

The Future Is Now

A Letter From SLB Chairman George Emmerson

Dear Colleagues,

Our second term is underway, with Softwood Lumber Board (SLB)-funded programs spearheading activities to drive our primary objective of increasing demand and use of softwood lumber products in the United States. We're most effective when industry professionals support our efforts to protect market share and create opportunities for business growth, and the SLB thanks you for your continued commitment to working together to strengthen the industry as a whole.

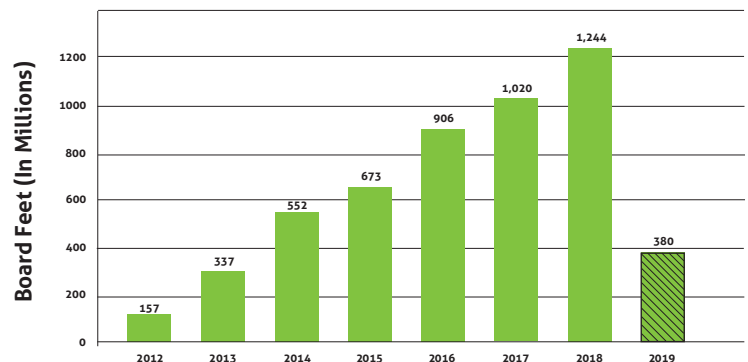
Thank You, Dr. Marc Brinkmeyer! Dr. Brinkmeyer was recently recognized by the University of Idaho with the Doctor of Natural Resources degree with all its rights, honors, and responsibilities. Over his impressive career, Dr. Brinkmeyer made significant contributions to the forestry and wood products industry and has always been a champion of higher education. As we move forward, I'd also like to thank Dr. Brinkmeyer for serving the SLB as Chairman during the past two years. Under his leadership, the SLB's Board of Directors guided the organization through critical transition points, ultimately ushering in our second term and positioning the SLB for success in a rapidly changing market.

SLB Investment Creates Wood Demand

Each SLB-funded program offers resources, education, or opportunities that adhere to the SLB's four key investment priorities.

1. Protect the current share in established and newly captured market segments.
2. Prioritize conversion of projects to wood in non-residential and multifamily buildings up to six stories.
3. Support and promote innovative buildings that showcase the capacity of wood construction, particularly in the seven- to 12-story range.
4. Expand broad market acceptance and use of lumber-based mass timber construction in larger and taller buildings.

**2012-2019 SLB-Funded
Softwood Lumber Demand Generated**



In the first quarter of 2019, SLB-funded programs generated 380 million board feet of incremental softwood lumber demand, a 10% increase over the prior year, bringing the total generated to 5.2 billion board feet since 2012. This represents an incredible performance for our industry. This past year the SLB-funded programs returned \$38 for each \$1 invested, leading to a seven-year average at \$23:\$1. In 2019, we estimate that the demand generated will once again surpass 1 billion board feet, eclipsing the 2018 high mark even as the SLB has reduced expenses by \$500,000.

New Opportunities

The SLB also continues to identify new areas where its investments can influence markets in wood's favor, mitigate threats to market share, and capitalize on new opportunities to grow demand to support the long-term health of the industry. Our challenge is to continue to demonstrate that wood is a superior building material, in spite of—or because of—significant shifts across the building industry.

George Emmerson

President & CEO, Sierra Pacific Industries
Chairman, Softwood Lumber Board

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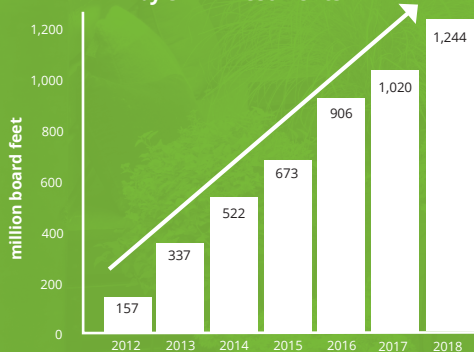
First-Term Impact

THE SLB CREATES MORE **DEMAND FOR LUMBER FROM 2012 TO 2018**

4.8+ billion board feet

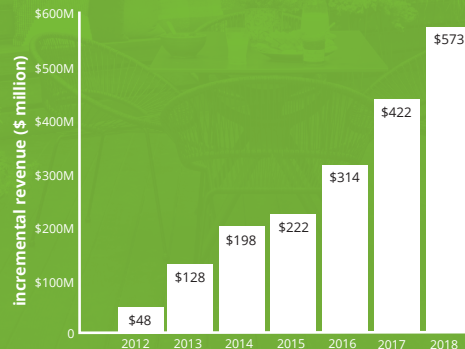
of new demand has resulted from SLB investments since 2012.

