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Sent: Wednesday, November 27, 2013 11:27 AM

To: Henry R. Batten; Karl Watson Jr.; Jim Spurlino; Tim Kuebler; Timothy Becken; JOSEPH J. FERRARA; Robert (Bob) Sells

Cc: Jose A Cancio; Bob A. Garbini; Bob Thomas; Aris Papadopoulos; Mike Murtha; Jimmy Cotty; Troy Maschmeyer;

Tommy Abbott; Diggs Bishop; Stuart Burns; Craig Campbell; Alex Car; Ted Chandler; William F. Childs IV; Thomas

Chizmadia; Frank Craddock; Bernardo Dias; Doug Easter; Eric Flesch; Laurence J. Silvi II; Don Ingerson; Wallace H.

Johnson; Gerry Krozel; Kerri Leininger; John A. Malcolm; Don Marsh; Mike Mitschele; Bill Nelson Jr

Subject: SOFTWOOD INDUSTRY CHECKOFF PROGRAM DIRECTION

The following is from the Softwood Lumber Board which is the Softwood industry's check off organization implemented to promote wood over competing construction products. The following is a quote from the "TALL WOOD BUILDING RESEARCH PROJECT"...

...While it is unlikely that tall wood buildings will become mainstream in the short term, the promotion of tall wood buildings will start to break down barriers in the minds of regulators, developers, designers, and ultimately the public of what is possible with wood. The economic and environmental viability of tall wood buildings will help overcome traditional assumptions about the strength, combustibility, longevity, and applications of wood products. This breakthrough will result, over time, in considerably more wood buildings in the 5 - 10 story segment...

Read more : [www.softwoodlumberboard.org/programs/fundedprograms/timbertowerproject.aspx](http://www.softwoodlumberboard.org/programs/fundedprograms/timbertowerproject.aspx)

The home site is [www.softwoodlumberboard.org](http://www.softwoodlumberboard.org)

Obviously, this is a direct attack on concrete and cement based products.

The ready mix industry is behind the eight ball here. The anticipated increase in softwood sales will more immediately impact the residential market. This in place commodity check off program will be able to fund research and promote increased usage of wood in residential construction and, today, we have no effective way of informing the users of concrete and/or the consuming public that concrete is far superior. READY MIX CONCRETE IS UNDER ATTACK AND THERE IS NO DEFENSE IN PLACE.

The home site is focused on the "environmental benefits" of wood construction. Of course, that's the way to the agencies and public's heart and pocketbook these days.

On JANUARY 15, 2014, there will be a softwood sponsored webinar entitled..."Designing Wood frame schools in the Bethel School District".

How long before this initiative goes nationwide and the school market which is historically a concrete and cement based concrete products market is lost to wood? Henry, on JANUARY 29, 2014, there's a softwood sponsored event entitled..."WoodWorks Southeast Wood Solutions Fair (Charlotte NC)". Are you concerned, I would be!! Peter, on February 26, 2014, there is a softwood sponsored event entitled..." WoodWorks Southern California Wood Solutions Fair (Long Beach, CA). Do you guys see a trend here of industry financed promotion efforts directed at the residential and non-residential market???

Finally, on MARCH 13, 2014, there's a softwood sponsored WEBINAR entitled ..."Code Conforming Wood Design..". Is the softwood industry working to legitimize their products in the minds of specifiers, architects, and engineers?? I think so!

WHAT ARE WE GOING TO DO ABOUT IT? WHAT ABOUT THE SHAREHOLDERS AND EMPLOYEES IN THE CONCRETE INDUSTRY? WHAT'S THE FUTURE OF THE NATIONAL AND STATE ASSOCIATIONS?

If there is no better reason to get "fired up" and ready to do battle for the concrete industry by securing a successful outcome for the RMC CheckOff program, this website and this program that is in place and working every day will do.

Now that I've vented, let me wish all of you and your families a sincere and heartfelt HAPPY THANKSGIVING and MERRY CHRISTMAS.

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