

Approved: 3-16-93
Date

MINUTES OF THE SENATE COMMITTEE ON AGRICULTURE

The meeting was called to order by Chairperson David Corbin at 10:00 a.m. on March 15, 1993 in Room 423-S of the Capitol.

All members were present except: All members were present

Committee staff present: Raney Gilliland, Legislative Research Department
Jill Wolters, Revisor of Statutes
Lila McClafin, Committee Secretary

Conferees appearing before the committee: Ray Aslin, State Forestry Dept, Kansas State University
Arthur Brown, Kansas Lumber Dealers Association

Others attending: See attached list

The Chairman called for the adoption of the minutes of March 10 and 11. A motion was made by Senator Wisdom to adopt the minutes. Seconded by Senator Steffes. Motion carried.

The Chairman opened the hearing on HB 2436 - concerning the office of state and extension forestry. He called on Ray Aslin.

Mr. Aslin testified in support of HB 2436, as the bill will up-date Kansas State and Extension Forestry responsibilities to meet the challenges of the future. A brochure titled Kansas Foresters was attached to his testimony (Attachment 1).

Arthur Brown said they support HB 2436 because the program outlined in the bill would be good for Kansas, and they would be happy to assist the administrators at KSU in any way possible to support the program (Attachment 2).

A motion was made by Senator Sallee to pass HB 2436. Seconded by Senator Tillotson. Motion carried.

The Chair opened the discussion on SB 72 - creating the dairy marketing advisory board. The Chair will have the bill sent back to the Senate Agriculture Committee and he will investigate further to see what transpired at the March 9 meeting in Washington, D. C. The Committee discussed HB 2387 - regarding the advertising of goats milk, but no action was taken.

The next meeting is scheduled for March 16, 1993. The meeting adjourned at 10:51 a. m.

GUEST LIST

COMMITTEE: Senate Agriculture

DATE: 3-15-93

[illegible]



Cooperative Extension Service

Department of Forestry
State and Extension Forestry
2610 Claflin Road
Manhattan, Kansas 66502-2798
913-537-7050
FAX: 913-539-9584

March 12, 1993

TO: Senate Committee on Agriculture
David Corbin, Chairperson

FROM: Ray Aslin
State Forester

SUBJECT: HB 2436 - Office of State and Extension
Forestry

Mr. Chairman, members of the Committee; I am Ray Aslin, State Forester with Kansas State and Extension Forestry at Kansas State University. I appreciate the opportunity to testify before your Committee regarding HB 2436, updating the Kansas Forest Resource Statutes.

As the State Forestry Agency in Kansas, we provide technical assistance to (1) landowners in woodland management, harvesting timber and tree planting; (2) the forest industry in better utilization of wood and markets for their products; (3) communities in tree management and care and tree planting on public property; and (2) rural fire districts in training and equipping volunteers for safety and improved firefighting capabilities. In addition, we produce and distribute low cost seedlings for conservation plantings across the state.

As the Extension Forestry component within the Cooperative Extension Service, we provide educational programs and demonstrations and educational materials to encourage proper management of the forest resources, both rural and urban, on private and public lands.

Surprising to many, Kansas has a rich history and long tradition in forestry. For a prairie state, Kansas has a significant forest resource. Natural woodlands occupy approximately 1.5 million acres; most of it in the eastern third of the state. The annual timber harvest for Kansas is estimated to be 30 million board feet providing an annual income to farmers and other landowners of \$7.5 to \$10 million. The primary processing of logs into secondary products, the sale of secondary products and the utilization of these products

*Senate Ag. Co.
3-15-93
attachment 1*

Senate Committee on Agriculture
Page 2
March 12, 1993

in the final manufacturing process provides \$75 to \$100 million annually in economic benefits to the Kansas economy.

In addition to these natural forests, Kansas has a sizable planted forest. Kansans have always been tree planters from the beginning of settlement. It is estimated that over 250,000 acres in Kansas have been planted to trees for farmstead windbreaks, field shelterbelts, Christmas trees, fuelwood and other multiple benefits.

In 1887, the first state forestry organization was created by the state legislature; the 5th state in the union to do so. This was "An act to establish the office of Commissioner of Forestry ... and to encourage the planting and growing of forest trees in the state..." A new state forestry law, in 1909, established a division of forestry within Kansas State University. This forestry division was under the supervision of a State Forester appointed by the College Board of Regents. In 1936, the first Extension Farm Forester was employed in the state, half time by the Kansas State University Extension Division and half time by the Agricultural Experiment Station. The Extension Forester was officially designated State Forester, in 1961, with overall responsibility for the state forestry program. Senate Bill 297, passed by the 1965 Kansas Legislature then brought the state forestry legislation up-to-date and more clearly defined the scope and responsibilities of the forestry program as administered by the Office of Extension Forestry.

The 1965 Forest Resource Statutes that we are operating under are in need of up-dating to more clearly reflect our forestry programs and responsibilities now and in the future. To begin with, our current official title "Office of Extension Forestry" does not fully describe the work we do as the State Forestry agency. In fact, the technical assistance portion of our programs makes up a major part of our responsibilities in administering state forestry programs under a cooperative agreement with the USDA Forest Service. Therefore, we are recommending our title be changed to "State and Extension Forestry."

Since 1965, Kansas State and Extension Forestry has expanded it's role in forest resource management to

include our urban and community forest resource, approximately 1.25 million acres. Our current statutes do not reflect our responsibilities for this program which, with the passage of the Forestry Title of the 1990 Farm Bill, authorized the allocation of federal funds to state forestry agencies to administer an Urban and Community Forestry program across the nation. We have provided the leadership in the Urban and Community Forestry Program in Kansas since 1971 when we received a grant from the USDA Forest Service to develop and implement a pilot program focusing on rural communities. The Program has flourished over the years to include 106 communities with established Community Forestry Programs and an additional 140 communities that develop and implement tree planting projects and request specific information pertaining to tree management. Our foresters provide technical assistance to community leaders and volunteers and administer a cost-share program for local tree planting projects.

Another important area where we are focusing considerable effort is in the arena of nonpoint source pollution control and riparian protection. Even prior to the 1989 passage of the Riparian and Wetland Protection Act, State and Extension Forestry was encouraging the protection and management of existing riparian forests, those directly associated with perennial and intermittent streams, and the reestablishment of trees and shrubs where clearing has taken place. Riparian forests improve water quality by filtering pollutants from water running off adjacent cropland, reducing soil erosion and stabilizing streambanks. Other benefits include improved wildlife habitat for both mammals and fisheries, production of wood products and recreation. State and Extension Forestry is working in partnership with other county, state and federal natural resource agencies in developing and implementing voluntary Best Management Practices in riparian areas for these multiple benefits with improved water quality being the driving force.

Finally, we have established a conservation seedling nursery at the El Dorado Correctional Work Facility in cooperation with the Kansas Departments of Corrections, Wildlife and Parks and Transportation. We are currently producing 28 different species of trees and shrubs for conservation plantings and distributing them to landowners across the state. Prior to establishing the seedling nursery, we were dependent on other state nurseries for our plants.

Senate Committee on Agriculture
Page 4
March 12, 1993

I recommended two amendments to the original House Bill 2436 which were unanimously approved by the House Agriculture Committee. They can be found in bold print on page 2, line 22 and page 3, lines 13 and 14.

House Bill 2436, as amended by the House Agriculture Committee, will up-date Kansas State and Extension Forestry responsibilities to meet the challenges of the 90's and beyond. More than ever before, the forest resources of this state are playing a vital role in protecting our soils and improving our waters while providing critical wildlife habitat and helping meet society's increasing demand for wood products.