Incremental Demand Generated by SLB Investments



The SLB has generated **\$1.9** billion of revenue since 2012.

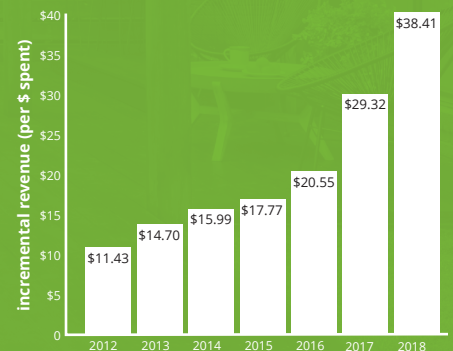
Incremental Revenue Generated by the SLB



\$23.11 : \$1

Average return on \$ invested since 2012.

Average Return on \$1 Spent by the SLB



ECONOMIC **IMPACT** OF THE U.S. SOFTWOOD LUMBER INDUSTRY



208,000+

Direct, Indirect & Induced Jobs in softwood lumber manufacturing.

470 communities supported by

515 SOFTWOOD LUMBER MILLS IN 32 STATES.

775,000+

Direct, Indirect & Induced Jobs in softwood lumber manufacturing, harvesting & manufacturing related to softwood lumber.

From Forest Economic Advisors (FEA)

92.8%

of SLB expenditures are invested to **increase opportunities** for wood construction, **change attitudes** and **buyer perceptions** toward wood, and **convert projects** from steel and concrete to wood.

7.2%

of **EXPENDITURES** attributed to overhead.

1.24 BILLION board feet in incremental softwood lumber demand.

\$38.41 : \$1

Return on \$ invested.



BUILDING STANDARDS

14 HIGH-PRIORITY PROPOSALS SUCCESSFULLY CHAMPIONED TO the International Code Council (ICC) 2021 International Building Code.

AWC'S RESEARCH

HELPS ICC TALL WOOD BUILDING AD HOC COMMITTEE

The 2021 building standard will create significant opportunities for softwood lumber products in buildings up to 18 stories.

123



EDUCATION EVENTS

22,284



EDUCATION ATTENDEES

36,233



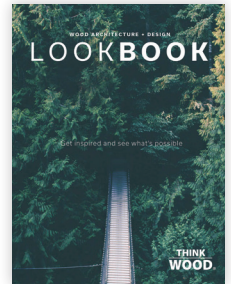
EDUCATION HOURS APPROVED

**THINK
WOOD®**

NON-RESIDENTIAL COMMUNICATIONS

ENGAGED 691,525
decision makers with information and resources.

8,600+ prospects directed to partner organizations for further nurturing and follow up.



926
MILLION



EARNED & SOCIAL MEDIA REACH

30,364



RESOURCE DOWNLOADS

22,361
Course Hours



CONTINUING EDUCATION

**WOOD,
NATURALLY™**

RESIDENTIAL PROMOTION

+22.8% **CONSIDERATION LIFT:** Consumers increased their likelihood to purchase and use wood after viewing *Wood, Naturally* content.

18,735
TIMES *WOOD, NATURALLY* REFERRED CONTACTS TO ASSOCIATIONS in 2018.



