health and the implications on local and global environments. The building industry is one of the largest economic sectors in the U.S., using vast amounts of resources. This industry has become a target for issues like land use, resource efficiency, construction site recycling, and indoor air quality.

EBS' goal is to provide customers with quality building products and information that will help reduce the negative impact on people's health, as well as the health of our environment.

Any product that EBS offers meets one or more of the following requirements:

- **Low-toxicity** Products that have low-toxicity levels during their manufacture and do not pollute people's living environment. *Example:* Paints, finishes, carpets, adhesives.
- **Natural/Biodegradable/Renewable** Products that are primarily made from plants harvested on a sustainable cycle. *Example:* Certified wood products, linoleum.
- **Recycled** Products made from high recycled content or are reused after their first useful application. *Example:* PET (plastic bottles) carpet, tiles, wood flooring.
- **Energy-efficient** Products that take less energy to produce or save energy during the life span of a building. *Example:* Compact fluorescent lights, insulation.

Five years ago Abby Mages and Markus Stoffel, a husband-and-wife team, asked themselves "how can we build a house that doesn't contribute to resource depletion, toxin buildup, and

unnecessary landfill waste?" Mages and Stoffel began seeking environmentally friendly building materials for their home and discovered that it was a difficult job to research and locate these products. "We thought, 'wouldn't it be great if there was a store where you could get all kinds of environmental products and they would do the research?'" Out of this, EBS was created.

Besides carrying our CollinsWood framing lumber and plywood, EBS has been working in partnership with Neil Kelly Cabinets and Endura Hardwoods to create a line of eco-friendly cabinets. The Naturals Collection uses certified CollinsWood, including recycled lumber and bamboo harvested on a totally sustainable basis — and environmentally friendly finishes. The Naturals Collections was a hit at the recent Fall Home Improvement and Remodeling Show in Portland. Neil Kelly's booth displayed Chester's framing lumber, Kane Hardwood's soft maple and black cherry, and Collins Products' certified particleboard and certified plywood in the new kitchen



line. The booth won "Best-of-Show"!

All parties involved hold FSC (Forest Stewardship Council) chain-of-custody. In addition, Neil Kelly, EBS, and Collins are Natural Step companies!

Visit EBS on-line at [www.EcoHaus.com](http://www.EcoHaus.com) or hear Cami Waner present the CollinsWood story for EBS customers on December 1st at 7 pm. Showroom location: 1331 NW Kearney Street, Portland (503) 222-3881.

*Collins shared a booth with Environmental Building Supplies and Neil Kelly at the Fall Home Improvement and Remodeling Show in Portland.*

*At right, Abby Mages is shown discussing building choices with a customer at our combined exhibit.*



# The CollinsWood Awards

The idea for this project came from a need to introduce our CollinsWood message to a larger audience of craftspeople. Our greatest success in hardwood comes primarily from a segment of fine furniture makers. To grow that success, we need to expose the “next generation” of furniture makers early in their careers. Simultaneously, we want to increase the level of interest in the customers of our eco-distributors like EcoTimber, Northland Forest Products, Edensaw, Environmental Home Center, and Environmental Building Supplies.

The question: How do we accomplish this?

The CollinsWood award was created as a “carrot” to attract the attention of new furniture makers. The incentives: 1) cash or equivalent in wood, 2) recognition, and 3) our help in selling the winning product.

The incentive for us as a company was to communicate the story of CollinsWood, to develop a grass roots customer base for future CollinsWood users, and hopefully, gain more public exposure for our efforts. Categories were defined as home furnishings (two price ranges), office furniture, children’s furniture, and patio and deck furniture. The rules were simple: the piece must be primarily wood, and 100% of that wood must be CollinsWood (hard or softwood), and the piece must be able to be replicated in manufacture. The purpose of the last rule was to keep this from becoming a competition based solely on design.

Brochures announcing the competition were printed and distributed. Various publications participated by running articles. Emphasis then turned to building a panel of jurors. We selected three who represented a broad spectrum of expertise: Ms. Chris Hammer, Publisher of *Green Clips* and Environmental Liaison with Hellmuth, Obata & Kassabaum, Inc. (San Francisco, CA); Mr. Bruce Plantz, Editor, *Furniture Design & Manufacture* and *CabinetMaker* magazines (Des Plaines, IL); Mr. Peter Whiteley, Senior Writer, *Sunset Magazine*, (Menlo Park, CA).