RGA/plp



Kansas Foresters

SERVING YOUR NEEDS

CONSERVATION EDUCATION

Project Learning Tree (PLT) is a highly successful national environmental education program co-sponsored in Kansas by the American Forest Foundation and State and Extension Forestry. A six-hour workshop provides teachers, 4-H and other youth leaders and natural resource professionals with training on how to use activity guides containing lessons and activities that can supplement existing curricula. PLT activities are action-oriented, can be used in any order, and require little in the way of equipment.



To request services of a forester, contact your county Extension office, or State and Extension Forestry, 2610 Claflin Road, Manhattan, KS 66502, (913) 537-7050.



Cooperative Extension Service
Kansas State University
Manhattan, Kansas

L-847

May 1992

Issued in furtherance of Cooperative Extension Work, acts of May 8 and June 30, 1914, as amended. Kansas State University, County Extension Councils, and United States Department of Agriculture Cooperating, Walter R. Woods, Director. All educational programs and materials available without discrimination on the basis of race, color, national origin, sex, age, or handicap.

File Code: Forestry

JH 5-92-5M

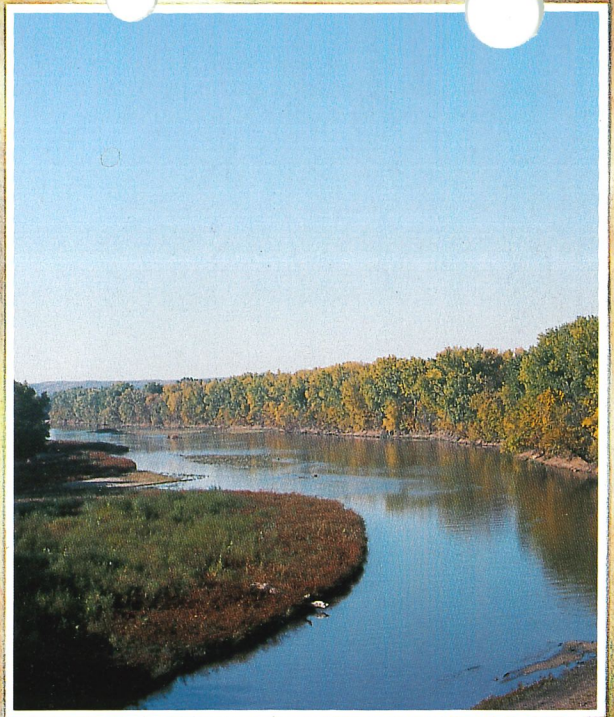


Cooperative Extension Service
 State and Extension Forestry
 Manhattan, Kansas

Kansas has over 1.4 million acres of natural woodland. Although less than 3 percent of the total land area, these woodlands are extremely important in providing such benefits as wood products, wildlife habitat, soil erosion control, water quality, recreation and scenic beauty. Ninety-six percent of the total woodland acreage is owned by private individuals.

Kansas communities support 1.2 million acres of planted forest. While providing a better quality of life for urban residents, this planted forest needs constant care and protection from people pressure.

The following programs, administered by State and Extension Forestry at Kansas State University, are offered at no cost to landowners or communities in proper management and protection of their tree resources.



FOREST MANAGEMENT

Private landowners receive technical assistance in managing woodlands for wood products, wildlife habitat, soil erosion control, water quality and recreation. Assistance includes tree planting, thinning existing woodlands, pruning high-value trees and timber harvesting.

The Forest Stewardship Program provides technical assistance to landowners to manage their forest for economic, environmental and social benefits. A stewardship incentive program provides cost-share money to implement a landowner plan developed under the Forest Stewardship Program.

Loggers and mill operators also receive assistance in harvesting techniques, processing logs, and utilization and marketing of wood products.

CONSERVATION TREE PLANTING AND IMPROVEMENT

The tree planting program sells over 1 million low-cost tree and shrub seedlings annually for use in conservation plantings. In this cooperative state and federal program, landowners are encouraged to plant trees for wind-breaks, woodlots, erosion control, wildlife habitat and Christmas trees. Order forms including 28 different trees and shrubs are available from State and Extension Forestry, county Extension, and Soil Conservation District offices.

Field studies are under way in our tree improvement program to test, select and harvest seed from tree orchards used to identify and produce superior varieties of trees and shrubs better suited to Kansas growing conditions.



URBAN AND COMMUNITY FORESTRY

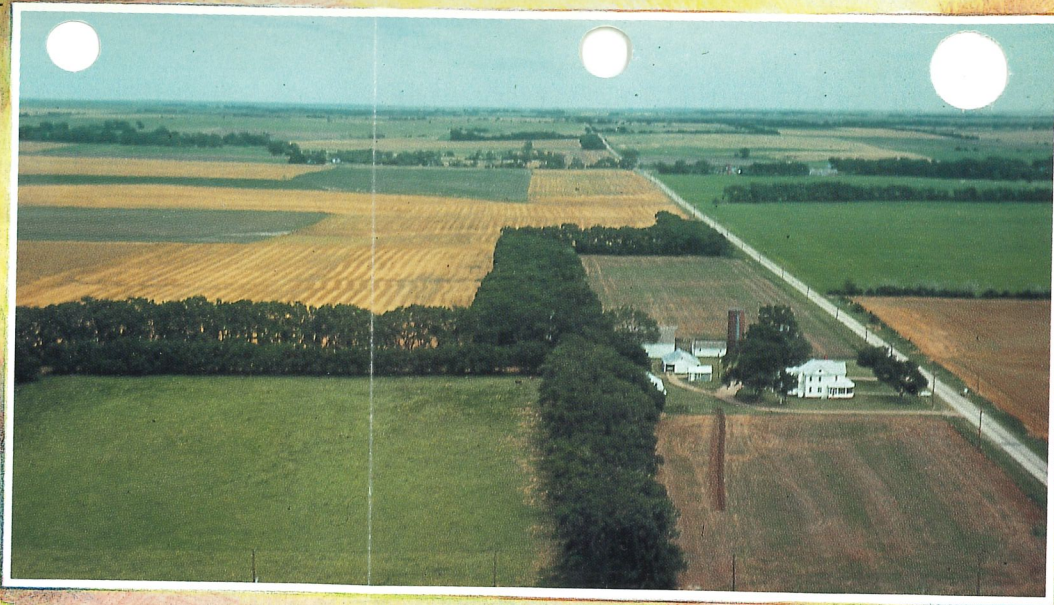
Tree boards, city foresters and park administrators receive planning and technical assistance in management of the city tree resource. Professional arborists are offered the latest information and training in tree care practices. Individuals and municipalities receive program support in Tree City USA, Global Re-leaf and other conservation programs designed for populated areas.

The Kansas Urban Forestry Council provides a forum for active volunteer involvement throughout the state. Membership includes tree board members, local government officials, nurserymen, arborists and citizens interested in improving their community environment with trees.

"Trees for Kansas" is designed to improve the environment by encouraging tree planting in communities and rural areas. The goal of the program is to plant 2.4 million trees annually during the 1990's. Promotional materials are available and certificates are awarded to participants.

FOREST PEST MANAGEMENT

Foresters monitor insect and disease impact in woodlands and conservation tree plantings, and recommend control measures for insect and disease problems.



RURAL FIRE PROTECTION

Our fire program is a cooperative effort to provide assistance to the state's rural fire departments. Services include wildfire training, fire prevention materials, and the acquisition and distribution of excess military vehicles for conversion to fire fighting units. Matching grants to communities under 10,000 population are also provided to help purchase new fire fighting equipment to better protect people and property in rural Kansas.



WINDBREAK MANAGEMENT

Planning and technical assistance in planting and maintaining farmstead, livestock and field windbreaks are available. Plans include proper design, tree species selection, site preparation, planting instructions, weed control and long-term care.