42.46
MILLION



TOTAL MEDIA REACH

9.5
MILLION



ENGAGEMENTS

9.55%



AVERAGE NET PURCHASE INTENT

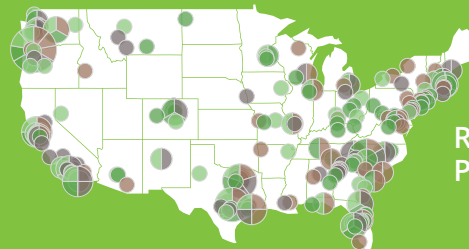


WoodWorks™
WOOD PRODUCTS COUNCIL

DESIGN & CONSTRUCTION

310 DIRECT PROJECT INFLUENCES AND CONVERSIONS.

38,708 Practitioner **EDUCATION HOURS** delivered through **380** EVENTS.



REPORTED PROJECTS

	EVENTS	ATTENDEES
WORKSHOPS	36	1,516
LUNCH SEMINARS	69	1,402
LUNCH & LEARNS	170	2,231
WEBINARS	12	12,928
SYMPOSIUMS & TOURS	8	2,122
WOOD SOLUTIONS FAIRS	4	698

Q1 Program Highlights



Washington Place, a 4-over-1, 35,805 square feet.
Courtesy: Joseph Tatone & Associates.



Landing Apartments, varying stories up to five, 265,000 square feet.
Courtesy: Russell Scott Steedle & Capoine Architects, Inc.

Code:

American Wood Council

- The AWC has submitted 23 proposals related to the administrative and structural provisions of the International Building Code, International Residential Code, and International Energy Conservation Code.
- The AWC submitted a proposal to drive the International Code Council (ICC) discussion on modular and prefabricated construction, resulting in an ICC Board Task Group to address inspection challenges.
- To support the Fire Service Engagement project, the AWC provided education around construction site fire prevention, mass timber, and the 2021 I-codes.
- The AWC conducted several engineering projects, including an ASTM E119 one-hour fire-resistance test and testing of shear walls constructed with proprietary "short" nails.

Communications:

Think Wood

- Think Wood grew its subscriber database by 5% to over 60,000 contacts in Q1.
- Thinkwood.com saw a 15% increase in overall traffic quarter over quarter and a 33% increase year over year of unique website visitors.
- Even with decreased budgets, Facebook and Twitter CEU clicks and CTRs for Think Wood saw 30% increases in Q1 because of a stronger audience-targeting strategy.
- Think Wood's increased online engagement resulted in 8,137 resource downloads in Q1 2019; this represents a 27% increase over Q1 2018.

Q1



AMERICAN
WOOD
COUNCIL

30



EDUCATION
EVENTS

7,355



EDUCATION
ATTENDEES

11,537



CONTACT HOURS
PROVIDED

59



UNIVERSITIES
TEACHING WOOD

Q1

**THINK
WOOD®**

15
MILLION



EARNED & SOCIAL
MEDIA REACH

77,000



TOTAL WEBSITE
VISITS

2,239



CEU TEST TAKERS

+39%



COURSE HOURS



Port 45, five stories and 144,500 square feet.
Courtesy: Hacin & Associates.

Construction and Conversion: WoodWorks

- WoodWorks influenced 819 interactions, creating 156 new influenced projects (will be reported when they go to construction) and 87 directly influenced projects, resulting in 36.7 million board feet (mbf) of consumption in 2018.
- WoodWorks acquired 1,700 new contacts in Q1, growing the contact database by 1.6%.
- In partnership with Swinerton Builders, WoodWorks developed and delivered a contractor presentation aimed at demystifying building with mass timber.
- WoodWorks launched a Professional Affiliate Program Networking Dinner that creates opportunities for the AEC community to network and promote projects.
- The WoodWorks Mass Timber Construction Management Program entered into an operational phase during Q1 2019.

DPR Construction Office - Sacramento, CA

Wide-ranging support helps team achieve precedent-setting design

If there's one thing WoodWorks has learned from assisting on mass timber projects, it's that innovative wood products inspire design innovation. DPR Construction's soon-to-be office in Sacramento is no exception. Despite the fact that the architect, engineer, and contractor are all relatively new to mass timber, they designed a building that sets an example for others in California and beyond. The project is a retrofit, with one new story of mass timber (CLT and glulam post-and-beam) added to an existing concrete and masonry structure. The team wanted CLT because both DPR and the architect, Andrea Gulyas of SmithGroup, were intrigued by its look and potential. Andrea was also interested in the carbon benefits of exposing the wood structure on the interior, since it eliminates the need for additional finish materials. However, the team envisioned a design that went beyond existing norms.