The contest resulted in over 60 inquiries with a total of 28 actual entrants. Contestants furnished slides for judging. Winning designers are: Gary Weeks of Gary Weeks & Company Furnituremakers, Wimberley, Texas. His rocking chair of black cherry won the category of Home Furnishings over \$300; Robin Tedeschi, a craftsman who works at

The Joinery in Portland, Oregon. His bench of black cherry won the category of Home Furnishings under \$300; Margaret Puckette, a craftsperson from Corvallis, Oregon. Her shelf unit of certified scrap pine won the category of Children’s Furniture.

We received very limited entries in the Office Furniture and Deck and Patio Furniture category. Winners were not selected in these two segments because the jurors did not believe the level of artistic quality or use of CollinsWood was equal to that of the three categories with winning designs.

We have posted the winners entries on our web site. The Forest Stewardship Council and the Certified Forest Products Council will also include the information on their web pages and in their newsletters. Brochures featuring the winners will be out soon. Consumers interested in the products will be instructed to contact the furniture makers directly to order. And of course, we expect the final products to be made of CollinsWood. In that fashion, we have completed the circle and helped the craftsperson, and the consumer, find value in the story of CollinsWood.



**CAPA**  
Corporate Award for Positive Action, for the third quarter, goes to Kane Hardwood for their continued profitability and for the continued growth of CollinsWood sales.

# JTS Moment

The Particleboard facility recently finished their sander dust reclaim project. This was the first JTS approved capital project, and it is a success! The new process involves rerouting the sander dust into a 100-unit storage silo located north of the Plywood dryer line. The dust is metered into both the surface and core material at a constant rate during the entire week, a big improvement over the old process. The amount of dust used is equivalent to one major supplier of raw material for Particleboard or about 14,000 bone dry tons.

As a result, this REFOCUSED material will help to ensure consistent production when raw material from outside sources is in short supply. Since all the dust is being

REUSED, number 7 boiler, used only to burn dust under the old system, is no longer needed and will be torn down. The air emissions from Particleboard are REDUCED by about 500+ tons/year by eliminating number 7 boiler.

Through RECYCLING the sander dust, money is saved, air emissions are reduced, efficiency is increased, and a constant source of raw material has created a win/win situation for Particleboard, Collins Products, and anyone who breathes air. A big thanks to all who helped make this project happen. It is one more step forward on our Journey to Sustainability.

*Sincerely*  
**JTS Team**



*This pile of shavings represents about 1/7 of the reduced amount of resources required to make particleboard because of the reintroduction of sander dust*

## WE<sup>2</sup>T Contest Winner Announced

*(Water, Ecology, Equilibrium Team)*

Congratulations are in order for Fred O'Conner for the winning entry in the WE<sup>2</sup>T water savings idea. Fred found a water valve leaking in the sort yard area. It was leaking at a rate of 500,000 gallons per year. Thanks to Fred, the pipe fitters were able stop the leak and stop the wasteful loss of fresh water. Fred was awarded \$50.00 for taking the initiative to report this bad water valve. Thanks, Fred, from the JTS and WE<sup>2</sup>T teams.



*Pictured, left to right: John Lynch, JTS Team and Hardboard Maintenance Coordinator; Fred O'Conner, Chip Scoop Operator; and Bill Anderson, WE<sup>2</sup>T Team and Production Utility Operator*

# New Products, New Directions... In Plywood, of Course!

**C**hange! Regardless of how we view change, we must deal with it everywhere; at home, at play, and at work. For employees of the Collins Products plywood plant, change has become an everyday occurrence.

Three years ago, we manufactured only CDX sheathing. Today, we produce a wide variety of products: rough, tongue and groove, touch sanded and full sanded panels in a variety of thicknesses and constructions.

Plywood joined the family of "certified" products marketed under the "CollinsWood" brand in 1997. Logs from the Collins Almanor Forest were used to produce the first "certified" 1/2 inch panels. Since then, we have produced and sold certified softwood sheathing and underlayment panels in a wide range of thicknesses. Our newest "CollinsWood" product will be a hardwood panel, designed for painting and laminating.

VersaPly and ValuPly, paint grade and laminate grade hardwood panels, are our most recent product introduction. These panels are constructed with a hardwood face and back and softwood "inner-plys." Tapa is the preferred hardwood species. It is a South American species common to the temperate

forests of Chile. Tapa resembles Birch or Maple in appearance. Finishing is the most critical feature of these panels. VersaPly and ValuPly are now distributed throughout the United States. It is important to mention that without the cooperation and expertise of the Particleboard team, who sand the products, we would not be in this market.

Other panels under development include; paper overlay (MDO), parallel grain layup (LVL), industrial grade pine and composites, which combine plywood with hardboard or particleboard.