800 WESTPORT ROAD • KANSAS CITY, MISSOURI 64111-8100
816/931-2102 FAX 816/931-4617

MID-AMERICA LUMBERMENS ASSOCIATION

TESTIMONY BEFORE THE SENATE AGRICULTURE COMMITTEE

HOUSE BILL 2436

RM. 423-S

March 15, 1993

Mister Chairman, members of the Senate Agriculture Committee, my name is Art Brown, and I represent the retail lumber and building material dealers in the state of Kansas. It is with pleasure that I visit with you today about House Bill #2436, which is a bill we heartily endorse.

I would be remiss in my responsibilities as a representative of the retail building material industry if I did not stand behind a concept that will further educate the population of Kansas about the subject of forestry and expend the information availability of forestry to the citizens of the state. It certainly is to our benefit as an industry to have as much information available about this most abundant of natural resources to any and all interested persons.

If we had a well-informed and active base of citizens who truly understood more about this most plentiful of American resources, we would not be having the problems we are experiencing in the northwestern part of our country in regard to timber supply and harvest. It is a blot on our industry that we have not conveyed to the populace of the United States that we have far more trees than we could ever hope to use in many lifetimes to come, yet the perception is that we are running out of trees. Hence, our support of a bill that would educate and get people involved with a product they are surrounded by and see every day, but know so little about.

What you have attached to my testimony is a pilot project that dovetails directly into what this bill is trying to do—make trees available to the public and give them a little “hands on” knowledge about trees. This was very successful to the members who tried this program, enough so that our national association in Washington, D.C. has adopted the format for a national campaign that will be available in 1994.

Advertising was utilized by the dealers to promote the campaign, a nursery was utilized by us to provide seedlings to our members and the support base from the local citizens was very encouraging, particularly with groups such as the Boy/Girl Scouts, church groups, civic clubs, and schools. The theme was to plant a tree on Arbor Day. We are a 5-state trade association. Over 250,000 seedlings were distributed through this program in the 5-state territory. We were pleased and the dealers who participated felt it was a very worthwhile endeavor.

We feel the program as outlined in House Bill 2436 is a win/win for the University, the citizens of Kansas, and the communities in which these citizens live and work. We would be eager to visit with the administrators at Kansas State University to assist them in any way possible or to have them assist us in educating the public on this issue, and add to the beauty of this fine state by the planting of more trees and shrubs.

We support this bill and urge this committee to adopt passage of this measure.

It has been my pleasure to visit with you today, and I will discuss any part of my testimony with you or answer any questions you may have. Thank you for the opportunity to testify.



*Senate Agr Co
3-15-93
Attachment 2
2-1*



We're committed to...
Perpetuating
America's Forests
for Products
and the
Environment

Are America's forests in danger?

Not at all. Because the United States practices reforestation, its forests are actually growing in size. About one-third of the United States — 731 million acres — is covered with trees. That's about two-thirds of the forest land that existed when Columbus discovered America.

In fact, we have more trees today than we did 70 years ago. Scientists estimate that America's forest lands contain some 230 billion trees— around 1,000 for each person. And more trees are being planted each year. On the nation's commercial forests, net annual growth exceeds removals through harvesting by an impressive 37 percent each year. And the amount of wood in our nation's forests continues to increase. We have added 58 billion cubic feet of wood since 1977.

Some 2 billion seedlings will be planted in the United States this year...that is an average of more than 4 million new trees planted each day.

TIMBER FACTS

Compliments of

In Conjunction With The
Mid-America Lumbermens Association
Arkansas • Kansas • Missouri • Nebraska • Oklahoma
800 Westport Road • Kansas City, MO 64111

816-931-2102

2-3

2-3



800 WESTPORT ROAD • KANSAS CITY, MISSOURI 64111-3100
816/931-2102 FAX 816/931-4617

MID-AMERICA LUMBERMENS ASSOCIATION

February 7, 1992

Dear MLA Member:

We're pleased to announce the official start of "**Lumber Grows on Trees**," our Association-wide spring promotion, to be jointly celebrated April 24-26 in conjunction with National Arbor Day. All the pieces are in place now, and we're excited to share them with you.

"**Lumber Grows on Trees**" was suggested by Tim Cavener of J. D. Branscum Lumber & Home Center in Ada, OK. Tim will receive his \$100 prize at our up-coming trade expo in Kansas City. Thanks to all of you who entered. Some of your suggested names will be found in the promotions attachment.

"**Lumber Grows on Trees**" is an impactful, but easy to implement, promotion that will focus attention on lumber as a renewable resource. We all have a vested interest in educating our communities to this fact and the fact that we, as lumber and building materials dealers, are as concerned as anyone else.

We cannot expect anyone else to do this work for us. We must take the initiative, and "**Lumber Grows on Trees**" is an opportunity to do that. This program communicates that the responsible, managed use of our forests is the best alternative for our communities, for our economy, and for us as local business owners and operators.

It is very important that as many Association members participate as possible, and hopefully on the designated dates. Remember the objective: To call attention to lumber as a renewable resource. The more dealers that participate, the more impact the promotion will have. Do as much as you can, when you can, because there really is strength in numbers!

Enclosed with this letter are promotion, publicity, and advertising suggestions that will enable you to begin planning now for your cel-

Continued



eboration, event, or special activity. Also enclosed is an order form for ad slicks, promotional items, and press releases on the promotion and general timber issues that your local media will find timely.

Another order form is enclosed for nursery stock. You are not required to order trees through MLA, although we're pleased to offer this as a convenient service at very reasonable prices. We've checked a variety of sources and believe we are offering excellent stock, proven delivery reliability, and excellent prices. Other alternatives are for you to contact your state forestry department or the National Arbor Day Foundation member services at 402-474-5655.

Marvin Feezor

MARVIN FEEZOR, President
Mid-America Lumbermens Association

Enclosures

P.S. Please remember the purpose of this promotion is to promote the fact that lumber dealers are as concerned about our nation's forests as anyone else. It is up to you to decide how you want to participate in this promotion. All we ask is that you do something the weekend of April 24-26, 1992, that focuses attention on trees... be creative!

TREE ORDER FORM

LUMBER GROWS

ON TREES

APRIL 24-26, 1992



TREE PRODUCTS

A. Bare Root Seedlings

Varieties	Lot Sizes	No. of Lots	Lot Price	Total Cost
Colorado Blue Spruce	500		\$80.00	
Austrian Pine	500		\$133.00	
Pin Oak	500		\$176.00	
Dogwood	500		\$138.00	

B. Plug Plants

Colorado Blue Spruce	500		\$165.00	
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C. Potted Seedlings

Colorado Blue Spruce	100		\$99.00	
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D. Star Husky

Colorado Blue Spruce	100		\$123.00	
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E. Super Husky

Colorado Blue Spruce	50		\$258.00	
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TOTAL AMOUNT

SHIP TO: Ordered By: _____
 Firm Name: _____
 Street Address: _____
 City, State, Zip: _____
 Phone: _____

MAIL OR FAX YOUR ORDER TO:

Mid-America Lumbermens Association
 800 Westport Road, Kansas City, MO 64111
 Fax: 816-931-4617

Important: See "Tree Ordering Information" on reverse side.

TREE ORDERING INFORMATION

1. Order from the Association or buy from your local state forestry extension office.
2. Trees ordered from the Association will come from Vans Pines, Inc. of West Olive, Michigan. Vans Pines is a leading supplier of nursery and forest stock.
3. All varieties will thrive in all five MLA states.
4. Colorado Blue Spruce is offered because it is a very popular item with most customers.
5. All tree orders must be received by **March 30, 1992**, to insure shipment on **April 17**.
6. All trees ordered through the Association will be shipped UPS on Friday, April 17 in order to maximize freshness for April 24-26 promotion dates.
7. You will be invoiced by Vans Pines after shipment at the prices on the order form plus UPS charge.
8. Guide to tree types:

A. Bare Root	1-2 year old seedlings; spruce and pine, 6"-9" tall; oak and dogwood, 12"-24" tall
B. Plug Plant	Greenhouse grown seedling with roots in growing media "plug", 4"-8" tall
C. Potted	Container grown seedling in 2-1/4" square pot, 6"-9" tall
D. Star Husky	4 year old tree, well branched, 12"-15" tall
E. Super Husky	5 year old tree, bushy, robust, 18"-24" tall
9. Please call Mid-America Lumbermens Association (1-800-747-6529) if you have any questions or special requests.