The assist began when Scott Hooker of Buehler Engineering reached out to the WoodWorks help desk. Scott knows WoodWorks well, having attended several education events. He wanted assistance with structural elements that went beyond prescriptive measures in the code and would therefore require at least one Alternate Materials and Methods Request (AMMR). Among other things, he wanted to use CLT for the shear walls, which had only been done once in California and never on a multi-story project. Scott Breneman of the Solutions team provided options for approaching code officials and helped prepare two AMMRs—both of which were approved. He also had a follow-up meeting with Andrea and Marshall Andrews of DPR.

Meanwhile, Regional Director Janelle Leafblad provided information on fire ratings, tested assemblies, char calculations, CLT manufacturers, MEP, acoustics, and costs, as well as several project examples.

Team members also continued honing their know edge by attending WoodWorks events. Marshall accepted a pass to the 2018 International Mass Timber Conference, co-hosted by WoodWorks, and Andrea attended the Bay Area Wood Design Symposium. Janelle also presented a lunch and learn at the SmithGroup offices, which led to two additional mass timber projects at the firm.



Photo: Smith Group LLC

PROJECT DETAILS

Description:	Type V-B, one new story of mass timber over an existing structure
Size:	5,692 square feet (addition only; total project is 34,508 square feet)
Value of construction:	\$768,342
Value of wood products:	\$69,151
Volume of lumber:	97,577 board feet
Status:	Under construction

Q1

WoodWorks™



85



EDUCATION
EVENTS

11,600+



EDUCATION
HOURS

87



PROJECTS
CONVERTED

145



MMBF OF
INCREMENTAL
LUMBER

Program News

Increased Interest in 2x6 Wall Construction Inspires the AWC to Conduct Fire-Resistance Test

More builders are expressing interest in using 2x6 wall construction to meet new building energy requirements but have needed confirmation of fire performance. In response, the AWC successfully conducted a one-hour fire-resistance test on an exterior 2x6 wood-frame wall assembly economically spaced at 24 inches on-center with fiberglass cavity insulation. It has been added to the AWC's *Design for Code Acceptance (DCA) 3 - Fire-Resistance-Rated Wood Floor and Wall Assemblies*, from which it can be cited for building official approval.

Designing a Wood Building? Ask WoodWorks Anything

With the adoption of new building codes and a growing interest in streamlined construction schedules and sustainably sourced building materials, WoodWorks is seeing more mass timber projects across the nation. As of March 2019, 545 multifamily, commercial, or institutional projects have been constructed out of mass or are currently in design timber across the United States.

AEC professionals have shown tremendous interest in innovative mass timber systems and the opportunity to design wood high-rises. However, since these projects have traditionally been off limits to wood, design teams often need significant technical support. Right now, WoodWorks is providing assistance to 57 buildings with seven or more stories of wood. That number will only increase once the 2021 International Building Code (IBC) takes effect and allows wood buildings of up to 18 stories.

Mass timber projects are generating particular interest with "conversion designers"—i.e., architects and engineers who typically design in concrete. For these professionals, converting one mass solution to another is much more viable than converting a massive concrete solution to a light-frame wood solution. WoodWorks estimates that when all building types and heights are included, the taller-building market represents nearly 200 million square feet of construction that has not been accessible to wood solutions in the past.

To ensure that WoodWorks can continue meeting the needs of the design and construction community, the program now has a dedicated tall-wood expert on its technical staff.

In addition to supporting projects, the program's tall-wood expert serves a critical role as the market prepares for the adoption of the new code. The entire WoodWorks team is

working to develop tall-wood knowledge, create educational content, and collect insights from architects, engineers, builders, and others who are completing taller wood buildings across the United States.

Association Partnership Program Wood Pavilion

The Think Wood program had an active first quarter on the trade show circuit, kicking off in mid-February at the International Builder Show in Las Vegas. This is the first residential focused trade show where the Wood Pavilion has been branded under the Think Wood banner. As in the past, Eric Gee of SFPA led the onsite effort and was joined by experts from NELMA, SLMA, WWPA, WWPI, and WRCLA to represent the softwood industry.