We do not expect all of our new products to be successful. However, careful research and planning greatly increase the likelihood of success. Our challenge is ongoing. We must be willing to continually improve the products we make and the way we manufacture them. To be successful, we must be flexible and open to CHANGE!

**CollinsVersaPly®**

**CollinsValuPly®**

## PEOPLE:

### In Portland

**Lee Jimerson**, CollinsWood Product Manager

**Tom Hose**, Director of Marketing —  
Specialty Composites

**Dianne Kerkar**, Executive Administrator  
(Loretta Lynn's replacement)

### In Chester

**Lynne Margolies**, Human Resources  
Specialist

**Bob Mertz**  
Resigned as Production Manager

### In Klamath Falls

**Shawn Atkinson**, Process Control Supervisor  
Hardboard

**Kari Zumwalt**, Fiber/Log Clerk

**Robin Keady**, Network Administrator

**Robert Dutton**, Process Control Supervisor  
Hardboard

**Sharna Clark**, Appointed Acting Particleboard Sales Manager

**Chris Bailey**, Joins the Particleboard  
Sales Team

**Tracey Middlebrooks**, Resigned from  
Particleboard Sales

# Personnel Perspectives

from Human Resources

## Corporate Calendar of Events

Thursday, Nov. 26  
Thanksgiving Day  
Holiday

Friday, Nov. 27  
Thanksgiving Friday  
Holiday

Tuesday, Dec. 15  
Christmas Luncheon  
Portland Office

Thursday, Dec. 24  
Christmas Eve  
Holiday

Friday, Dec. 25  
Christmas Day  
Holiday

Thursday, Dec. 31  
New Year's Eve  
Holiday

Friday, Jan. 1, 1999  
New Year's Day  
Holiday

Feb. 26, 1999  
Board of Directors  
Meeting

**S**ynergy (same as synergism), is defined by Webster as “combined or cooperative action or force; the simultaneous action of separate agencies which, together, have greater total effect than the sum of their individual effects.”

One of the tenets of our *Journey to Sustainability* (The Natural Step process piloted in Klamath Falls) is to “Refocus.” Webster doesn’t define “refocus,” leaving it open to interpretation and perhaps, deviation from what our JTS folks intended. A simple interpretation would be “to focus again.” We could take it a step further and understand it to mean “a change in focus.” There’s that word again: change! If you think about it, change is inevitable in the work place and more importantly, integral to success and growth. Therefore, we believe we should create a culture in which employees are actively encouraged to engage in creating and sustaining change. Easier said than done, you say! That’s why the management at The Collins Companies is “refocusing” their efforts in an attempt to:

- Involve employees in understanding the reasons for change;
- Understand and communicate the case for change from an employee perspective;
- Support employees in finding their courage to be creative;
- Research and implement the training and communication needs to sustain the desired change.

The question begs to be asked: What change? Well, if you haven’t taken the opportunity to read the “President’s Message” in this Fall 1998 newsletter, maybe now would be a good time to do so. Mr. Quinn provides a subtle reference to our longer term strategy in developing markets for “appearance products”; our focus on environmentally certified products; our renewed and refocused emphasis on customers; all of which are changes in the way we have traditionally done our business. Value is a key component in this change effort — value to the customer and value to ourselves through pride in manufacturing, marketing, and selling products in which you can SEE value, i.e., beautiful hardwood flooring; paneling and fixtures you can see and touch in Banana Republic stores; kitchen cabinets

in our Portland office made from our certified Kane cherry; Klamath Falls particleboard and plywood, and the list goes on.

Enter “synergy”! Change, the precursor to growth and success, probably can be achieved without synergy, but consider the incremental increase when people work together to accomplish common goals. Think back to not so long ago when farmers hosted a “barn raising.” To construct a barn by oneself would be a near impossible task, to say nothing of the amount of time it would take to do so. Now, close your eyes and watch the families coming together; men, women, and children. A floor first, a wall, then another, and another; the last nail in the roofing; finally culminating in a complete structure to house animals, farm implements, and feed. All accomplished in a day’s time! Every family member participated—children ran errands, mothers and daughters cooked meals, and the stronger members hoisted the timbers. From clean-up crew to President of

**From clean-up crew to President of this fine organization, you represent an essential piece of the “synergy” which promotes our collective long-term growth and success.**

this fine organization, you represent an essential piece of the “synergy” which promotes our collective long-term growth and success. Your efforts are applauded and we encourage you to seek, and bring forward, your own creativity at work and at home.

*Happy Holidays!*  
*Nancy L. Helseth*

**“The only real voyage of discovery consists not in finding new landscapes, but in having new eyes.”**

*Marcel Proust*