LUMBER GROWS ON TREES

Publicity Concepts:

Note: Start early. The key to publicity success is starting early to plan and schedule your various publicity "opportunities" now. They are opportunities because nothing is guaranteed in publicity. However, the more you plan ahead, the more likely you are to succeed.

This timely promotion provides a news "hook" for you to interest your local media in "good news" stories about lumber's economic vitality, the contributions it makes to our economy, and the renewable resource that our forests represent. You have a positive story to tell. Whether the local media reports positively on the industry with information you've provided or reports on the activities you and your business are sponsoring, the results will be positive for you and all Association members.



Here are some tips to generating favorable publicity:

- **Do it now.** A weekly paper generally needs a minimum of 10 days to use a news release, more if the reporter is to gather additional information.
- Get important information up front, whether you are talking to your local editor/reporter or writing your own news release. Get right to the point. Give facts and figures.
- **Use the 5 magic W's: Who, What, When, Where, Why.** That covers the basic facts that a journalist needs. In fact, most basic releases don't need anything else.
- And always try to give the information a local twist by referring to local people, local events or quoting a local personality. Relate the things you say to the welfare or self-interest of the community. Give them a reason to care.
- Always include the name and phone number of someone to call if there are questions or additional information needed.
- A news release generally serves as a "hook" to snare an editor's or a reporter's attention. Your personal contact can interest them enough in the subject for them to collect more information and write their own story.
- If you are the best local authority, don't be shy about quoting yourself.

(Over, Please)

Page 2 — "Lumber Grows on Trees" Publicity Concepts

- If you are working with a local group or organization, don't hesitate to credit individuals and the group as a whole. Provide the press with contacts within the organization.
- If you are working with a local group or organization, it is especially effective for you and a representative of the group together to meet with local editors and reporters.
- Don't give up. Be persistent. Keep calling back.

School events and activities are the most likely to generate publicity for your store or yard because they involve school, community, education and children — all appealing to your local media. If you chose to do a school-related activity, be sure to work closely, and well in advance, with your school board, principals, teachers and PTA. What you will be doing will benefit them, so don't hesitate to ask them to contact the local newspaper, radio stations, and television station. The local media will be more receptive hearing about it from school representatives than from you. (School news is regularly covered anyway.)

Contests, premiums and give-aways can be handled with a timely news release and a phone call to the newspaper or station in advance of your contest, etc. If prizes are to be given away, let your local media know of the winners as soon as possible.

Events often include the participation of a local civic group or fundraising on their behalf. If so, provide the group with publicity materials; but again, ask representatives of the civic group (or government officials if the city or county will benefit) to make contact with the local media. That makes it community news, and the media are generally more receptive to information of interest from a civic/local government group than a local business. (Sorry, that's usually the way it is!)

If your event or ceremony is held at one place at one time, be thinking of "photo opportunities" for both still and video cameramen. Share your ideas with the newspaper and television station well in advance so they can schedule a cameraman, if they are interested. It's also a good idea to re-contact the media the morning of the event to remind them, show your interest and get it scheduled for coverage that afternoon.

Send your news releases well in advance of your activity or event. Separately send information to editors and to staff responsible for calendars of activities.

Send your news release to church bulletins, chamber of commerce publications and service club newsletters, especially those of groups you'll be working with. You might find places for leaflets about your "Lumber Grows on Trees" activities in doctor's offices, other retail business counters, health clubs, libraries, YMCA's and YWCA's.

(Continued)

Page 3 — "Lumber Grows on Trees" Publicity Concepts

Be sure to include your own employees. They should have copies of the news releases you send. Ask for their ideas (listen), and ask for their support. They can deliver news releases and information to their churches, clubs and organizations.

Results? How will you know? If you see your story in the paper, hear it on the radio, you were 100% successful. If you even get a mention on the television news, you were 100% successful. If they got all the facts right, you were 110% successful! Seriously.

Listen. Your friends, neighbors, employees and customers will tell you that they heard or saw it, too.

How do you get coverage next time? Do what your mother said. Say "thank you." Take time to send a short, sincere thank you note to the reporter or columnist who helped you tell your story. They'll remember you because you were one of few who took time to say thanks.

**Sample News Releases
Are Available From
Mid-America Lumbersmens Association
1-800-747-6529**

LUMBER GROWS ON TREES

Promotion Concepts:

Note: *Start early. Many of the following concepts do not require a lot of time. They do require lead time. We suggest you review these concepts and pick one or two that are feasible for you and interest you. Then start. Now!*

SCHOOL PROGRAMS

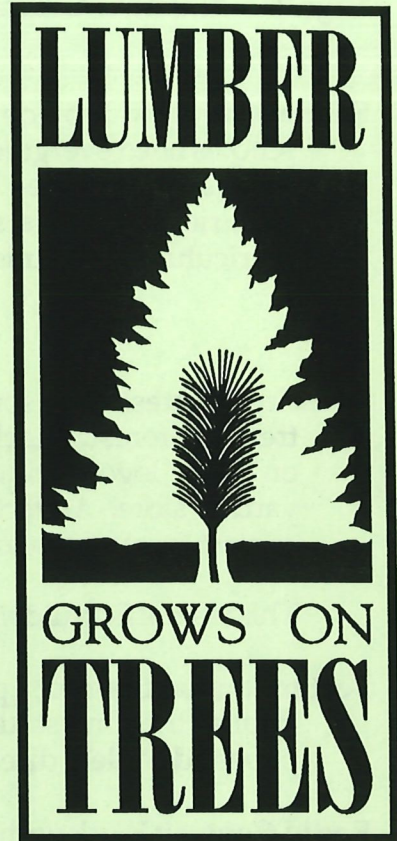
School Curricula: Ready-to-go programs for your local schools are available through the National Arbor Day Foundation, 100 Arbor Avenue, Nebraska City, NE 68410, 402-474-5655. These curricula are a terrific opportunity to make a contribution to your area schools that relates to your business and to generate favorable, non-controversial publicity.

- * *Grow Your Own Tree* is a pre-packaged curriculum kit. Designed for use in the second grade, it teaches the value and magic of trees. Posters, a filmstrip and tape, teacher's guide, and seed planting packets for 25 students. \$19.45 + \$2.95 shipping
- * *Trees are Terrific!* is a two-unit curriculum kit for use in fifth grade. Each kit contains filmstrip and tapes, teaching poster, teacher's guides and 25 tree identification booklets. \$17.55 + \$2.95 shipping
- * A sampler of educational materials is available free. *Just write.* (See address above.)

Another learning activity is *Project Learning Tree*. It's filled with tree and forest-related activities and crafts for educators of elementary and secondary students. Write: American Forest Council, 1250 Connecticut Avenue, NW., Suite 320, Washington, DC 20036.

Make arrangements with your school district in advance. If they can use these programs, let them select which would have the greatest utility. Then, when you present the kits to the principal, teachers, etc., be sure to let your newspaper and PTA president know in advance for publicity purposes. (It would be preferable to have a school official contact the local paper.)