In March, the Association Partnership Program brought the Wood Pavilion to Providence, R.I., for JLC Live – New England. This year marked the sixth year that the SLB has sponsored the Wood Pavilion on behalf of the lumber industry; however, this is the first time it has been under the Think Wood banner. Association partners this year included SFPA, NELMA, and WRCLA. The SLB also sponsored several building clinics focused on best practices for installing and building with interior and exterior softwood lumber products.

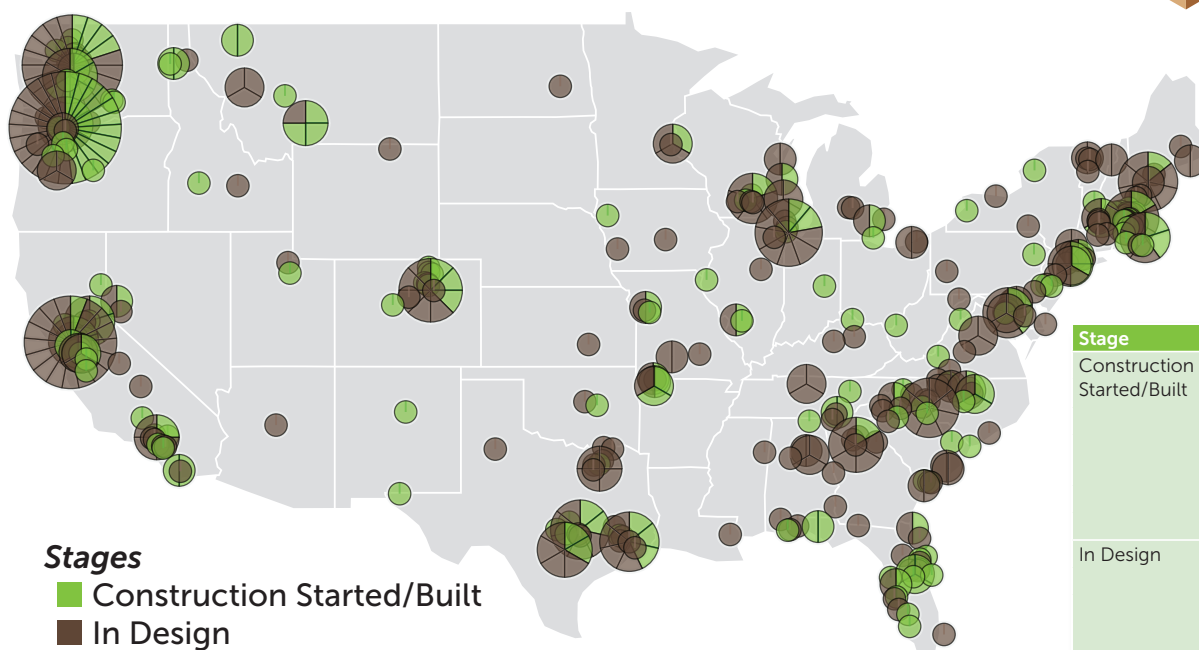
Overall, there was strong attendance at both shows, with IBS reporting over 67,000 in attendance for the builder show alone, and when combined with KBIS (kitchen and bath show), the combined attendance was over 100,000—numbers that hadn't been seen in the last decade.

All the partners were very pleased with the discussions and opportunities at each of the trade shows and look forward to continuing on under the Think Wood brand. The Wood Pavilion will be at the American Institute of Architects National Convention, Las Vegas, June 6–8; the Remodeling Show and Deck Expo, Nov. 6–8; and JLC Northwest, Dec. 4–6.



John W. Olver Design Building at UMass Amherst | Photo Credit: Alexander Schreyer

Mass Timber Projects in Design and Constructed in the United States



Stages

- Construction Started/Built
- In Design

For more information, visit WoodWorks' website at <https://www.woodworks.org/publications-media/building-trends-mass-timber/>.
Updated March 2019.

Stage	Mass Timber	# of Projects
Construction Started/Built	CLT	97
	NLT	7
	DLT	5
	Heavy Timber Decking	49
	Post & Beam	40
	Total	198
In Design	CLT	171
	NLT	21
	DLT	3
	Heavy Timber Decking	38
	Post & Beam	114
	Total	347
Grand Total		545

The SLB Launches New Webinar Series

The Softwood Lumber Board (SLB) is launching a series of webinars to provide better awareness of and insight for the lumber industry into the U.S. Market, the SLB-funded program investments, and the performance measurement of these programs.

Each of the 35-minute webinar-style presentations will be led by an industry expert or a funded program lead and conclude with a 10-minute Q&A. SLB-funded program leads will outline the current program initiatives, successes, and upcoming program focus. These webinars will be presented live and recorded for future on-demand viewing.

The First SLB Webinar:

Thursday, June 27, 2:30 p.m. ET / 11:30 a.m. PT
Softwood Lumber Board Performance Metrics, Presented by Doug Adams, President and Owner of Prime Consulting

Prime Consulting, a third-party performance measurement, evaluation, and return on investment (ROI) modeling firm, will provide an overview of the SLB-funded program-evaluation

process and detail the performance measures and metrics from 2012-2018 and the SLB's ROI for the softwood lumber industry. He will also provide a look into how the performance measures are advancing and how the SLB continues to use data to develop its program strategy and tactics.

2019 SLB Webinar Schedule

- Thursday, July 25, 1:30 p.m. ET / 10:30 a.m. PT – Communications, Think Wood
- Thursday, August 29, 1:30 p.m. ET / 10:30 a.m. PT – Construction & Conversion, WoodWorks
- Tuesday, September 17, 1:30 p.m. ET / 10:30 a.m. PT – U.S. Market Outlook, FP Innovations
- Wednesday, October 23, 1:30 p.m. ET / 10:30 a.m. PT – Codes & Standards, American Wood Council
- December – WoodBox, Softwood Lumber Board

For more information or to register for an upcoming webinar, visit www.softwoodlumberboard.org/webinars.

Introducing WoodBox

Taking Timber City on the Road

When the Timber City exhibit opened at the National Building Museum in Washington in 2016, it dispelled myths about the use of structural wood in construction and enabled visitors to see, touch, and smell the possibilities of building with wood and next-generation wood products.

During the May Board of Directors meeting, a Think Wood-branded experiential mobile tour was approved and will hit the road this fall. WoodBox is a beautiful and compelling museum-quality display that showcases the environmental and economic benefits of different softwood lumber products and their many uses in both residential and commercial construction. The softwood lumber industry, design and construction professionals, and the general public will have the opportunity to engage with the impressive advancements being made in the forest products industry and see how mass timber and heavy timber decks and beams have remarkable strength and load-bearing and fire-resistant capabilities. The mobile exhibit will feature a variety of activation elements including LED screens, videos, and other interactive experiences that will weave a narrative of wood's many benefits from both structural design and aesthetic perspectives and provide an opportunity to tell our story from the forest to the market.

Planned locations include:

- CTBUH 10th World Congress – Chicago
- Mass Timber Conference – Portland
- International Builder Show – Las Vegas
- AIA Conference on Architecture – Los Angeles

The SLB is seeking partnerships with aligned goals to champion this effort for the softwood lumber industry. To date, it is in negotiations for a vehicle donation and has secured a commitment from the U.S. Forest Service.

If you or your organization is interested in providing support, please contact Ryan Flom at flom@softwoodlumberboard.org.

"This experiential mobile tour is an exciting opportunity for thousands of people in cities across the country to get up close and personal with the many possibilities with wood," said Ryan Flom, SLB's CMO. "Where most see just a tree, we see the future of the built environment."



About the SLB

The Softwood Lumber Board (SLB) is an industry-funded initiative established to promote the benefits and uses of softwood lumber products in outdoor, residential, and non-residential construction and to increase demand for appearance and softwood lumber products.

www.softwoodlumberboard.org | info@softwoodlumberboard.org | [@LumberBoard](https://twitter.com/LumberBoard)