(Over, Please)



2-11
2-9

School Grounds: Provide trees, to be planted by students, for the school grounds. Some schools need evergreen wind breaks for their playgrounds, sports fields or buildings. Pledge cards, signed by students who pledge to care for and maintain their tree, can be buried in small jars by each tree. Especially effective if coordinated with one of the curriculum programs.

CONTESTS

Coloring Contest: Sponsor a coloring contest for elementary grades. Make-up a picture of trees or a forest. Quick-print copies with contest rules, prizes and the "Lumber Grows on Trees" logo. Include notification that winners (or all entries) will be posted at your yard or store. Advertise to come in for the contest forms; or, better yet, bag-stuff the contest forms for two weeks.

This is a traffic builder. Proud parents love to see their child's work publicly displayed.

Poster Contest: Sponsor a poster contest for junior high and/or senior high school students. Publish the contest rules, prizes and the "Lumber Grows on Trees" logo in your newspaper ad or deal directly with the art teachers in your schools.

Radio Contest: Work with your local radio station to have them sponsor a "tree trivia" or "lumber facts" contest with trees to be given to winners. (A Tree Trivia poster is available free from Consolidated Papers, P.O. Box 50, Wisconsin Rapids, WI 54494).

Flowering Trees Contest: A good spring promotion. Have people bring in photographs of flowering trees in your area (red bud, dogwood, crab, etc.). Post them in your store. Give prizes to the best photograph, or the owner of the property with the tree, or both.

In-store Contest: Conduct a contest (trivia, guess the number of pine cones or acorns, etc.). Winners receive containerized trees to be planted for them by a scouting or civic group.

Premiums: Prizes and give-aways such as buttons, balloons and stickers are available through the Association.

HAVE AN EVENT!

Plant-a-Tree...Together: Purchase a large tree for a city park. Then invite children to bring a handful of soil from home to cover the roots. Each child would write their name on a certificate which would be put in a bottle and buried with the roots.

Plant-a-Forest: With the blessing of your city or county government, supply the trees and organize local civic groups to plant them in a concentrated area to become a "forest" of trees. This is especially unique if the trees can be planted in an area seen from a high place or promontory, and planted in the shape of a local symbol, i.e. heart, Christmas tree, high school mascot, etc.

(Continued)

Proclamation: Ask your mayor or county executive to proclaim "Lumber Grows on Trees" Days. You can order a sample proclamation from MLA.

Balloon Launch: Release helium-filled balloons with tree certificates inside, redeemable at your store, of course. To keep the balloons in the local area, mix air with the helium.

Parade: Have your PTA, school, or chamber of commerce sponsor a children's parade to your yard or store. Give prizes for best float, best costume, best use of "renewable resource decorations", etc. Can your store sponsor or build a float depicting "Lumber Grows on Trees"? Get a local band to march in the parade and play songs about trees or with "tree or lumber" names in their titles. Encourage parade watchers to wear green.

Little Miss Lumber / Little Mr. Lumber: Have a contest for parade entrants, or separately at the event, giving prizes for the best depiction of "Lumber Grows on Trees" by a child. (When doing a children's contest, always have some kind of prize for every child who enters.)

TREE CEREMONY

In order, your ceremony could go something like this:

- **Raise the Flag.** Have a flag raising ceremony in front of your store as part of the Arbor Day/"Lumber Grows on Trees" celebration. A Boy Scout troop would be perfect.
- **Strike Up the Band.** Have a band for the flag raising — high school, junior high or civic group. Use one in the parade, too.
- **Greetings.** Have the mayor, school principal, police chief, or civic leader open the ceremony.
- **The Program.** Invite a state forester or conservation agent to give a short talk on the importance of trees as a renewable resource, how to plant the trees you're distributing, etc.
- **Give Away Trees.** One extension to giving away trees is to give each person a sticker saying "I'm planting a tree from (your store)". Your local printer can help you design the peel-n-stick stickers.
- **Tree Care Seminar.** Conduct a seminar using local foresters, arborists or nursery-men. Include useful information such as how to spot common tree ailments and how to properly plant and prune trees.

(Over, Please)

MISCELLANEOUS

Civic Club Presentations: Speakers and video tapes are available for your local Rotary, Kiwanis, Lions, and other club meetings through the MLA office. Call MLA to make arrangements.

Handouts: A very informative booklet called *Conservation Trees* is available in bundles of 50 for just \$4.85. (Discounts for greater quantities.) Readers learn how to use shade trees and windbreaks to save energy in their homes, how to save topsoil, how to plant and prune, and how to attract songbirds. Write the National Arbor Day Foundation, 100 Arbor Avenue, Nebraska, City, NE 68410, 402-474-5655.

Envelope Stuffers: If you plan ahead, envelope stuffers, available through your Association, are the least expensive way to communicate your events and activities for "Lumber Grows on Trees." Order from MLA.

Missing Trees: Missing trees are trees yet to be planted or trees to be replaced. Get together with a civic organization in your area (Boy Scouts, Kiwanis, Lions, etc.) that would be willing to plant the trees. Then, with the cooperation of your local paper, publicize the "Missing Trees" project. You, the local lumber retailer, supply small wooden markers to the community. (As simple as 1x2s with bright paint on one end.) People come into your yard or store and are given a marker. (One marker per family or one per residential lot.) Their name and address is recorded for use by the civic group that will plant the trees. People put the markers in their yards, indicating where the trees are to be planted. On the designated day, the civic group (and other volunteers) go throughout the community and plant the trees.

Please note: This is a traffic builder because participants must come to your store to get the markers.

Give an award to the person who plants the most trees. Give an award to each person who participates. Or, award each person who plants 10 trees a special prize.

Take a Collection: Collect donations from local citizens to buy mature trees for your city park, traffic islands, along sidewalks, etc. For greater impact, offer to match all donations (up to a maximum contribution). Once the trees are purchased, use your employees to plant them.

Paper Drive: Ask a civic group to help promote and staff a paper drive. If the papers are collected on your lot, it will get people to your store. Use the proceeds to buy a special tree to plant in a park or other special public place.

(Continued)

Historical Trees: Work with your local paper. Ask them to have readers identify large, unusual or historic trees in your area. Then have the paper publish a story and photographs. Start early. One month's lead time required.

Official Tree: Does your city/town have an official tree? If not, get together with your local government officials and offer to help conduct a contest to name an official tree of your town.

Library: Contact your local library. Encourage them and offer to help them have a "Lumber Grows on Trees" theme week. Another twist: Library offers a seedling and planting instructions to any patron checking out a book from the special "Lumber Grows on Trees" display.

Neighborhood Organizations: Offer to supply trees if they will organize and plant them along their streets, sidewalks or in their neighborhoods.

Coupons: If you bag and label your own seedlings, consider including a coupon as part of your label design or attach a coupon to the bag. Build store traffic. Get 'em in your store! Consider couponing related items such as spring planting tools.

Apply for "Tree City USA" Status: Assist your city government in meeting the requirements and applying for Tree City status. Details and application forms are available from your state forester or the National Arbor Day Foundation at 100 Arbor Avenue, Nebraska, City, NE 68410, 402-474-5655.

Reader Board: Don't forget your "silent salesman." Themed messages a few weeks prior to your event, giveaway or celebration will go a long way to calling attention to your activity. Consider tying into a local radio contest. The daily winner is the one who can recite that day's message on your reader board. Some reader board suggestions from the name the Plant-A-Tree promotion:

Seedlings Today; Air Tomorrow • Just Say Yes. Plant A Tree.

Building Tomorrow Takes Planting Today

Lumber Comes from Trees; Trees Come from Lumbermen

Plant the Future Today Forests for Our Future

Photosynthesis = Planting Sense • Saw It. Nail It. Plant It. Breathe It.

Trees for Tomorrow • Future Green • Plant the Future

One Last Note: Your local Arbor Day and "Lumber Grows on Trees" celebration is a terrific opportunity to work with other lumber and building material dealers in your area. Remember, the objective of the promotion is to call attention to lumber as a renewable resource. The more businesses working together, the stronger the message will be.

SUPPLIES ORDER FORM

LUMBER GROWS ON TREES



_____ **Yes!** We are going to participate in the Association "Lumber Grows on Trees" promotion. Send us the following materials:

- _____ "Lumber Grows on Trees" advertising slicks.
- _____ "Lumber Grows on Trees" news release.
- _____ Timber industry news release.
- _____ Sample proclamation for mayors, county commissioners, or legislators.
- _____ Timber facts envelope stuffers.
- _____ Contact me regarding related premium items (buttons, hats, etc.).
- _____ Contact me regarding related promotional signage (posters, banners).

Note: An order form for seedlings is enclosed separately.

Name: _____

Firm Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Please return this order form or fax as soon as possible to insure receipt of all materials. Send it to:

Mid-America Lumbermens Association
800 Westport Road
Kansas City, MO 64111
Fax: 816-931-4617



Handling Tips for Trees



With "bare root" tree material the key point is to keep the roots moist and convey to your customers that they need to do likewise and advise them to plant the tree as soon as possible.

Upon receiving your trees, store boxes in a dry, cool area away from any heat source and direct sun.

A few days prior to your promotion, open boxes and check to see that roots are still moist. If somewhat dry, moisten root mass as needed. This typically is not necessary due to Vans packing and shipping methods.

If you are planning to break bundles and hand trees out individually, and depending on whether these will be handed out in the store or outside at the entry way, you may want to consider placing tree in a poly bag, paper sack or wrapping a paper towel around the roots. This makes it a little more convenient to handle for the customer.

As long as the roots are not bone dry at time of hand-out and you advise the customer to wet roots and plant as soon as possible, that is all you can expect to do.

The potted seedlings obviously will not need this type of attention as they are drawing moisture from the soil.

POLY BAGS

Van Pines has available two stock bags that can be ordered for use with the tree seedlings in the Mid-America Lumbermens Association Program.

7" x 18"

3 color bag with planting instructions printed on the bag. Suitable for the 6"-9" size seedlings and the plug plants. Just drop the trees in the bag.

500 per bundle @ \$75.00 (15¢ each)

12" x 18"

Clear poly bag, no printing. Suitable for the larger Star and Super Husky plants, Pin Oak and Dogwood. Covers root system, not top of trees.

100 per bundle @ \$10.00 (10¢ each)



Proclamation



(designating April 24-26, 1992
Lumber Grows on Trees Days)

SAMPLE

Whereas

We live in an age of growing concern for the health of our planet; and

Whereas

In the lumber and building material industry that concern centers on our forests and the quality of life they can provide for us all; and

Whereas

The health and sustainability of our forests is, understandably, the subject of much debate by those who believe forests are renewable and those who want everyone to believe we shouldn't cut down any tree; and

Whereas

The men and women who work in lumberyards are as concerned about the welfare of our forests as most people; and

Whereas

They are not only interested in harvesting wood, they are also interested in growing trees; and

Whereas

The forest products industry has demonstrated its commitment to good stewardship by replanting over three million trees a day; and

Whereas

Worldwide demand for wood and paper products is projected to double over the next fifty years; and

Whereas

National forest growth rates have exceeded forest harvest rates since the 1940's and today's growth exceeds harvest by 37%; and

Whereas

The lumber and building materials industry will continue to employ thousands of Americans in forests, factories and lumberyards as they work to meet this growing demand; and

Whereas

Trees are a renewable resource which will never be depleted so long as our foresters and natural resource professionals continue to find ways to effectively manage our forests;

NOW, THEREFORE, I, _____, _____ (Office/Title) _____, do hereby proclaim April 24, 25 and 26, 1992, to be "LUMBER GROWS ON TREES DAYS" in _____ (city/community) _____, and I do urge all citizens to observe the important role that lumber and wood products play in our daily lives and in our economic life as well.

Dated This _____ day of _____, 1992.

Signed _____

2-18

LUMBER GROWS ON TREES

Advertising Concepts:

Begin early with drop-ins of the "Lumber Grows on Trees" logo in your regular print advertising. Repetition works! And consider using color, especially green, to call attention to this special promotion.

Another concept is to contract for a series of small, but regularly placed, advertisements on the same page or in the same section of each edition of your local paper. Call them "Forestry Facts." Each one would make a simple statement about the lumber industry. Here are some samples:

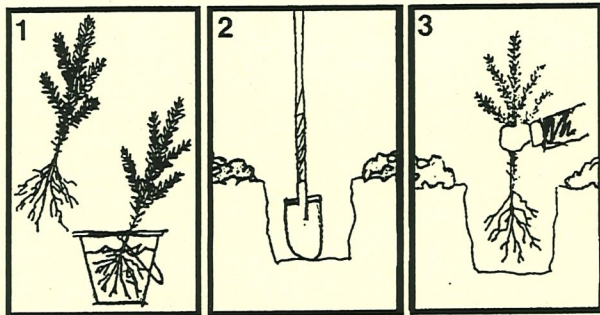
- The lumber industry replants 3.3 million trees a day — far more than we harvest each day.
- Forest products companies invest millions of dollars annually in environmental research and forestry practices that safeguard wildlife habitat and soil and water quality.
- Private timberland owners set aside thousands of acres for wilderness and recreation use each year — like the conservation corridor along Maine's Penobscot River and the Stratton Mountain ski area.
- Every year private timberland owners help preserve undeveloped land for wildlife — like the biologically unique Apolonia Forest and a 95-acre blue heron rookery in East Texas.
- Every year leading forest products companies set aside thousands of acres for wilderness and recreation use — like the donations of woodlands to the Trust for Public Lands in Minnesota and to Wildlife Unlimited in Ohio.
- National forest growth rates have exceeded forest harvest rates since the 1940s. Today's growth exceeds harvest by 37%!
- Forest growth is now more than three times what it was in 1920, thanks in part to research and massive re-seeding programs.

As your promotion approaches, begin adding details of the event. Don't forget to credit the youth, school and civic groups that may be participating with you in this promotion. Good community relations!

Ten to 14 days prior to your event, begin running separate, event-only advertising... or at least use it as the headline or theme of your print advertisement. And with it, incorporate special offers and sales on related merchandise. Garden tools, fertilizers, wheelbarrows, and garden implements make appropriate tie-ins to the promotion. If you are giving away trees, consider using a very special loss-leader price on shovels and spades for the days of the promotion only.



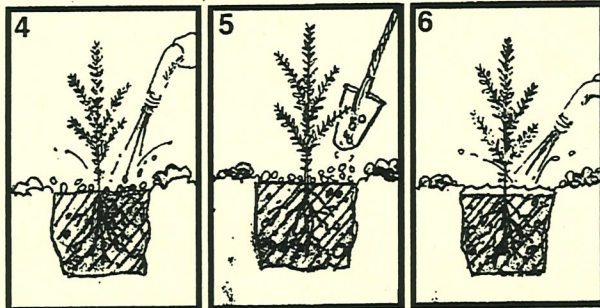
How To Plant A Tree



1 Unpack tree and soak in water 6-12 hours. Do not plant with packing material attached to roots and do not allow roots to dry out.

2 Dig a hole, wider than seems necessary, so the roots can spread without crowding. Remove any grass within a three-foot circular area.

3 Plant the tree as deep as it stood in the nursery without crowding the roots. Partially fill the hole and pack the soil firmly around the lower roots.



4 Shove in the remaining soil and pack firmly with heel. Construct a water-holding basin around the tree. Give the tree plenty of water.

5 Pour protective mulch, such as wood chips or peat moss, around the base after water has soaked in.

6 Water the tree generously every week or 10 days the first year. Fertilize soon after spring growth.

Immediate Tree Care: It is best to plant your trees immediately. If you can't because of weather or soil conditions, store in a cool place with damp, moisture-holding material covering the roots. Do not freeze.

Where to Plant: Consider how big your trees will grow. Avoid planting under or near overhead utility lines or too close to buildings.

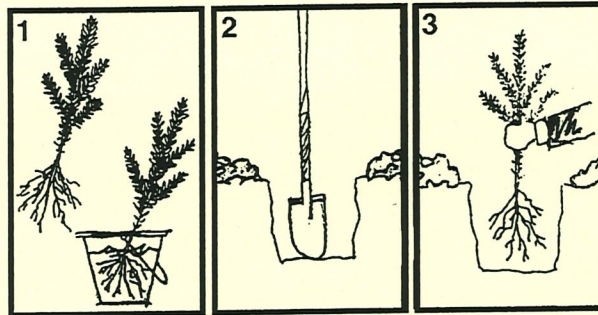
Mulch: A Tree's Best Friend

Mulch surrounding a tree when it's planted, or covering all or a portion of a tree's dripline zone when it grows, can significantly enhance growing conditions.

Mulch such as bark or wood chips...

- Retains soil moisture
- Controls weeds and grass
- Protects the trunk from mowers
- Improves appearance
- Controls erosion
- Simplifies maintenance
- Reduces soil compaction

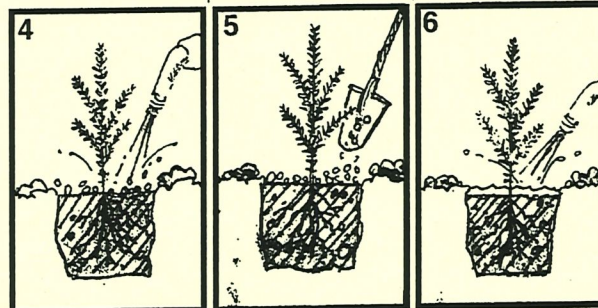
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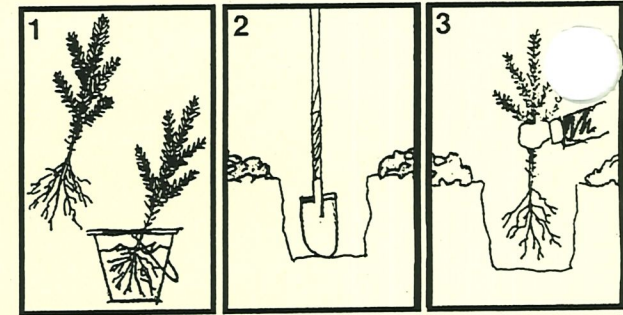
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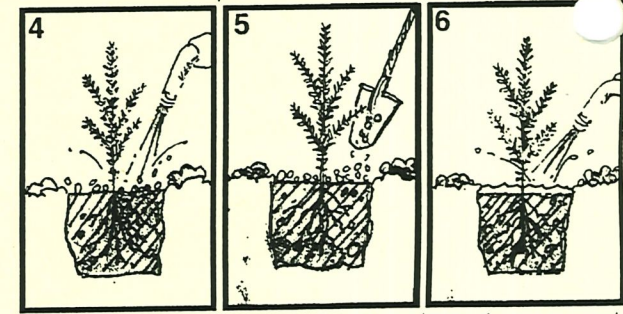
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Publications and Materials about the Nation's Forest Products Industry



Forested Wetlands A Partnership for Conservation (1990)

This 6-page brochure describes the important role of forest management practices in wetlands conservation and explains why prudent forestry practice offers one of the best means of ensuring elective wetlands protection. (\$75/50 copies)

America's Forests Display (1980)

A point-of-purchase display containing 100 flyers entitled *Are America's Forests Out of the Woods?* Designed for use in retail businesses, the display includes a 1-800 number for information about the forest products industry and the American Forest Council. (\$30 each, contains 100 flyers)

Are America's Forests Out of the Woods? (1989)

Designed for use with a point-of-purchase display (above), this quick-read flyer answers the most frequently asked question about America's forests — Are we running out of forested land? Issues covered include planting and protection of existing forestland. (\$20/100 copies)

GREENAMERICA

#35 A Productive Future for Our Forested Wetlands (Summer 1991)

Forests cover between 50 and 60 million acres of America's wetlands providing clean water fish and wildlife habitat, recreation, and a renewable timber supply. This issue illustrates the compatibility of good forestry with wetlands conservation through a family-owned tree farm on Maryland's Eastern Shore. (\$60/100 copies)

#34: Good Forest Management is Good Wildlife Management (1990)

A four-color poster/magazine showing the efforts of the forest products industry to preserve wildlife and its habitat. This report highlights the return of species such as the timber wolf, white tailed deer, and wood duck, and describes long term effort by forest industry members to manage company lands for wildlife. (\$60/100 copies)

Earth Day Special Report (1990)

Packed with beautiful full-color photographs, this handsome, 24 page book highlights the successful efforts of the forest product industry to protect the environment and conserve America's most valuable resource — its forests — since the first Earth Day in 1970. (\$200/100 copies)

#33: The Economic Impact of the Forest Industry (1989)

A four-color poster/magazine focusing on the men and women across the country employed by the forest products industry. This report examines the economic impact those individuals — and their jobs — have on the local community. (\$60/100 copies)

FORESTRY POSTERS

The Life of the Forest (1990)

A series of 16 four-color posters illustrating different aspects of the forest world. Individual posters illustrate the diversity of plant and animal species in our forests, show a tree's cross-section and the kinds of timber which can come from it, identify leaf patterns, and provide other fun facts about the forest. Suitable for grades K-12. (\$15/set of 16)

We All Need Trees (1988)

One side of this four-color, two-sided poster gives Tree Trivia — 23 facts about trees and their uses. The other side contains a colorful paper collage depicting forest creatures and forest products. Designed for Project Learning Tree, the nation's premier environmental education program as a teaching tool for grades K-12. (\$1 each.)

VIDEO TAPES

The Forest Products Industry: An American Heritage (1990)

A 20-minute tape documenting the industry's environmental commitment from the woods to recycling. Highlighting forest product activities, this video covers paper and recycling mills in the East, a lumber mill in the West, and tree farms in the North and South. (VHS, \$18 each)

U.S. Wetlands: A Field Report (1990)

This 12-minute video visits forested wetlands in Georgia, Minnesota and Mississippi, examines the Best Management Practices used by land managers, and explains the Importance of forest management in conserving America's remaining wetlands. (VHS, \$18.50 each)

Please send me the following materials:

Materials	Qty.	Cost

The above prices cover production cost of materials, shipping and handling. Unless otherwise requested, materials will be shipped at least expensive cost. AFC is unable to accept C.O.D. or credit card orders.

PLEASE SHIP TO:

Name: _____

Title: _____

Company: _____

UPS Address: _____

City, State, Zip: _____

Phone: _____

Please return this form with payment, to:
 American Forest Council
 1250 Connecticut Ave. NW, Suite 320
 Washington, DC 20036
 Phone: 202-463-2455

Publications and Materials about the Nation's Forest Products Industry

The American Forest: Facts & Figures 1991 (Summer 1991)

A 24-page compendium of facts and statistics about the U.S. forest products industry, packed with detailed information and state-by-state tables showing land use, paper and wood production, employment, replanting, ownership, etc. (\$2 each; \$80/50 copies)

Stewardship and Environmental Responsibility (Summer 1991)

This 24-page booklet uses a question and answer format to respond to common questions about wetlands, forest resources, wildlife, recycling, replanting, and the ownership of our forests. (\$60/100 copies)

Managing the Future of America's Forests (1990)

This 8-page booklet describes the American Forest Council and the forest products industry highlights industry actions to manage and improve America's forests, and describes national programs such as the American Tree Farm system, Project Learning Tree, and the American Forest Foundation. (\$60/100 copies)

A Tree for Each American (1990)

Designed to introduce the miracle of our growing forests, this 4" x 9" booklet is packed with facts and information about America's only renewable resource — it's trees. The booklet discusses the value of trees as a resource for new homes, paper and other products; the importance of recycling, harvesting, and replanting efforts; and the value trees in producing oxygen, ensuring water quality, and providing scenic beauty. (\$60/100 copies)

Wise Use of the Forest Resource (1990)

This 40-page report by the American Forest Foundation provides extensive information on the forest products industry's conservation record. Industry efforts to preserve more than 1 million acres of company-owned land are highlighted, along with a region-by-region listing of some of the thousands of industry-sponsored forest conservation activities. (\$80/50 copies)



2-22

2-22

PROMOTE "LUMBER GROWS ON TREES" ALL YEAR LONG!

PROMOTIONAL WEAR

Dress up your employees with official "Lumber Grows On Trees" wearables.

Golf Shirts • Sweat Shirts • T-Shirts • Caps

All items are white with the official black and green "Lumber Grows On Trees" logo silk-screened - 3 1/2" tall. Your firm name can be added in green, one line on orders of 1 dozen or more. Add \$3.00 per dozen.

SWEAT SHIRTS, 50/50, Long Sleeve(sim. to illus.)\$120.00 Doz./\$**12.00** Each
T-SHIRTS, 50/50, Short Sleeve\$54.00 Doz./\$**6.00** Each
GOLF SHIRTS, 50/50, Short Sleeve, No Pocket ..\$147.00 Doz./\$**15.00** Each
GOLF SHIRTS, 50/50, Short Sleeve, With Pocket\$147.00 Doz./\$**15.00** Each
CAPS, Cotton Twill OR Poplin\$35.00 Doz./\$**6.00** Each



BUMPER STICKERS

Lumber IS a renewable resource. Broadcast the message everytime you drive your car or send your trucks out on a delivery with these great bumper stickers.

Style A - In Lots of 250

19¢ Each

Style B includes your custom imprint. Green and black "Lumber Grows On Trees" logo on a white background.

Style B
In Lots
of 250

26.2¢ Each

BUTTONS

3" Diameter button with the official green and black logo.

(similar to illustration at left)

75¢ Each

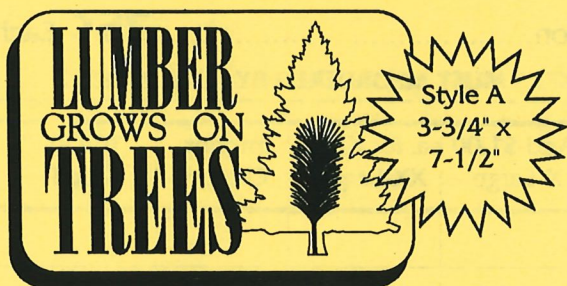
PLEASE NOTE: Bumper stickers and buttons must be ordered by May 29, 1992.

WINDOW POSTER

Greet your customers with this striking poster. The official green and black "Lumber Grows On Trees" logo on a white background. (12" x 25")

\$12⁵⁰ Each

2-23



"LUMBER GROW ON TREES" PROMOTIONAL ITEMS

DELIVER THIS IMPORTANT MESSAGE ALL YEAR LONG WITH SHIRTS, BUTTONS, CAPS AND BUMPER STICKERS. Use as give-aways, merit awards, or company team uniform shirts!! Spread the word...

SHIRTS • CAPS • T-SHIRTS • GOLF SHIRTS • POSTERS • BUTTONS • STICKERS

Shirts available in Large, X-Large and XX-Large. Add \$1.00 per shirt for XXL. Your firm name can be added in green, one line on orders of 1 dozen or more. Add \$3.00 per dozen.

- SW115 - SWEAT SHIRTS**, 50/50, Long Sleeve (similar to illustration)\$120.00 Doz./**\$12.00** Each
- TS116 - T-SHIRTS**, 50/50, Short Sleeve\$54.00 Doz./**\$6.00** Each
- GS117 - GOLF SHIRTS**, 50/50, Short Sleeve, No Pocket.....\$147.00 Doz./**\$15.00** Each
- GP118 - GOLF SHIRTS**, 50/50, Short Sleeve, With Pocket.....\$147.00 Doz./**\$15.00** Each
- CP119 - CAPS**, Cotton Twill OR Poplin.....\$35.00 Doz./**\$6.00** Each

NOTE: Shirts & Caps-Allow 2 Weeks for Dozen Orders/Orders For Less Than A Dozen Will Be Pooled And May Take Longer

WP120 - WINDOW POSTER 12" x 25", Black and Green on white background.....**\$12.50** Each

BSA121- BUMPER STICKER (Lots of 250) Style A , 3-3/4" x 7-1/2" **19¢** Each

BSB121- BUMPER STICKER (Lots of 250) Includes your three-line imprint. Style B , 3" x 9"**26.2¢** Each

BTN122 - BUTTON 3" Diameter, Black and green logo on white button.....**75¢** Each

Prices Do Not Include Tax or Shipping • BUTTONS AND BUMPER STICKERS MUST BE ORDERED BY MAY 29, 1992

ITEM DESCRIPTION	Item Number	Total Quantity	Shirt Sizes (Add \$1.00 ea. for XXL)			Imprint Charge	TOTAL COST
			Large	X-Large	XX-Large		

IMPRINT-(SHIRTS: One Line Only, Add \$3.00 Per Dozen; STYLE B BUMPER STICKERS: Three Lines, No Add'l. Charge)

Firm Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Ordered By: _____

Mail or Fax Completed Form To:

MID-AMERICA LUMBERMENS ASSOCIATION
800 Westport Road • Kansas City, MO 64111
Fax: 816-931-4617 • Phone: 816-931-2102

2-24

2-24

"LUMBER GROWS ON TREES"

Promotion

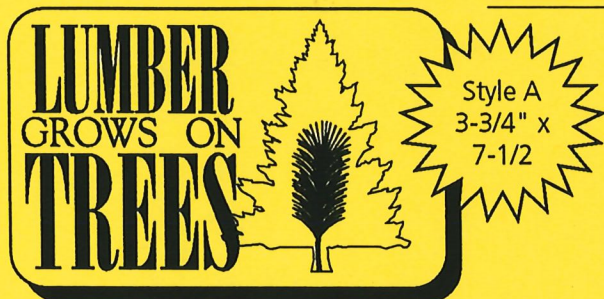
Here are the last items to complete your promotion. The poster and bumper sticker orders will be pooled for the prices below. Orders must be placed by March 30th for an April 15th ship date.

Window Poster

Greet your customers with this striking poster.

The official green and black "Lumber Grows On Trees" logo on a white background.

\$12⁵⁰ Each



Bumper Stickers

Lumber IS a renewable resource. Broadcast the message everytime you drive your car or send your trucks out on a delivery with these great bumper stickers - Style B includes your custom imprint. Green and black "Lumber Grows On Trees" logo on a white background.



17¢ Each In Lots of 250

Item	Quantity	Price/Ea.	Amount Due
Window Poster		\$12.50	
Bumper Sticker (Lots of 250) Style A , 3-3/4 x 7-1/2		17¢	
Bumper Sticker (Lots of 250) Style B , 3 x 9		17¢	

Imprint (For Style B Bumper Sticker):

Name: _____

Firm Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Mail or Fax Completed Form by MARCH 30.
MID-AMERICA LUMBERMENS ASSOCIATION
 800 Westport Road • Kansas City, MO 64111
 Fax: 816-931-4617 • Phone: 1-800-747-6529

2-25